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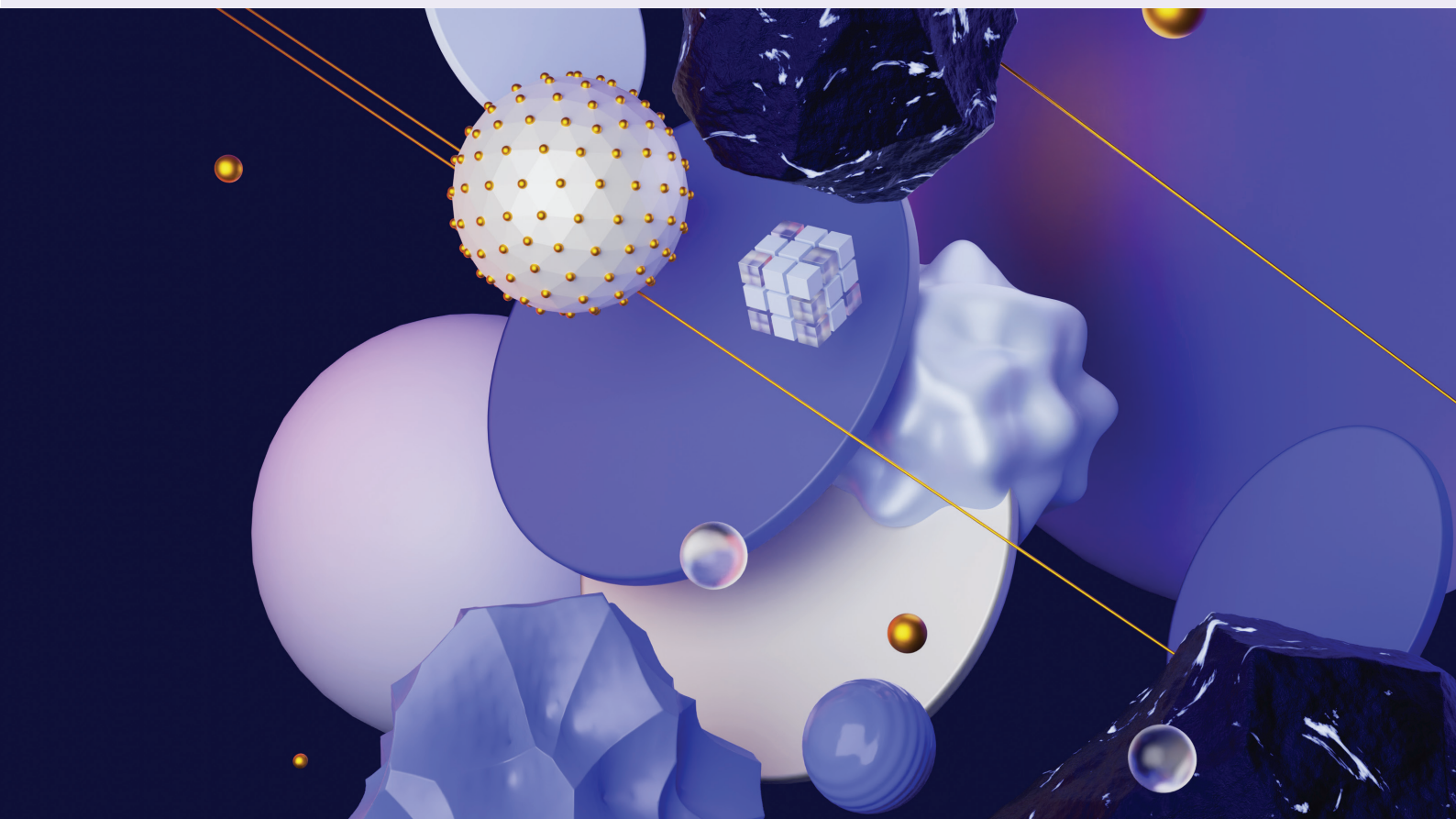
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EMAC
EUROPEAN MARKETING ACADEMY

Reshaping Consumer Centred Marketing

"I Want It All and I Want It Now"

PROGRAMME BOOK

21–23 September 2022
Kaunas, Lithuania

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WELCOME
LETTERS

DEAR CONFERENCE PARTICIPANTS,

First, welcome to the 13th Regional Conference of EMAC, hosted by the Kaunas University of Technology! The conferences form the foundation of the EMAC community and offer excellent opportunities to present your work, to discuss future research opportunities, to meet fellow Marketing scholars, and to get inspired by new insights and ideas. The regional conference is especially a wonderful platform for personal interactions and networking thanks to its size and atmosphere. On behalf of EMAC, I would like to thank you for contributing to the success of the conference this year, as participant, presenter, discussant, session chair, and/or host of the conference. I fully trust that the program has a lot to offer this year, much like previous regional conferences, and that you will have a great conference experience.

Tammo Bijmolt
President of EMAC

DEAR CONFERENCE ATTENDEES!

We are delighted to welcome you to the 13th EMAC Regional Conference, "Reshaping Consumer Centred Marketing: I Want It All, and I Want It Now," on September 21–23, 2022!

This year's conference theme echoes the profound changes that have once again confirmed the consumer as the central figure in marketing. We have never experienced such disruptive circumstances on such a large scale and in such a short period. These developments have significantly impacted everyone, including consumers, businesses, and policymakers. First, there was the pandemic that continues to linger. Its evolution appears to follow a non-linear trajectory while accelerating digital adoption on the positive side. Then came the invasion of Ukraine, which added another layer of uncertainty to the outlook for the economy and business.

Furthermore, all of this occurs in the context of the advancement of digital transformation, which brings its own set of challenges and opportunities. As a result, consumer behaviour is shifting, revealing the changing consumption patterns and lifestyles. The profound consequences have garnered the interest of many marketing and consumer behaviour studies. What should be anticipated in the face of uncertainty and pessimism? Will the increased uncertainty lead to a reduction in consumption or excessive purchases and stockpiling? Whether it will encourage or hinder sustainable consumption and pro-environmental behaviour? Will consumers be willing to compromise their privacy and be ready to place digital trust in AI-driven solutions to cope with the challenges of uncertainty in a digital world? How will we, as researchers, address ethical concerns when utilising advances in neuroscience and neuromarketing?

The ongoing transformations reaffirm that the consumer has always been, and presumably will continue to be, the central figure in marketing. Despite the fact that disruptive events necessitate a reshaping of marketing, it remains consumer-centred. The conference theme subtitle 'I Want It All and I Want It Now' is not coincidental. It invites us to debate consumer hedonism, which is based on "wanting" and "desiring," from various perspectives, wondering if the outcomes are always beneficial to personal well-being and bringing meaning to life or whether they foster the resilience that is sorely needed in today's contexts.

We are thrilled that many of the above questions and topics will be addressed in presentations by conference attendees, EMAC-renowned scholars, academic speakers, and practitioners. We hope they will all spark lively discussions. Furthermore, we are grateful that, despite their understandable reservations, conference delegates responded to our invitation to attend the conference in person. The conference attendees are the co-creators who made the conference happen. As organisers, we are grateful for the trust and the opportunity to host the EMAC regional conference in Lithuania for the first time. It is a great privilege to be part of the EMAC community. We hope conference attendees will benefit from meeting other researchers who share their interests, exchanging ideas, and possibly starting project collaborations and networking.

Finally, we would like to wish conference participants a memorable stay in Kaunas, the European Capital of Culture 2022!

