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Preface

Hello, and welcome to this year’s Marketing & Public Policy Conference (MPPC)! We’re glad you’re here. As you’re likely aware, this year’s theme is “Rigorous Science, Public Good.” This theme was selected to highlight a few key points: first, that policy-related work can and should be carefully executed, drawn from multiple methods, and clearly communicate its findings - that rigor is a hallmark of our combined efforts. We think you’ll see that if you attend a wide range of the conference sessions; we were excited by both the breadth and depth of work submitted and are proud of the program as a whole. The second part of this theme is meaningful as well: our rigor is directed toward a shared goal. Our work in itself constitutes a public good, in that we all contribute, learn, and take care of the understanding we jointly build - and it is intended to build the good of the diverse, rich, and sometimes challenged communities in which we live. We also hope that as you attend the sessions, you find inspiration to continue to do this work. Every voice is needed, and there’s a lot of work to be done.

We’d like to highlight a few key sessions and events:

- The poster session will be held during the Friday lunch. Please be sure to visit the posters to see a host of exciting works-in-progress.
- Our keynote speaker, Dr. George Loewenstein, Herbert A. Simon University Professor of Economics and Psychology at Carnegie Mellon University, will present during the Saturday luncheon. Dr. Loewenstein’s pioneering work in the field of behavioral economics has had massive implications for policy and consumer well-being, whether focused on healthcare, indebtedness, law, or economics.
- Finally, we’ll end the conference by celebrating our MPPC award winners in a plenary session on Saturday afternoon, including a presentation of this year’s best paper award.

We are thankful to the members of our Program Planning Committee and to conference reviewers for their willingness and responsiveness in helping us to process submissions. We also appreciate those who submitted proposals for special sessions and panels. Reviewers and special session organizers are to be commended; without them, we would not have such a high-quality, thought-provoking conference. We also recognize and thank all those who submitted their research work; their research is the primary reason we convene this conference!

Finally, we appreciate the support for this conference provided by Georgetown University, the University of Pittsburgh, and The Ohio State University. We would also like to thank the Fisher College of Business at The Ohio State University for hosting the MPPC Workshop and doctoral consortium on campus this year. We also thank all those involved in MPPC and its planning for entrusting this year’s conference to us and helping us develop a successful conference. Enjoy!

Karthik Easwar, Cait Lamberton, and Rebecca Walker Rezek, Conference Co-chairs

Special thanks to the MPPC 2018 Program Planning Committee:

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Papers
When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements

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Keywords: cause-related advertisement, facial expression, inference of manipulative intent, ad effectiveness, helping

Description: This paper demonstrates that displaying an image of a sad-faced (vs. happy-faced or neutral-faced) victim in cause-related advertisements evokes consumer inference of the organization’s manipulative intent, accordingly lowering ad effectiveness, measured by ad organization, organization evaluation, and helping intention.

EXTENDED ABSTRACT

Research Question
In cause-related advertisements that encourage consumer support for charitable causes either by donation or by CRM purchase (i.e., the purchase of a product is linked to support for charitable causes), organizations often display the image of a victim, whose facial expression may vary. Small and Verrochi (2009) showed that an image of a sad-faced (vs. happy-faced or neutral-faced) victim increased sympathetic emotions towards the victim. Thus, there appears to be a benefit of displaying a sad-faced image. However, little research examines the potential negative effects of sad facial expression. We address this gap by demonstrating that a sad-faced (vs. happy-faced or neutral-faced) image evokes consumer inference of the organization’s manipulative intent. Moreover, we examine how the inference of manipulative intent, along with sympathetic emotions (Small and Verrochi 2009), mediate the effect of facial emotional expression on the effectiveness of cause-related advertisements, using three established measures: ad evaluation, organization evaluation, and helping intention (i.e., donation or CRM product purchase).

Method and Data
We examined the research questions in five behavioral studies, using a similar procedure. In the studies, participants viewed a one-page cause-related advertisement displaying an image of a child with a happy, neutral, or sad facial expression. After viewing the advertisement, participants indicated helping intention (CRM purchase or donation), organization evaluation, ad evaluation, intention for positive word-of-mouth, sympathetic emotions (empathy and distress), and inference of manipulative intent. Study 1 used a CRM advertisement by a for-profit organization. Study 2 used a CRM advertisement by both non-profit and for-profit organizations. Study 3 used both CRM and charitable advertisements by nonprofit and for-profit organizations. In studies 4-5, we focused on a CRM advertisement by a for-profit organization, and provided further evidence for the manipulative intent mechanism by testing two theoretically relevant moderating factors: skepticism towards CRM and cause centrality (i.e., the degree to which an ad puts the image of a victim at a focal point of the advertisement).