The Conference Chair Beata Seinauskiene
on behalf of the 13th EMAC Regional Conference 2022 Organising Committee
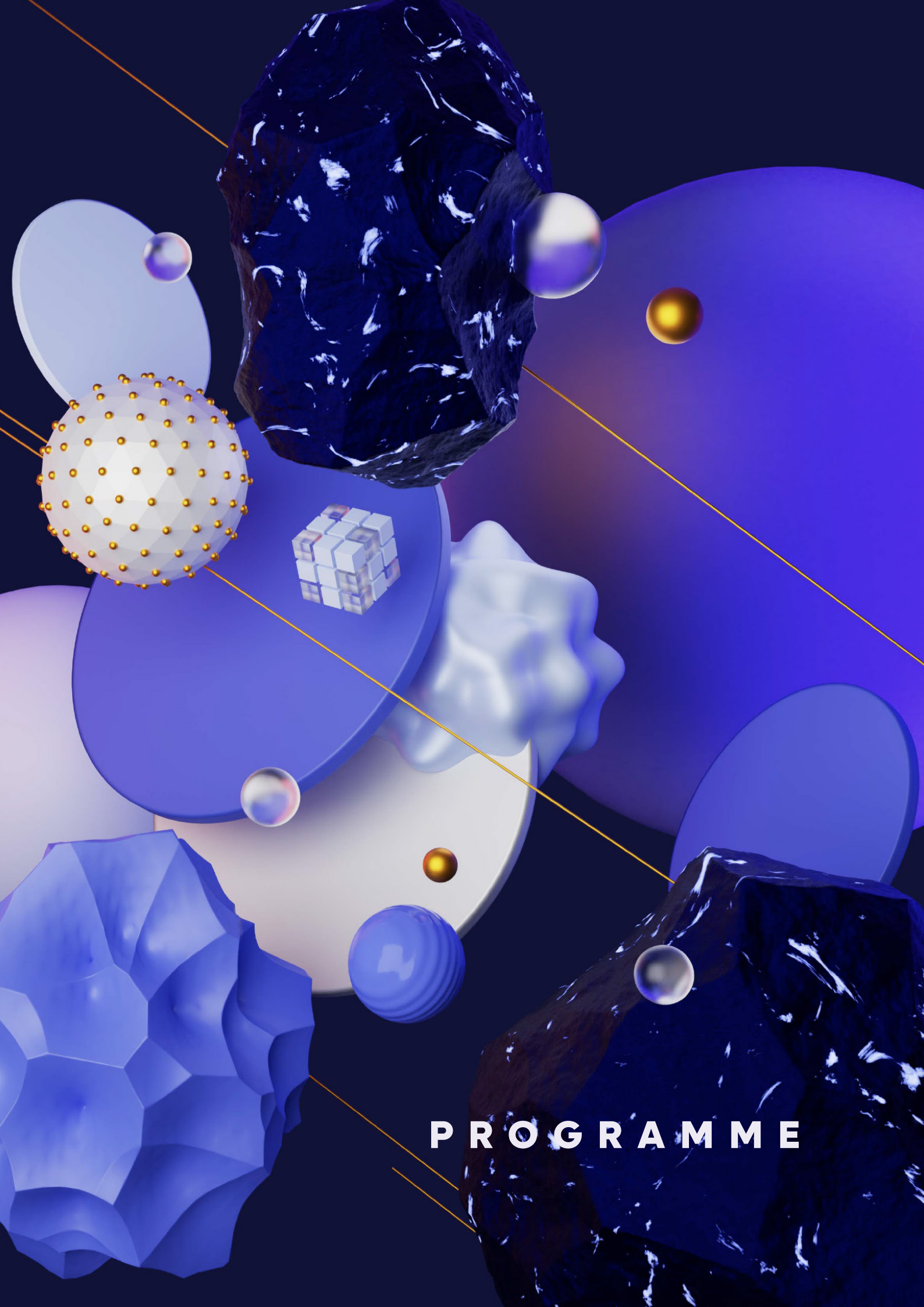
PROGRAMME

21 SEPTEMBER

PRE-CONFERENCE 3RD EARLY-STAGE RESEARCHER SYMPOSIUM

KTU Santaka Valley
Barsausko st. 59, Kaunas and online

13.00–13.30 **CONFERENCE REGISTRATION**
Ground Floor

13.30–18.30 **EARLY-STAGE RESEARCHER SYMPOSIUM**
Chairs: Vesna Zabkar and Luk Warlop
Hall 1

ERS is an initiative of EMAC for early-stage researchers, including young lecturers, postdocs, PhD students as well as senior researchers who want to learn more about how to conduct research and publish. The symposium provides an opportunity to learn from experienced researchers and supports the development of professional skills for building an academic career. The ERS is an opportunity to meet like-minded people, present your research interests, exchange ideas and potentially start project collaborations and networking.

13.30–14.45 **ERS Session 1: Marketing for a Better World: How to Use Skills of Marketing Researcher for the Better of the World?**

Luk Warlop | BI Norwegian Business School

14.45–15.00 COFFEE BREAK

15.00–16.00 **ERS Session 2: Challenges of Being a Researcher, Becoming a Researcher**

Tammo Bijmolt | University of Groningen

16.00–16.15 COFFEE BREAK

16.15–17.15 **ERS Session 3: How to Cooperate with Companies?**

Elif Karaosmanoglu | Istanbul Technical University

17.15–17.30 COFFEE BREAK

17.30–18.30 **ERS Networking Session & Research Collaborations**

Vesna Zabkar, University of Ljubljana and **Luk Warlop**, BI Norwegian Business School as ERS Chairs, together with **Elif Karaosmanoglu**, EMAC VP Conferences, **Corina Pelau**, Bucharest University of Economic Studies, and **Mirkó Gáti**, Corvinus University of Budapest, for EMAC Climber Community

**18.30–
19.00** | **How Behavioural Research Methods Are Advancing Consumer Behaviour Research and Teaching**

Jo Evershed | Gorilla Experiment Builder

**18.00–
19.30** **CONFERENCE REGISTRATION**
Ground Floor

**19.30–
22.00** **EMAC REGIONAL CONFERENCE 2022 WELCOME RECEPTION**
KTU Santaka Valley
Barsausko st. 59, Kaunas
Ground Floor

Pop-up Digital Lab: Neuromarketing & AI

Egle Vaiciukynaite | Kaunas University of Technology

Onsite initiatives will be led by Digitalization Research Group Researcher Egle Vaiciukynaite from Kaunas University of Technology.

The concept "a pop-up digital Neuromarketing & AI lab" represents a new type of laboratory that can be empowered through digital technologies. The lab seeks to present the latest digital solutions in neuromarketing and AI for marketing specialists.

A few demonstrations with digital brand communication units and packages will include tools like an eye-gaze prediction solution, mobile and machine learning-based eye tracking, as well as emotion recognition software. Additionally, several AI solutions such as an image memorability solution, a prototype of social media AI created by EMODI (KTU) will be involved, etc.

Note: This entertaining initiative will be free of charge and accessible on conference premises for all conference attendees.

22 SEPTEMBER

1ST CONFERENCE DAY

KTU Santaka Valley
Barsausko st. 59, Kaunas

08.15–08.50
CONFERENCE REGISTRATION
Ground Floor

09.00–09.15
CONFERENCE OPENING
Eugenijus Valatka | Rector, Kaunas University of Technology
Hall 1

09.15–12.30
PLENARY SESSION
Moderator: Zaneta Gravelines | Kaunas University of Technology, School of Economics and Business
Hall 1

09.15–09.45
On Wanting (All of It, Now)
Luk Warlop | BI Norwegian Business School

Luk Warlop is a Professor of Marketing at the BI Norwegian Business School. He obtained a Master's degree in (organisational) psychology (1986) and an MBA (1988) at the KU Leuven, as well as a PhD in marketing (1995) at the University of Florida. He studies individual consumer decision making and the social psychology of consumer behavior. His research has been published in J. Consumer Research, J. Marketing Research, J. Consumer Psychology, Int. J. Research in Marketing, J. Accounting Research, Management Science, J. Service Research, J. Personality and Social Psychology, Psychological Science, and several others. His work has been recognised with a best paper award and a long term impact award at the International Journal of Research in Marketing (IJRM), and with an IgNobel Prize. He is currently Associate Editor fo the Journal of Public Policy and Marketing, member of the Board of the European Institute for Advanced Studies in Management, and the former president of the European Marketing Academy (2018–2021).

09.45–10.15
Reading Consumer Minds: The Truth, Fiction and Ethics of Neuromarketing
Joseph Devlin | University College London, Faculty of Brain Sciences

Dr. Joseph Devlin is a professor at the UCL, London. Joseph received his PhD in artificial intelligence but found himself more interested in how the human mind works. After training in neuroimaging at Cambridge and Oxford, he established a reputation as a leader in how the human brain

processes language before taking up positions as Head of Experimental Psychology and then as Vice-Dean of Innovation and Enterprise at UCL. Joe runs workshops on consumer neuroscience and has led projects with a variety of partners, including Audible, Vue Cinemas, Shiseido, The Times, and the BBC.

**10.15–
10.45** | **Willingness to Disclose Personal Data Online:
Factors, Situations, Trends**

Sigitas Urbonavicius | Vilnius University, Faculty of Economics and Business Administration

Sigitas Urbonavicius is a Professor of Marketing at Vilnius University, Faculty of Economics and Business Administration. He is the Chair of the Marketing Department, a member of the Lithuanian Agency for Science, Innovation and Technology, an expert of the Research Council of Lithuania. Current research interests include moral aspects of marketing, buyer online behaviours, and privacy issues.

10.45–11.00   COFFEE BREAK

**11.00–
11.30** | **Before Reshaping Marketing, We Should Shape It Right in a First Place**
Domantas Gailius | Inspired Communications, KOG institute

Partner and CBDO at Inspired Communications, partner and founder of KOG institute for communication science. Domantas has 21 years of experience in advertising and media planning. In practice, he is regular lecturer at the KOG Institute, The Atomic Garden School, guest lecturer at VU, as well as speaker at marketing conferences. As the founder of the KOG Institute, he has the ability to bring together a wide range of marketing professionals and practitioners to share their knowledge with the marketing community. The fruits of these activities include the development and implementation of marketing communication strategies for major Lithuanian and foreign brands (VP Group, MV Group, Telia, Tele2, IKI, Nestle, Luminor, Swedbank, etc.) and for the public sector (the Lithuanian Tourism Department's strategy for media buying in order to attract foreign tourists by selecting target countries, defining the principles of investment in advertising, and formulating the analytical framework for evaluating the ROI).

**11.30–
12.00** | **The Art of Marketing in the Technology-Based World**
Ruta Gaudiesiene | Civitta, Customer-Centric Consultancy (CCC)

Partner at Civitta (https://ccconsultancy.lt/) and Head of Customer-Centric Consultancy (CCC). 20+ years of experience in Marketing and Market Research. Rūta has been involved in coordinating and implementing more than 5,000 different research projects. Rūta is an expert in the social sector (society values, social change, social marketing), strategic marketing (brand positioning, internal and external communication man-

agement, consumer behaviour, values), ROMI (brand value and marketing investments cost-effectiveness evaluation), and the jury member at the Marketing Efficiency Awards Competition "PASSWORD", with expert experience under the supervision and guidance of change management and advising private sector companies and public bodies in strategic decisions. Topic: The art of marketing in the technology-based world.

12.00–12.30 | Influencing People's Decisions with Machine Learning

Dovydas Ceilutka | Artificial Intelligence Association of Lithuania, Vinted, Tribe of AI, Turing College

Dovydas Ceilutka is the president of the Artificial Intelligence Association of Lithuania, the machine learning team lead at Vinted, and the data science course lead at Turing College. Dovydas focus is on using data science and machine learning to bring business value through building machine learning-powered products. He is passionate about making the whole machine learning project workflow fast and efficient – from aligning the business objectives and metrics, to training and tuning the machine learning models to deploying, evaluating, and monitoring the models in production. Dovydas is also active in the artificial intelligence community in Lithuania, where he along with his colleagues from the Artificial Intelligence Association of Lithuania organise various types of workshops, meetups, and other events.

12.30–13.30   **LUNCH**

13.30–15.30   PARALLEL SESSIONS
SESSION 1: Developments in Marketing Decisions
Chair: Przemysław Tomczyk
Hall 1 and online

Dynamic Pricing Strategies for Discrete Perishable Products
Oleg Melnikov

The paper is devoted to the development of a dynamic pricing strategy for the sale of products whose value expires with time. Sales of discrete goods to heterogeneous consumers who have at most a unit demand for sold goods is considered. This type of demand structure makes it possible to describe the optimal pricing strategy using a simple system of recursive equations, which allows for an analytical solution in some special cases. For the general case, a numerical algorithm has been developed for finding the optimal solution as a function of time to expiration and remaining stocks of unsold products. The proposed strategy is compared with the fixed-price policy and estimates of economic gain from employing dynamically adjusted prices are obtained. Simple heuristics for sales management under conditions of incomplete information are also proposed.

E-Commerce Marketing Mix Effects on Online Patronage: A Meta-Analysis

Benjamin Klink, Thomas Rudolph

Since the advent of the internet, e-commerce has disrupted consumer shopping habits globally. Synchronously, leaps in marketing technology multiplied the range of marketing tools available to e-tailers. However, the comparative effectiveness of e-commerce marketing activities unfortunately remains elusive – despite a wealth of research on the matter. In response to this void, we meta-analytically investigate the effect of 62 marketing tools, clustered in 10 e-commerce mix dimensions, on online patronage. Our meta-analytical review synthesizes 644 distinct datasets from 591 data sources, yielding 1780 individual bivariate effect sizes based on 11493298 observations. Our results offer substantial insights for e-commerce marketing practice with regards to the effectiveness of marketing tools and marketing budget allocation decision-making. With regards to the research community, we provide a comprehensive review of the current status-quo of online patronage research, a quantitative synthesis of the cumulative evidence, and point toward potentially fruitful avenues for further research.

Customer Participation: The Time is Ripe for a Theoretically Broader Understanding

Richard Bavlsík

Aim of this paper is to explore the customer participation (CP) phenomenon from distinct theoretical perspectives, using integrative literature review methodology. Conceptual frameworks and empirical research have been used from service, branding, social media, relationship marketing, management, retail and even marketing psychology literature. Categories such as subject, facilitator, potential aims, methods, motivations and influencing factors of CP were identified. Main conclusion of this study was that research on CP is still fragmented, and integrational attempts are not sufficient enough, while a more comprehensive framework could lead to deeper understanding of the phenomenon.

Advancing the Understanding of Customer Needs in Fashion Retailing: A Jobs-to-be-Done Perspective

Franziska Kullak, Daniel Baier, Herbert Woratschek

Understanding customer needs is a key factor to ensure competitiveness and innovation for fashion retailers. However, surprisingly, the literature on customer needs is fragmented. Commonly, products and services are developed based on quantitatively collected customer needs often initiating unsuccessful innovations. To advance the field, this paper adopts a job-based view on customer needs. A job encompasses a problem a customer aims to get done whereby products and services are (only) means to an end. Based on 14 semi-structured interviews, this paper explores what needs, represented in jobs, customers have when shop-

ping in in-store and online fashion retailing and how marketers can aid in fulfilling these jobs. Building from identified personal and social jobs our findings offer fruitful job-based service innovation potential.

Do We Need a New Bibliometric Method in Marketing? Case Study of Variables Mapping

Przemysław Tomczyk, Dagmara Plata-Alf, Piotr Kwiatek

Science mapping is one of the bibliometric analysis methods. This article aims to identify to what extent variable mapping - a new approach to science mapping – can improve research problem formulation and content/thematic analysis for literature reviews. Based on a sample of articles on customer ideation, we compare a traditional approach (keywords mapping) with a variable map prepared manually on the same articles. Seven independent expert judges assessed the usability of both solutions when formulating the research problem and content/thematic analysis. The results show the advantage of variable mapping in the formulation of the research problem and thematic/content analysis.

| 13.30–15.30 | **SESSION 2: Brand and Personal Data Disclosure Management**
Chair: Achilleas Boukis
A228 |

Consumer Attitudes towards Brand Activism

Christos Livas, Marina Kyriakou, Konstantina Zisimopoulou

In light of the rise in public controversy about divisive sociopolitical, economic and environmental issues, companies have been increasingly deciding to practice brand activism. Given the scarcity of empirical research on this emerging topic, the present study aims at investigating consumer attitudes towards brand activism, as well as the importance consumers place on brand activism in relation to other fundamental buying criteria, such as price, quality, purchase effort and customization. A survey of 235 consumers indicated that they have a moderately positive attitude towards brand activism. However, given consumers' reluctance to overlook important buying criteria to support activist brands, there is no evidence to suggest that brand activism can ultimately shape fundamental aspects of consumer behaviour.

Sources of Trust in a Store and Their Contribution to Willingness to Disclose Personal Data

Sigitas Urbonavicius, Ignas Zimaitis, Vatroslav Skare

One of the important factors that impact willingness to disclose personal data in online shopping is trust in a store. However, trust in a store mediates effects of other antecedents, which in this study are conceptualized as associated with groups of personal, infrastructural and physical/tangible factors. The study analyses indirect effects of propensity to trust (personal factor), perceived regulatory effectiveness (perception

about an infrastructure) and presence of off-line selling channel in addition to the online channel in a store on willingness to disclose personal data online. The findings show that these factors, mediated by store trust, have significant positive impacts.

Personal Data Disclosure and Two Purchasing Behaviours: Online Buying and Webrooming
Mindaugas Degutis, Sigitas Urbonavicius, Vaida Kaduskeviciute

Willingness of buyers to disclose their personal data during buying process is an important factor for retailing. Impacted by perceived benefits, privacy concerns and trust in a store, it differently influences online buying and webrooming behaviours. Relationships between factors are grounded on social exchange theory. Empirical data is collected from 964 questionnaires representative survey in Lithuania and analyzed with the use of structural equation modelling. Findings helped to confirm the importance of the analyzed antecedent on both buying behaviours and to observe the relationship between online buying and webrooming. Additionally, the study outlines the directions for further research.

Private Labels, Product Harm Crises, and Cross-Brand Learning
Olivier Reimann, Oliver Thomas, Gunther Kucza

This paper combines the literature streams on private labels (PL) and product harm crises (PHC) in the context of cross-brand learning. In an experiment, we investigate how a PHC about a PL affects (a) consumer evaluations of the defective product, (b) whether consumer evaluations of a competing retailers' PL, and (c) a national brand within the same product category are affected. We find that the defective PL product suffers from dramatic reductions in attitude, perceived quality, trust, and purchase intent. Furthermore, the PHC of one retailer's PL negatively affects consumer evaluations of other retailers' PL but not the national brand.

Understanding Consumer-Based Brand Equity in the Crypto Market
Achilleas Boukis

This exploratory study uses a qualitative approach to understand consumer-based brand equity (CBBE) in the cryptocurrency context. Drawing on thirty-two semi-structured interviews with crypto users, findings reveal three main sources of CBBE for crypto brands. Also, we provide insights into the nature and features of blockchain technology and how it influencer consumers' attitude towards crypto brands. Our findings also reveal the key elements of cryptos' brand identity as well as various psychological factors that influence consumer perceptions of crypto brands.

13.30– 15.30

Entrepreneurial Intention Among Young in an Institutional Context

Vera Butkouskaya, Nestor Salcedo

The Global importance of growth and entrepreneurship support underlines the need for future inter-country research and analysis. Additionally, it is accepted in the literature that the international context moderates young people's decisions toward entrepreneurship. Thus, in this study, the institutional context of two data points is taken to understand the differences in perception towards entrepreneurship among the young. T-test comparative analysis is done based on the data from young entrepreneurs' surveys in Spain and Russia. The study confirms the existence of significant variations in the perceived effect of the institutional context factors between respondents from different countries. Also, exist polarity in the relative importance of the factors analyzed. Further theoretical contributions and practical recommendations, specifically for the policymakers, are suggested.