Summary of Findings
We found different effects of facial expression for ad and organization evaluations than for helping intentions (i.e., donation or CRM purchase). Specifically, the image of a sad-faced (vs. happy-faced and neutral-faced) victim lowered ad and organization evaluations due to mediation by manipulative intent. The lower ad and organization evaluations resulted in negative downstream consequences for the organization, including
lower intention for positive worth-of-mouth. We found weaker effect of facial expression on helping intentions. This was because inference of manipulative intent and sympathy (distress) both mediated the effect of facial expression but in opposing directions. That is, a sad-faced (vs. happy-faced or neutral-faced) image simultaneously increased inference of manipulative intent, which decreased helping intentions, and increased sympathy (distress), which increased helping intentions. Moreover, we found these effects to be the same for cause-related advertisements by for-profit and nonprofit organizations. Providing further support for the manipulative intent mechanism, the effect of sad (vs. happy and neutral) facial expression in decreasing ad and organization evaluations was stronger a) when consumers were more skeptical towards CRM and b) when the ad was more cause-focused.

**Key Contributions**

Our research contributes to the literature on CRM and charitable giving by providing a more comprehensive framework of the effect of facial emotional expression. First, we demonstrate a new psychological process, inference of manipulative intent. Whereas prior work showed that the image of a victim influenced how consumers feel about the victim (i.e., sympathy) (Small and Verrochi 2009), we show that the image impacts consumers’ inferences about the organization. Further we examine how these two processes (inference of manipulative intent and sympathetic emotions) influence ad effectiveness. By doing so, we uncover a more nuanced effect that sad (vs. happy and neutral) facial expression consistently produces negative effects on ad and organization evaluations but produces weaker effects on helping intention. Third, we show that the effect of sad facial expression holds in cause-related advertisements by for-profit and nonprofit organizations. Prior work focused on differences between nonprofit and for-profit organizations. Our findings suggest that consumers perceive for-profit and nonprofit organizations as more similar than this prior work implies. Managerially, our findings suggest that marketers should be cautious about using the sad-faced image because it can trigger an inference of the manipulative intent and, accordingly, reduce ad effectiveness.

*References are available on request.*
Large Steps Toward Small Donations: Reputational Benefits of Nominal Corporate Generosity

Tiffany Vu, University of Michigan
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Keywords: cause marketing, altruism, generosity, charity, attribute evaluability

Description: We examine how consumers process numerical attributes of cause marketing campaigns (percent-of-proceeds donated and maximum donation amount) when forming perceptions of brands’ generosity.

EXTENDED ABSTRACT

Research Question
More and more, brands are attempting to generate contributions for social causes (and positive feelings toward the brand) via “cause marketing” campaigns, whereby brands donate some proportion of sales or profits to designated charitable causes. Descriptions of such campaigns often highlight two attributes: the percent-of-proceeds from each purchase that the brand will donate, and the maximum amount of money the brand will donate. For example, a campaign by Kate Spade pledged to “donate 2% of sales (up to $120,000)” to rebuild a Rwandan health clinic.

Normatively, maximum donation amounts should arguably be more relevant to generosity perceptions than percent-of-proceeds donated. Descriptively, there are reasons to anticipate that generosity perceptions will be largely insensitive to variation in the percent-of-proceeds donated from each purchase.

We propose that the percentage donated is easier to evaluate (i.e., understand and place in context) than maximum donation amounts. As a result, the percent-of-proceeds attribute should be a stronger predictor of generosity perceptions than maximum donations. A novel implication of our reasoning is that cause marketing campaigns may allow brands to appear highly generous without actually being highly generous (by pledging a high percent-of-proceeds and a low maximum donation).

Method and Data
We conduct four experiments testing our central hypothesis and investigating our proposed process and alternative accounts. Experiment 1 seeks to establish the basic effect (that the percent-of-proceeds attribute is more predictive of generosity perceptions than the maximum donation attribute) and rule out two alternative accounts (that the percent-of-proceeds attribute is more influential because it is presented first or because it is especially memorable). Experiment 2 investigates whether the effect is simply an artifact of consumers’ reaction to firms that donate an extremely small percent-of-proceeds. Experiment 3 tests whether simultaneous exposure to multiple cause marketing campaigns increases the evaluability of maximum donation amounts, thus eliminating the effect. In Experiments 1-3, our paradigms feature more variation in the percent-of-proceeds attribute than in maximum donations. Experiment 4 explores whether consumers continue to be more sensitive to the percent-of-proceeds attribute than the maximum donation attribute when there is equal variation in the two attributes.

Summary of Findings
In four experiments, we found that brands were viewed as more generous when donating a higher percent-of-proceeds and a lower maximum amount than when donating a lower percent-of-proceeds and a higher maximum amount. This occurred despite descriptions that made it clear that the brand would ultimately make its maximum donation. The effect is not driven by the order in which campaign attributes are presented or the memorability of the attributes (Experiment 1) and is not limited to cases in which the percent donated is obviously low (Experiment 2). However, the presence of comparative context (provided here by simultaneously exposing people to multiple cause marketing campaigns) especially helps people
evaluate the maximum donation attribute and reduces the un-
due influence of the percent-of-proceeds attribute (Experiment 3). When there is equal variation in the percent-of-proceeds and maximum donation attributes, variation in percent-of-proceeds marginally predicts generosity perceptions, whereas variation in maximum donation amounts does not predict generosity perceptions (Experiment 4).