Consumer Motives of Small Luxury Jewelry Consumption Amid Covid-19: A Conceptual Paper

Mirna El Shayeb, Sara El-deeb, Raghda El Ebrashi, Jusuf Zeqiri

Using the Consumption theory and the Dual Process theory, the purpose of this paper is to explore the motives of small luxury consumption amid the pandemic in individualistic and collectivist cultures. The current study provides insights into the changes in jewelry consumption during the pandemic. In addition to providing a categorization of the luxury values into emotional (conspicuousness, hedonism, uniqueness, and sustainability) and rational (quality and price); to support this categorization 40 interviews were administered. Furthermore, the study contributes value in terms of theoretical and managerial implications on how marketers can utilize luxury values to attract jewelry consumption during crisis.

Desire and Intention for Relaxation: The Effects of De-stress Motivation

Rasuole Andruliene, Sigitas Urbonaviciusi

Health consciousness is an important reason for travelling to resorts that offer health and wellness services. The current post-pandemic context generates additional reasons for travelling that are based on de-stress motivation. The study is grounded on the model of goal-directed behaviour that predicts travelling with the help of travel desire and travel intentions. It concentrates on the analysis of health consciousness and de-stress motivations on desire and intention. Data was collected Lithuania and included responses of 793 respondents. It was found that health consciousness and de-stress motivation are linked between themselves and have significant impacts on desire and intention.

Return Policy Leniency Impacting Customers' Purchase Intention – A Viable Strategy for E-Tailers?

David Karl, Kilian Vornberger, Björn Asdecker

Return policy can reduce e-commerce consumer returns by subjecting high-returning customers to a stricter return policy. Besides return behavior, purchase intention is affected. In an online survey of 197 participants, return policy leniency strongly influences purchase intention. Other variables, such as perceived trust, show a weaker impact on purchase intention than return policy directly. Managerially, this paper improves companies' understanding of how different return policies affect customer behavior. Academically, the research on return policy and purchase intention is complemented by examining three different return policy manifestations under control of trust, fairness, opportunism, and return difficulty.

MOOCs: What Impacts Learners' Continuance Intention, Intention to Complete or Cancel a Course?

Karina Adomaviciute-Sakalauske, Vytautas Dikcius, Ignas Zimaitis

Increasing demand for MOOCs has resulted in continuous attention from researchers and businesses. This study analyses the factors that impact three different learning outcomes – continuance intention, intention to complete and intention to cancel – by employing the theory of planned behaviour (TPB) and the technology acceptance model (TAM). The quantitative study was performed by surveying 299 respondents from 44 countries. The SEM analysis disclosed that the TAM can only explain continuance intention but cannot be fully applied to intention to cancel or intention to complete a course. Furthermore, TPB factors (participants' support and self-efficacy) had different influences on three learning outcomes.

13.30– 15.00   **PARALLEL WORKSHOP: Part 1**
A226

Boot Camp on Structural Equation Modelling Using SmartPLS

Shahrokh Nikou | Åbo Akademi University

Shahrokh Nikou is currently a Senior Lecturer at the Faculty of Social Sciences, Business and Economics, Åbo Akademi University. He received a doctorate from ÅAU in 2012 and became a Docent in Information Systems in 2014. He has MSc in Computer Networks from the Royal University of Technology, Stockholm (Sweden), 2008, and MSc in Computer Sciences from ÅAU 2009. Shahrokh is also affiliated with the Department of Computer and Systems Sciences (DSV) at the Stockholm University.

His research interests relate to digitalisation in entrepreneurship, healthcare services and higher education with a particular focus on the digital transformation as enablers for the organisational change. He has practical and academic experience in higher education research. He is one of the leading scholars at his home university on research methods, both quantitative and qualitative research methods.

Dr. Nikou has been involved in several national and international research projects and collaborates with a number of international universities, such as Stockholm University, Delft University of Technology, Kaunas University of Technology, the University of Trento, Uppsala University, Korea University, University College Lillebaelt (UCL)in Odense, Denmark, as well as Babson College, USA.

Shahrokh has published more than 95 peer-reviewed articles in academic journals and conference proceedings, mostly on digitalisation, digital transformation, business models and business model innovation, as well as research in healthcare, entrepreneurship and higher education using sophisticated and advanced research methods and data analysis techniques.

He is an Associate Editor in the Journal of Electronic Markets (Springer) and Digital Business Journal (Elsevier), Academic Editor in PLOSONE, Section Editor in the Journal of Theoretical and Applied Electronic Commerce Research. He is also a member of the editorial board of Telematics and Informatics, Electronic Markets, International Journal of Web Engineering and Technology (IJWET), the Journal of Electronic Commerce in Organizations (JECO) and International Journal of Electronic Business Research (IJEBR).

The fundamentals of structural equation modelling will be discussed in this workshop. The Smart PLS will be used as a tool to understand the fundamental and necessary stages, such as data cleansing, as well as more advanced steps, such as path analysis.

15.30–16.00   COFFEE BREAK

16.00–18.00

PARALLEL SESSIONS

SESSION 4: Sustainable Consumer Behaviour 1

Chair: Dave Bussiere

Hall 1

Intrinsic vs. Extrinsic Motivational Traits Driving Responsible Consumer Behavior

Zivile Kaminskiene, Justina Gineikiene

We test how intrinsic vs. extrinsic motivational drive-related traits affect responsible consumption, which encompasses both sustainable and circular consumer choices. Our results (N = 500) suggest that ownership of circular products is positively related to the intrinsic motivational trait of the presence of meaning in life and extrinsic motivational trait of greed. In addition, ownership of sustainable products is positively related to such intrinsic motivational traits as searching for meaning in life, openness to experience, and extrinsic motivational trait of income. Thus, the findings show that sustainable and circular products consumption despite close interfaces is driven by different motivations.

Self-(in)congruence and Sustainable Consumption Behavior: The Moderating Role of Social Norms

Ligita Zailskaite-Jakste, Kristina Pauzaite, Beata Seinauskiene, Stefano Bonnini, Michela Borghesi

The current study reports on the effect of (in) congruity of self on the specific behavior domain – sustainable consumer behavior. We examined how actual, ideal, social self congruity and self-discrepancy with respect to environmental friendliness relate to sustainable consumption behavior. We also accounted for the moderating effect of social norms (descriptive and injunctive). The results demonstrate that higher perceived actual, ideal, and social self congruity is associated with a higher inclination to sustainable consumption behavior. As expected, self-discrepancy was negatively related to sustainable consumption behavior. We did not find support for the hypothesis that social norms moderate the relationship between self-discrepancy and sustainable consumption behavior – the negative association persisted at the high and low levels of social norms.

Anticonsumers and Treasurehunters: Can Online Sustainable Fashion Challenges Shift Consumer Behaviour?

Julianna Faludi, Kamilla Székelyné-Füller

Two types of online challenges were compared, the Second-hand September, and the No New Clothes, aiming at reducing consumption. First, a survey (n=416) measured the motivation of environmentally conscious consumers to participate in online consumption reduction challenges. A second study examined the motivations and attitudes of participants of a no-new-clothes for one-year challenge group (n=90) in reducing their fashion consumption on five dimensions. Results indicate that second-hand clothing might be a trigger for consumption. Attempts at reducing consumption can be predicted by ethical considerations, and partially by veganism. Shorter challenges were engaged in compulsive buying, and were less environmentally concerned.

Sustainability Context in Creative Brief Personified: More Ideas from Consumers in Crowd Sourcing? The Mediating Role of Mental Transportation and Moderating Role of Mental Imagery Ability

Adnan Mendares

Sustainable consumption can be promoted through integration of the consumers in co creation process. It can help them to think deeply about sustainability along with their own satisfaction of creative thirst. Though organizations and companies use this method regularly, there is less understanding on how to stimulate consumers in these type of campaigns. This article shows with a study (N=248) that, personification techniques included in creative briefs for sustainability context as a way to improve individual creativity during idea generation stage. It also gives an understanding of the mediating role of mental transportation and moderating role of mental imagery ability.

Home Buyer Purchase Criteria and Willingness-to-Pay for Green Amenities: An Exploratory Analysis
Dave Bussiere

Researchers are interested in understanding consumer interest in greening their purchase decisions. This article investigates the demographic, housing and green knowledge variables that influence using green status as a purchase decision criteria. It also analyzes the impact of those same variables on consumers' willingness to pay for green amenities. Results confirm that different variables impact purchase criteria and willingness to pay. Notably, knowledge of green accreditations is an important predictor of both use of green amenities as a purchase criteria and as an influencer of willingness to pay.

16.00–18.00

SESSION 5: Food Marketing and Consumption Behaviour
Chair: Jannis Angelis

Hall 2

The Proximal Depiction Effect of Indulgent (Versus Non-Indulgent) Foods on Consumer Responses
Sumit Malik, Eda Sayin, Kriti Jain

Pictures of proximally depicted appetizing foods can spontaneously evoke our tastiness perception, purchase/ online ordering intentions, and expectations of enjoyment. Across four studies, we demonstrate that proximal (than distant) food depictions can increase consumer responses – specifically, for indulgent (than non-indulgent) foods and for display formats that lead to brief (than multiple) exposures to such pictorial cues. This effect is driven by implicit associations relating "proximal depictions with tastiness" and higher perceived tastiness for the up-and-close depiction of indulgent foods. We find replicating evidence for the "proximal depiction effect" using different food stimuli and consummatory contexts.

Understanding Consumers' Intention to Purchase GI Cheeses Based on the SEM-Logit Model
Dubravka Užar, Jelena Filipovic

This study aimed to investigate determinants of purchase cheeses with GIs in Serbia and to analyze to what extent these factors affected individuals' purchasing intention. An extension of the theory of planned behavior (TPB) is used as the framework of the study. The results from SEM-Logit show that attitude, subjective norms, perceived behavioral control, trust, loyalty, education and monthly income have significant impacts on intention to purchase cheeses with GIs. The findings of this research provide important contribution for understanding GI cheeses' consumption intention and behavior.

Factors Predicting Young Children's Purchase Requests for Food

Dora Gaćeša, Ruzica Brecic, Luca Panzone

Children exert great influence on family purchases of food. Hence, it is important to understand how different factors predict children's purchase requests for food. This study investigated if food attitudes, media exposure, and food neophobia can predict purchase requests for food of young children (N=88; ages 4–12), concerning age differences. Overall, all factors predicted children's purchase requests for food. Results further indicate that among younger children, only food neophobia predicted purchase requests for food. Food attitudes and media exposure predicted older children's purchase requests for food. Potential implications related to these age differences were identified and discussed.

The Role of Digital Data in the Agri-Food Product Development Process

Moreno Frau, Tamara Keszey

This paper provides a theoretical framework for how agri-food firms utilise digital data for product development. This article explores digital data exploitation behaviours and displays how these conducts variate according to the data sources used by the companies when trying to develop their products. The authors adopt an exploratory multiple-case study to develop new theoretical and empirical insights. Finally, this paper provides guidelines that help agri-food firms recognise how agri-food firms might take advantage of digital transformation and digital data acquiring competitiveness by improving production efficiency and supporting the development of their products.

Blockchain Technology in Food Supply Chains: Views from the Practice

Ivana Beveridge, Jannis Angelis

Blockchain technology (BCT) has a great potential to improve food systems, and it could play an important role in food marketing strategies. However, our knowledge of its benefits and adoption challenges remains limited. Complementing prior studies which mostly rely on archival material, we use qualitative interviews with industry experts to obtain first-hand nuanced insight. We identify twenty perceived benefits and challenges to BCT use, and demonstrate the importance of engaging multiple actors at micro/meso/macro levels. Expanding on prior studies focusing on BCT use for traceability and safety in the midstream of FSC, we extend BCT discussions to FSC upstream and downstream, highlighting BCT societal benefits for the traditionally disadvantaged farmers and for end-consumers concerned with food health and environmental benefits.

POSTER SESSION
Ground Floor

Brand and Price Consciousness in Consumers' Acceptance of Digital Voice Assistants for Grocery Shopping

Carsten D. Schultz, Philipp Brüggemann

Digital voice assistants are a new intermediary for initiating transactions in voice commerce. Consumers' acceptance of this innovative technology for online shopping is still developing. The present study analyzes the acceptance of digital voice assistants for habitual purchases, in particular for online grocery shopping. The theoretical framework is the established technology acceptance model extended by privacy concerns and technology anxiety. Further, we contribute to the literature by distinguishing consumers who are either brand- or price-conscious. The empirical results show that in contrast to price-conscious consumers, brand-conscious consumers' privacy concerns directly influence their behavioral intention to engage with digital voice assistants for online grocery shopping. Further, all consumers' technology anxiety negatively anchors their perceptions of digital voice assistants.

The Value of Leadership in Organizational Behaviour in Small Business from Employees' Perspective

Gavkhar Turaeva

The purpose of this paper is to emphasize the importance of having greater leadership qualities in the corporate world and to fill the gap by investigating the ideal characteristics for small independent restaurant owners to become effective leaders using a qualitative approach from their employee's perspectives. The study used a qualitative approach to explore leaders' perceptions and experiences, to eventually develop a theoretical model in connection to the role of leadership value in small businesses. The study aimed to obtain insight into the experiences of the participants in their own words and discussed that in small businesses, especially restaurant business leaders, the value of leadership and revealed several qualities of leadership, for example, respect, compassion, effective communicator, experienced, sociable, organized.

The Effect of Distraction on Visual Attention in Consumers' Decision-Making

Simona Bažantová, Michal Novák

There is an endless battle between companies for customers' attention. The study investigates the effect of a distraction on gaze behavior and visual attention towards a preferred product in consumer decision-making. It was achieved through an eye-tracking experiment with 2-AFC questions related to product choice. The results showed no significant difference in eye-tracking fixations in the distracting condition compared to the non-distracting condition. However, interesting differences emerged at

the individual respondent level. Further, the study suggested the impact of consumer distraction on the strength of the relationship between visual attention and preferred product variant. The results of this research point to the importance of further developing theories of attention in the context of consumer decision-making concerning essential attention characteristics such as divided attention and selective attention with respect to distractors in the form of the mobile phone.

The Impact of YouTube Personalization Algorithm of Content on Consumer Behavior in India
Akshatha Ilangovan, Richard Beswick

YouTube, one of the world's most popular online streaming social media platforms, leverages Google Brain, for personalization of its content. Powered by advanced techniques and systems founded in machine learning and artificial intelligence, the concept of personalization finds its roots in digital marketing with a primary purpose to augment online customer experience. This research work aims to comprehend and quantify the impact of personalization of YouTube on consumer usage, behavior and attitudes in the context of India, one of YouTube's largest markets worldwide. Through both digital marketing as well as technical perspectives, a thorough understanding of personalization in YouTube India's digital landscape has been developed followed by the establishment of a statistically significant impact of YouTube personalization on consumer usage and behavior in India.

Green Marketing on Social Media: A Qualitative Content Analysis
Elnur Nabivi

In line with consumers' growing concern for the environment, green marketing has become an essential tool for sustainable business strategy. This study explores types of green marketing-related content created by companies on social media that are engaging for customers. The research method that was employed is a content analysis of three FMCG corporate accounts. As a first step, the collected data were coded in accordance with whether it is related to green marketing or not. In the following step, a new classification was created based on topics shared by chosen accounts and the main sustainability issues. With the help of this classification, each green marketing-related post on social media was classified according to its main topic. The engagement rate of these topics was calculated, and engagement differences among these categories were analyzed. This study gives clear directions to the growing interest in green marketing in companies' social media communication.

Artificial Intelligence Application for Companies' Social Media Initiatives' Impact on Performance
Ineta Zickute, Justas Salkevicius, Viktorija Varaniute, Egle Vaiciukynaite

The world's largest centres for research into marketing have shown an increased interest in how to use artificial intelligence (AI) for effective adver-

advertising and customer engagement behaviours. This paper aims to create an AI-based model by using a machine learning approach for the determination of a company's social media initiatives' impact on the company's performance. The case study data was applied to train binary classification models (e.g., Support Vector Machine, K-Nearest Neighbours). Based on indications from a case study and expert interviews, the main characteristics for the determination of a company's social media initiatives' impact on its performance were identified.

The Successful and Unsuccessful Drivers of the Reward-Based Crowdfunding Model in the African Continent

Lenny Mamaro

The successful and unsuccessful drivers that contribute to reward-based crowdfunding in the African continent. The current restriction of access to financial resources imposed by traditional finance is a growing concern for entrepreneurship globally. The study identifies the success and unsuccessful drivers of reward-based crowdfunding in Africa. A positivist research paradigm, quantitative research approach, specifically a deductive research strategy adopted to test the research questions of the study. Secondary data was collected from the thecrowdatacentre for a period from 01 January 2020 to 30 December 2020. Econometrics results revealed that image, spelling error, target amount, and video negative are drivers of crowdfunding success. Whereas duration and backers increase reward-based crowdfunding success positively. The study contributes to the limited literature on crowdfunding and is theoretically complemented by testing derived research hypotheses on reward-based crowdfunding.

16.00– 17.30 **PARALLEL WORKSHOP: Part 2**
A226

Boot Camp on Structural Equation Modelling Using SmartPLS
Shahrokh Nikou | Åbo Akademi University

19.30– 23.00 **GALA DINNER**
Zalgiris Arena
Restaurant Sala
Karaliaus Mindaugo st. 50, Kaunas

23 SEPTEMBER

2ND CONFERENCE DAY

KTU Santaka Valley
Barsausko st. 59, Kaunas

09.00–10.00	**MEET THE EDITORS SESSION**

MEET THE EDITORS SESSION
Moderator: Sigitas Urbonavicius | Vilnius University, Faculty of Economics and Business Administration
Hall 1

Baltic Journal of Management
Ruta Kazlauskaite | Editor-in-Chief

Baltic Journal of Management (BJM) publishes high quality, peer-reviewed research in all major disciplines of management. The aim of BJM is to focus on management and organizational topics of importance to those in and beyond the Baltic sea region. To this aim, articles are encouraged from authors both inside and outside of the region.

BJM publishes both theoretical and empirical studies. Of great interest is research that utilizes multiple methods and research techniques. Literature reviews, and opinion pieces are also of interest, as well as research that takes an interdisciplinary, international, and comparative standpoint.

Digital Business
Shahrokh Nikou | Associate Editor

Digital Business is a new, Open Access journal which aims to publish original research articles, reviews, and reports on the digitalization of business, how digital technologies impact business models, and what this means for the future of work. The journal will specifically encourage submissions from diverse fields and areas of practice, from business, economics, marketing, sociology, and potentially computer science and information technology management.

The journal accepts theoretical, empirical, critical, comparative and case study research using qualitative and/or quantitative, or mixed methods.

Inžinerinė ekonomika-Engineering Economics
Aiste Dovaliene | Executive Editor
Kestutis Duoba | International Relations Manager

The scope of the Engineering Economics journal covers the research that considers innovations-driven change in business, public and financial domains, which contribute to a qualitative transformation of economies. The Journal aims to shed light on antecedents, processes and outcomes of the ongoing transformation to mobilize managerial and policy efforts to shape the transformative potential of technological and other innovations toward a more sustainable future.

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The Journal represents research from different disciplines such as technology and operations management, industrial economics and management, information systems, consumer marketing, public management, finance and economics as long as "creative destruction" is visible in the form of innovations-driven change and dynamics, improvements or concerns. By its very nature, technological, primarily digital innovations, are the most exponent and visible form of novelty recently. The Journal does not publish papers that deal with engineering issues. The Journal publishes research that considers different levels of analysis, such as macro, meso and micro levels. Papers employing all empirical methods are welcome. The Journal does not publish research that proves relationships through exceptionally mathematical reasoning. The Journal does not publish conceptual papers except systematic literature review papers using bibliometric analysis methods.

Organizations and Markets in Emerging Economies
Sigitas Urbonavicius | Editor-in-Chief

The journal aims to contribute to the development and dissemination of multidisciplinary knowledge on organizations and markets in emerging economies, to increase dialogue among scholars focused on a specific emerging economy or region and to encourage and give an outlet to high quality scholarship, both local and international, to this subject.

Organizations and Markets in Emerging Economies welcomes analysis of emerging economies from the perspectives of organizational sciences, marketing, economics, finance and related disciplines. The journal appreciates studies that highlight specificities and patterns that occur in emerging economies and develop new empirical and theoretical knowledge on the subject.

The journal uses a broad definition of emerging economies/markets. As such, emerging economies include the transition economies of Central and Eastern Europe, Asian nations (China, India, Vietnam, and others) that are increasing their free-market systems, countries in Central and South America, and finally countries in Africa. Each of these regions faces unique challenges and the journal encourages research that highlights the specifics of the particular region or country and combines that insight with broader lessons for other researchers.

Young Consumers
Hiram Ting | Editor-in-Chief

Young Consumers offers ideas, insights and information on key issues across the whole youth market, from the initial stages of preparing for parenthood to kids, tweenies, teenagers and young people up to the age of 24. The young people's marketplace is fast-moving and characterized by an increasingly sophisticated and brand-aware audience. Topical articles and the latest research findings keep readers in touch with what youth are thinking and doing.

10.00–10.30   COFFEE BREAK

PARALLEL SESSIONS

SESSION 6: Discrepancy in Consumer Values and Decisions

Chair: Arslan Javed

A228

Conflict of Consumers' Materialistic and Green Values: Causes and Consequences

Rita Markauskaite, Ausra Rutelione

The theoretical research on value conflict is sparse in green consumer behavior and consumer materialism theory. The purpose of the research is to synthesize and provide a comprehensive overview of consumers' materialistic and green value conflict causes and consequences. We begin by defining the materialistic and green value conflict. Next, we explore the main possible causes and consequences of materialistic and green value conflict. Finally, we present the conceptual model that is based on cognitive theory and balance theories. Managers can use our conceptual framework to understand what causes impact value conflict and what consequences it has for consumers'.

Trade-Offs Between Materialism and Pro-Environmental Behavior in the Light of Narcissism

Linas Pupelis, Beata Seinauskiene

This study aimed to disclose how customers make preferences over choice sets containing materialism and pro-environmental behavior attributes. The conjoint design was used to capture consumer preferences. Additionally, materialism preferences were compared with material value scale results, and pro-environmental behavior preferences were compared against pro-environmental behavior scale results. Results showed that customers prefer low materialism value attributes together with high pro-environmental behavior value attributes in one set. In addition, we accounted for the effect of narcissism on the attitude-behavior gap. Narcissism's effect on materialism and the pro-environmental attitude-behavior gap was not captured, except for success-prestige and pro-environmental behavior-no-recycling associations.

An Empirical Investigation into the Influence of Emotional Intelligence on Consumer Behavior

Altani Panagiotopoulou, Paraskevas Argouslidis

Although previous studies have linked emotional intelligence (henceforth EI) with various aspects of human behavior, little attention has been given to the impact of EI on consumer behavior. This paper hypothesizes and finds a) significant effects of EI on impulsive and ethical consumption and b) a significant moderating role of emotional affect in the above associations. The findings contribute to the EI literature and have useful implications for managerial practice.

Self-Other Discrepancies and Risky Choice
Arslan Javed, Ayse Onculer

Making decisions on behalf of others is common in practice but past findings on self-other discrepancies in decision-making are not conclusive. There is some evidence for lower risk-aversion when making decisions for others whereas other findings are in the opposite direction. This paper examines self-other discrepancies among decision-making for oneself, familiar others, and strangers. Three online studies show that, when their identity is revealed, individuals make similar risk-averse choices for themselves and familiar others as compared to strangers. However, under anonymity, their decisions are more risk-seeking for familiar others, compared to themselves. We discuss the role of accountability and anticipated shame as the underlying mechanisms for this discrepancy.

10.30– 12.30

SESSION 7: Value-Based Marketing Decisions
Chair: Yingkui Yang
Hall 1

Analysis of the Factors Influencing the Tourism Experience Value Co-Creation under the COVID-19
Junfeng Wang, Vera Butkouskaya, Yang Zesheng

This study explores the relationships among COVID-19 severity, tourists' risk perception (cognitive and affective), travel behavioral intention and tourism experience value co-creation. In April and May 2021, 319 valid questionnaires of tourists are collected for data analysis. The results show that COVID-19 severity has a significant positive effect on both cognitive and affective risk perception. Cognitive risk perception and affective risk perception have a significant positive impact on tourists' travel behavioral intention. Tourists' travel behavioral intention has a significant positive effect on tourism experience value co-creation. Meanwhile, risk perception (both cognitive and affective) is a significant mediator between COVID-19 severity and tourists' travel behavioral intention. And tourists' travel behavioral intention play a mediating role in the relationship of risk perception and tourism experience value co-creation.

Investigating the Antecedents and Outcomes of B2B Firms' Social CRM Capabilities in Emergent Markets
Ilke Cicekli

Despite the increased attention from both researchers and practitioners, social CRM is still a new phenomenon which remains underexplored. This study builds on three theoretical perspectives; dynamic capabilities, RBV and the institutional theory to further investigate the understanding of the antecedents of social CRM capability. A theoretical model is developed based on the literature review. Data will be collected from 400 B2B firms

top-management members in Turkey. Structural equation model (SEM) approach will be used to analyse the data. This study contributes to theory with the investigation of both internal and external antecedents of social CRM capabilities. Findings will be presented by September.

The Paradox of Sharing: Investigating the Effect of Scarcity in Experiential Stores on Interpersonal and Electronic Word-of-Mouth
Denise Pape, Waldemar Toporowski

Experiential stores represent a promising way to emotionally connect consumers to a brand and thus achieve long-term goals, especially Word-of-Mouth (WoM). Past research has already found that the lifecycle of an experiential store is closely linked to its perceived novelty. Nonetheless, perceived novelty has been overlooked as a defining dimension of consumer interest towards experiential stores. Our findings show how the integration of scarce products can reignite the novelty factor of an experiential store and promote positive WoM behaviours. Furthermore, we include need for uniqueness as a relevant personality factor in the context of experiential stores and uncover a communication dilemma in terms of WoM behaviours – while electronic WoM increases, interpersonal WoM decreases.

DART Framework Application for Value Co-creation in Sharing Platforms that Operate in Lithuania
Asta Svarcaite, Agne Gadeikiene

Value co-creation is considered key to competitiveness, innovation, and relationship development between a company and a customer. Currently, sharing platforms face the challenges of customer engagement in sharing itself and long-term relationships. Thus, this study aims to explore the peculiarities of the DART framework application for value co-creation in sharing platforms that operate in Lithuania. Case study analysis was applied for the empirical study. Its results indicate that the dialogue dimension unfolds through interaction; the access develops through information and tools; the risk-benefit reveals the disadvantages of sources and possible risks of using the sharing platform; the transparency exposes through transparency about the user reliability. The study results contribute to value co-creation scientific literature, bringing valuable insights for sharing platforms' improvement to co-create value.

An Investigation on Customer Loyalty in the Retail Banking Market
Yingkui Yang, Jan Møller Jensen

The objectives of this research are 1) to investigate factors that influence customer loyalty in the retail banking industry, and 2) to test the relationships between retail banking customers' satisfaction, switching intention and customer loyalty. Data was collected through an online survey using self-administrated questionnaires. A sample of 1132 respondents with usable questionnaire were used for the analysis. Results show that banks' personnel, banking ethic and reputation, and interests are important an-

tecedents for customer satisfaction. Customer satisfaction has direct effect on customer loyalty. Switching intention mediates the relationship between customer satisfaction and customer loyalty.

10.30– 12.30

SESSION 8: Consumer-AI Interaction and Gamification
Chair: Richard Beswick
Hall 2

How does Robot Gender Affect Men's and Women's Technological Acceptance?
Rubén Huertas-Garcia, Santiago Forgas-Coll, Antonio Andriella, Guillem Alenyà

The outbreak of Covid-19 and the consequent social distancing measures between people has boosted the use of social robots to deliver front-office services. In addition, the use of female robots to provide these services has proliferated. However, it is unclear whether the gender of the robot can be a market segmentation criterion targeting men and women. To explore this, a 2×2 (robot gender by human sex) experiment was set up, where a social robot simulated providing a customer service. A model derived from UTAUT was used to estimate its technological acceptance. The findings reveal that men and women used different drivers to explain their technological acceptance of male or female robots during the delivery of a front-office service. This suggests that it makes sense to consider segmenting the market by sex.

Drivers and Outcomes of Chatbot Use in Business-to-Business Setting: An Exploratory Study
Sara Maga, Mateja Bodlaj

Although chatbots are growing in popularity in the B2C literature, understanding of the B2B perspective remains limited. B2B buying behaviour varies as business customers appreciate different factors while evaluating company offerings. Therefore, this study aims to explore what motivates business customers to use chatbots and whether and how this usage can affect professional relationships. A qualitative study is conducted in the form of in-depth interviews with B2B managers and executives possessing real-life experience with chatbots for business purposes. The findings suggest that productivity as a result of time-saving matters, as do the convenience and self-service of chatbots, which simplify their work and enable them to avoid human representatives. The study shows the importance of personality type in explaining chatbot usage and indicates that chatbots can help build professional relationships.

AI Reactance when People Are Under Evaluation
Yue Wang, Zheshuai Yang

Although it is often believed that AI helps to largely enhance efficiency when replacing human beings, people have mixed views of AI taking

place of human beings. This research is to study people's reactions to AI when it is in the position of evaluating people. Do people have more negative attitude towards AI compared with human beings? What we can do to mitigate the negative impact so as to increase the adoption rate? We conduct experiments to establish the fact that people less favour AI's decision compared with a person's decision when they are evaluated by AI/person. We also find that stating the accurate rate does not improve people's attitude towards AI, but in the AI-together-with-human condition, people's attitude is significantly enhanced.

When Users Meet AI: Customer Acceptance of Recommendation Systems in Online Shopping
Vaida Kaduskeviciute, Bozena Mackeviciute

Study analyses how a set of factors influences intention to use recommendation. Based on theoretical analysis, Technology Acceptance Model and Theory of Planned Behaviour are employed while investigating this intention. Additionally, privacy risk and trust are chosen as important predictors. Survey revealed that perceived ease of use, perceived usefulness, trust and privacy risk has an impact on, while trust and privacy risks have an impact on perceived behavioural control. Finally, attitude was found out to have a strong impact on intention to use recommendation systems while perceived behavioural control did not have significant impact on intention to use recommendation systems.

Gamification Types for Business Needs
Arturs Bernovskis, Deniss Sceulovs

The aim of the literature review research is to explore gamification types in for-profit organizations. Gamification offers positive impact on various factors such as motivation, knowledge, and enjoyment. Most of the collected studies claimed that gamification positively influenced the employees or customers in terms of their knowledge, attitude, or brand loyalty. Nowadays the most active generation of consumers and most participants in the labor market is the millennial generation. When creating gamification activities, the types of players must be considered, because a different set of playing mechanics is relevant for different gamification player types.

Hi Consumers, Let's Meet in Metaverse – A Study to Explore AR/VR-Based Gamification Marketing Activities
Vikas Arya, Rachita Sambyal, Anshuman Sharma, Eleni Michopoulou, Justin Paul, Hiran Roy

Recently, the retail sector identified the potential of selling virtually wearable products in Metaverse. This study examines the characteristics of AR/VR-based gamification marketing activities opted by retail brands in Metaverse and their impact on consumer-based brand equity. We also examined the consumers' brand love for virtually wearable products and consumers' virtual band engagement in Metaverse as a mediator. The brand authenticity in the virtual world is also examined as a moderator.

This descriptive study collected data from India, UAE, and Morocco. This study helps to recanalize the marketing strategies for the retail brands on how to do their business in the Metaverse for their virtually wearable products and attract more consumers with increased purchasing intentions.

10.30– 11.30 PARALLEL WORKSHOP
A226

What Makes a Paper Publishable?
Ruta Kazlauskaite | ISM University of Management and Economics

Ruta Kazlauskaite is a Professor of Human Resource Management at ISM University of Management and Economics, Lithuania. Her research focuses on responsible and comparative human resource management, corporate social responsibility, employee and societal well-being, and work environment. Her research publication received Emerald Citations of Excellence Award. She is Editor-in-Chief of the Baltic Journal of Management, a member of the editorial board of the International Journal of Human Resource Management, and an ad hoc reviewer for a dozen of other leading journals.

This seminar will discuss the major elements of a publishable paper from an editorial perspective. It will also address common pitfalls and traps of the publishing process that authors fall into and provide some tips to avoid them.

🍽 ——————— **12.30–13.30 LUNCH**

13.30– 15.00 PARALLEL SESSIONS
SESSION 9: Advertising and Social Media Marketing
Chair: Tomáš Kincl
A226

Campaign Design Based on Geographic Emotional Factors for Retargeting in Social Media for E-Tailers
Venkata Duvvuri, Egle Vaiciukynaite

Retargeting is an efficient way to remarket to customers. Here the marketer leverages hints stored in customers' previous interactions to further entice them to buy their products or engage. The methods raise concerns over privacy, and emotional concerns are further accelerated in specific geos like Europe. In this study, we evaluate the efficacy of retargeting moderating for emotional and privacy concerns in design. We find that retargeting campaigns in social media in Europe are 50% less efficient compared to US in recent Facebook retargeting campaigns. Secondly, prior studies point to the possibility of better ad design to prop up the digital campaigns in these geos using expressivity & emotional factors. Finally, we

present a theoretical campaign design & architecture to implement such an analytical insight in social media campaigns, specifically in the retail sector. The proposed design is empirically proven to have a lower floor of 5% better in the performance of retargeted ads in the retail industry.

Social Media Endorsers and Brand Stereotypes: The Role of Endorser-Brand Fit

Ifigeneia Leri, Arnd Florack, Adamantios Diamantopoulos

Drawing on stereotyping, social media marketing, and influencer marketing literatures, we investigate (a) the transfer of consumer stereotypical perceptions of social media endorsers on consumer stereotypical perceptions of brands, and (b) the role of endorser-brand fit in facilitating such transfer. In a large empirical study (N=816) employing multiple brands from different product categories, we find that stereotype content transfers from the social media endorser to the brand both in terms of warmth and in terms of competence perceptions. Moreover, the degree of endorser-brand fit positively moderates the transfer of warmth, but not the transfer of competence. Our findings contribute to the literature on brand stereotyping and provide managerial insights for selecting social media brand endorsers.

What is Ethics in Social Media Marketing? A Systematic Literature Review

Anna Storå

The purpose of this literature review is to summarise and synthesise the literature on ethics in social media marketing. The thematically organised systematic review finds that ethics in social media marketing is an emerging research area and identifies four themes based on a data set of 205 articles: advertising and customer/brand relationships, privacy, the dark side on social media and fake news. The review also finds that privacy and fake news are themes discussed mainly by Western scholars. Suggestions for further research and managerial and policy implications are presented in the discussion part of this review.

Does Sex Sell – Adverts Eye Tracking Study

Kristian Pentus, Maria Ruusu, Andres Kuusik, Kerli Ploom

This paper aims to determine how using sexualized images in advertisements influences the preference and attention of consumers with a modern attitude towards sexualizing. We combined an eye-tracking study with a control question to measure how the general attitudes towards sexualizing mediated attention and preference. The results show that sexualized adverts did not catch more attention than non sexualized in the sample of young people, who have modern attitudes toward sexualizing. This effect is similar amongst both men and women and for advertisements depicting either male or female models. The sexual advert does not automatically catch attention faster.

SESSION 10: Sustainable Consumer Behaviour 2
Chair: Agne Gadeikiene
A228

Communicating Customer Value of Waste Management through Website Content
Ruta Repoviene, Ausra Pazeraite

The purpose of this study is to determine how to communicate customer value of waste management through the website content. Theoretical analysis showed that customer value communication could be implemented by enlighten value dimensions and using content marketing principles. Quantitative content analysis of waste management companies' websites determines current content focuses on the communication of functional value through informative articles. Thus, a lack of more diverse content presenting the emotional and social values of waste management was identified. The contribution to the waste management field appears in integrating both customer value and content marketing theory to identify new opportunities and ways to involve society.

Can Food Attitudes Predict Healthier Food Choice Among School-Age Children?
David Skala, Ruzica Brecic, Dario Cvenček

The purpose of this research was to examine whether children's attitudes and behaviors can predict food choice (i.e. consumption)? In current research, children's food attitudes, TV watching habits and behavioral food choice were tested. In total, 150 children (80 girls and 70 boys) aged 6 to 9 years participated in this study. The results demonstrated that children had positive attitudes toward healthy food. The effect of age was significant and negative, meaning that younger children made healthier food choices. Moreover, children who did not watch much TV on weekends, self-reported positive food attitudes towards healthy foods, which, in turn, positively predicted healthier food choices.

Sustainable Food Consumption: The Role of Green Self-Identity and Self-Congruity
Zaneta Gravelines, Jurate Banyte, Agne Gadeikiene, Aiste Dovaliene

The aim of this paper is to explore the role of green self-identity and self-congruity with green products in predicting consumers' sustainable food consumption behavior. Previous research allows suggesting that there is a relationship between individuals' self-identity and the consumption of products. However, when it comes to the realm of sustainable food consumption, those relations are not unambiguous. This study employs survey with a sample of 837 respondents. The findings confirm that green self-identity and self-congruity positively influence subsequent sustainable food consumption behavior both directly and indirectly. The implications of this study can be used to better understand green consumer

behavior and provide useful information to marketers and policy makers by suggesting that promotion of sustainable food consumption behavior should highlight not only functional but symbolic benefits as well.

Impact of Food Processing of Organic Products on Perceived Value and Behavioural Intentions of Consumers

Ida Fartsi, Gwenaëlle Briand-Decré, Ivan Dufeu, Gildas Appéré, Muriel Travers, Rodolphe Vidal

The demand for natural, healthy products and, at the same time, for processed organic products has increased in the last decade. This transformation raises questions, both among researchers and consumers, who tend to be sceptical about processing methods. In this paper, we investigate the role of more or less innovative processes, and more or less known to the general public, on consumers' perceptions and attitudes towards organic products. To this end, we are carrying out an experiment, the fieldwork for which is currently being collected, which will make it possible to improve knowledge on the subject and to propose recommendations to professionals in the organic processing industry.

13.30–15.00

SESSION 11: Retail Marketing
Chair: Vikas Arya
Hall 1

Modeling Multi-Channel Fashion Retail Adoption of Virtual Dressing Room Technologies
Amir Heiman, David Zilberman

Virtual dressing room (VDR) technologies, aiming to reduce the risk associated with online purchases and increase customers' satisfaction are in the market for a decade, yet their adoption is still in its infancy stage. This is surprising given the increasing proportion of products returned to retailers as the volume of the online trade is increasing. In this study, we analyze the adoption of VDR by retailers. Our main findings are: (1) Larger retailers are more likely to adopt earlier than smaller ones. (2) The higher the retailer's share of online trade, the earlier the adoption. (3) Credit constrains suppress adoption.

Product Innovation Management in Retail: An Examination of Product Innovativeness Towards Performance and Moderating Role of Commercial Environment
Indre Brazauskaite, Vilte Auruskeviciene

The paper explores the link between new product innovativeness and performance, as well as its moderation by commercial environment settings in retail. It analyzes the linkage and context built on marketplace and supplier characteristics as well as category management decisions as an integral commercial environment. The research employs a unique data set – new product introductions with their actual sales results as a perfor-

mance indicator. The research concludes that the innovativeness – performance link cannot be evaluated unilaterally, confirming the role of the commercial environment as a moderator of the link. The commercial environment is associated with a favorable and non-favorable economic climate that leads to performance-related opportunities or barriers in the marketplace for product innovations.

Effect of a Price Discount on Retail Channel Switch from Physical to Digital and Vice Versa

Gedas Kucinskas, Indre Pikturniene, Indre Radaviciene

Consumer decisions to select online vs online channels are an important area of the research, providing vital evidence for managerial decisions. Channel managers have to understand what (if any) discounts, among other stimuli, can be used to attract consumers to different shops. Two online experiments were run to test whether it takes the same discount size to attract consumers from physical to digital channels and vice versa. Results indicate that there is a minor preference to stay on a physical channel, which diminishes when a 40 % discount is offered. Consumers hold initial preferences for products and channels that drive their decisions stronger than perceived acquisition value, or dimensions of product involvement.

Impact of Cognitive Load on Customer's Cart Abandonment: Online Retail Context

Agnitra Das Sarma

The choice overload hypothesis has been tested in the offline retail scenario by prior researchers, however in the online literature on choice overload is rare. This paper discusses a specific phenomenon in online retail – shopping cart abandonment and seeks to demonstrate how cognitive load build up in the minds of the customers due to the huge online variety of products they come across ultimately leads to shopping cart abandonment by the customer. We also take into account two situational factors – single-brand or multi-brand website and the device used, that moderate the impact of variety on cognitive load build up. Two consumer level factors – the cognitive orientation (System 1/ System 2) and the variety seeking behaviour of the consumer also impact the relationship between cognitive load and shopping cart abandonment.

Relations between Consumer Impulsiveness and Webrooming Behaviour

Jurgita Radzevice, Jurate Banyte

Webrooming behaviour, when the consumer combines different retail channels for product examination online and then purchases in store, is becoming a trend, but has not received enough researchers' attention. Meanwhile, consumer impulsiveness has been shown to exert a key influence on online purchasing decisions. Consequently, the aim of this research is to explain the relations between consumer impulsiveness and

webrooming behaviour. Utilising survey data from 411 respondents, the CB-SEM approach was employed. Findings reveal impulsiveness dimension self-indulgency as an independent construct, and the first empirical examination of the effect of impulsiveness and self-indulgency on webrooming behaviour, consumer attitude and intention.

15.00–15.30   COFFEE BREAK

15.30–16.00 **CONFERENCE CLOSING & PRESENTATION OF THE EMAC REGIONAL CONFERENCE 2023**
Hall 1

17.30–20.30 **SOCIAL EVENTS (OPTIONAL): Guided tours for the registered participants only**

Kaunas City Tour
Duration: 3 hours
Meeting point: Kaunas Castle (Pilies st. 17)

Reflections of Kaunas Modernistic Architecture
Duration: 2 hours
Meeting point: former Central Post Office (Laisves av. 102)

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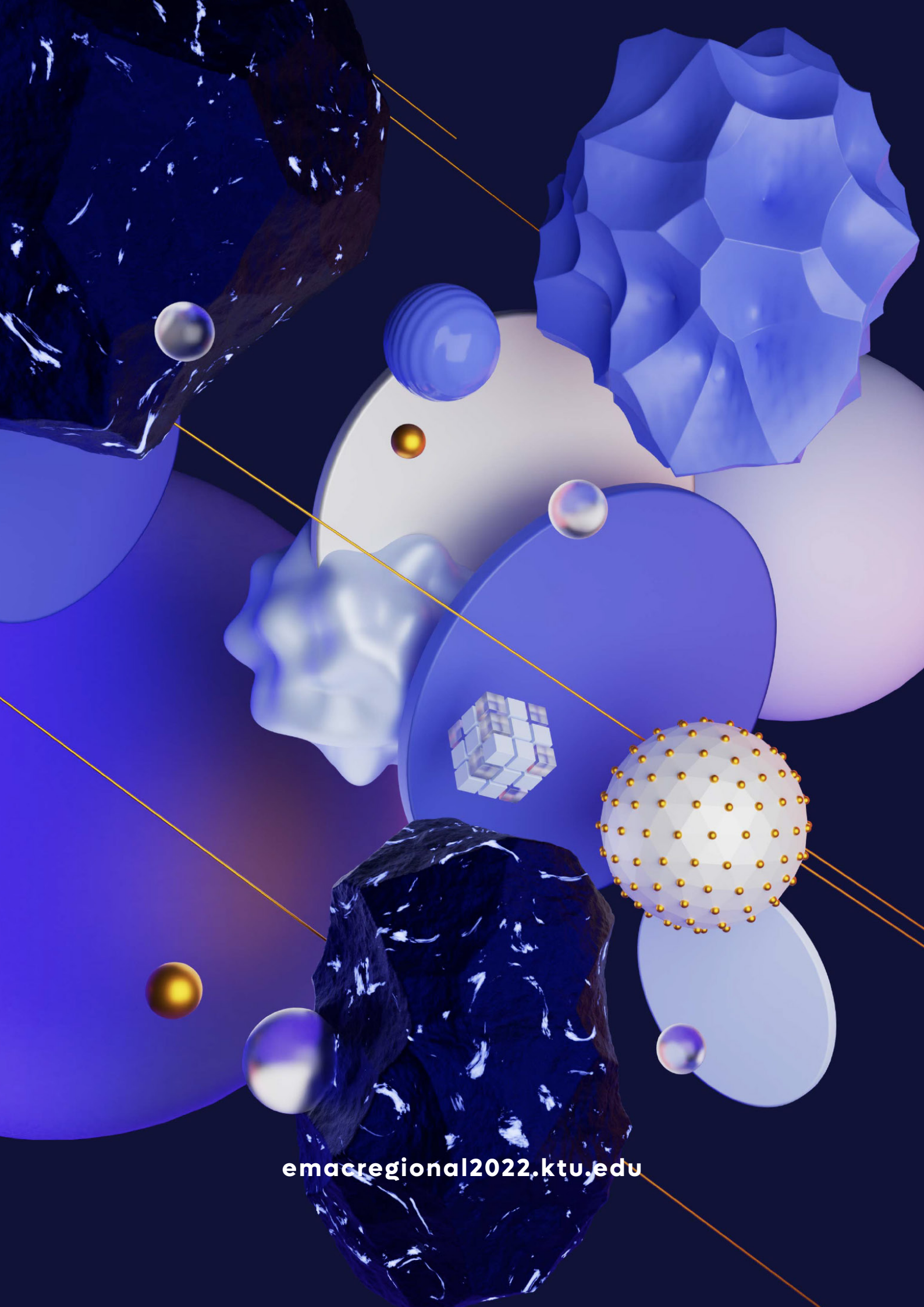
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