**Key Contributions**

While some research has documented situations in which peo-
ple are insensitive to variation in (nonzero) percentages (Jung et al., 2017), or more sensitive to absolute amounts than per-
centages (Zikmund-Fisher et al., 2004), our work suggests that cause marketing campaigns are a context in which people are more sensitive to variation in percentages than in absolute amounts. A potentially important and potentially troubling im-
plication of this finding is that cause marketing campaigns may allow brands to appear highly generous without actually being highly generous (by pledging a high percent-of-proceeds and a low maximum donation).

*References are available on request.*
The Activist Company: Building a Framework to Examine the Role of Corporations in Social Movements

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Keywords: religiosity, materialism, life satisfaction, well-being

Description: This study proposes a framework to categorize corporate participation in social movements.

ABSTRACT

Research Question
This research addresses the question of how companies participate in and engage with social movements by developing a framework of different participation strategies.

Summary of Findings
The proposed framework distinguishes between company roles as supporters, participants, and leaders within a social movement based on the company’s resource allocation in the movement and influence strategies used on behalf of the movement.

Key Contributions
This research presents a novel typology to classify corporate social movement participation in order to understand the company’s role in facilitating social change. Consequences of different levels of social movement participation for companies are proposed and discussed.

References are available on request.

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Interplay of Caste and Class in India: A Quantitative Approach to Intersectionality

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Keywords: India, econometrics, intersectionality, class, caste, consumption, disadvantage, survey data

Description: We look at the concept of intersectionality, that different social categories can create overlapping and interlocking systems of disadvantage or discrimination, in an exploratory quantitative manner in order to empirically quantify intersectional impacts.

EXTENDED ABSTRACT

Research Question
Does Indian social class and caste interact to create intersectional disadvantages when looking at household consumption?

Method and Data
Methods: Empirical econometrics
Data: Indian Human Development Survey (IHDS), waves 1 and 2

Summary of Findings
Using a nationally representative survey from India, we find that lower class and lower caste are linked to consumption restrictions, thereby impacting consumer well-being. In addition, caste and class combine to create an intersectional disadvantage for low class, low caste households, further reducing household consumption. An interesting and counterintuitive finding is that the consumption gap between low and high caste who have increased their social class (risen up the income ladder) is much larger than when compared to low caste vs. high caste members in the lowest income bracket. This may imply a type of “reverse” intersectional disadvantage that comes when households do not fit stereotypes of caste/income, or a type of “punishment” when a low caste households increases its own purchasing power. We also identify preliminary evidence suggesting that households experiencing the intersectional disadvantage of class and class can partially overcome it by taking agentic action, either through social networking or political participation. These effects are explored further through Johnson-Neymeyer point analysis (floodlight), which sheds further light on understanding the areas of statistical significance within this interactive effect of intersectional disadvantage and agentic action.

Key Contributions
This manuscript makes three critical contributions to the literatures on intersectionality and on subsistence marketplaces. First, it empirically establishes, at a national level, the important phenomenon of caste and class based consumption restriction. For scholars concerned with marketing’s role as society’s provisioning system (Layton 2007), it is critical to understand systemic sources of consumption restrictions so as to be able to overcome them in the long term (Hill and Martin 2014). Secondly, intersectionality scholars from qualitative research tradi-
tions have uncovered a whole range of mechanisms operating at the intersection of social identity categories, such as class, gender, and race (Corus et al. 2016; Gopaldas 2013; Saatcioglu and Corus 2014). We import the conceptualization of intersectionality from this qualitative perspective and apply it to our analyses of large scale quantitative data, to better understand processes of consumption restriction in subsistence marketplaces arising from intersectional disadvantage (or privilege) created by caste and class. Finally, we take our findings a step further by demonstrating how consumers can use agency as a means to alleviate the intersectional disadvantages of class and caste.

References are available on request.
Unintended Consequences of the Americans with Disabilities Act: Drive-By Lawsuits and Drawing a Reasonable Line

Carol Kaufman-Scarborough, Rutgers University

Keywords: disabilities, Americans with Disabilities Act, drive-by lawsuits

Description: This paper examines the unintended consequences of the Americans with Disabilities Act by considering the recent increase in drive-by lawsuits throughout the United States.

EXTENDED ABSTRACT

“The “Drive-by Lawsuit” is just one more manifestation of the broken judiciary system in the United States.” (Comments, 60 Minutes Program on Drive-By Lawsuits)

This manuscript argues that the apparent growth in drive-by lawsuits should alert policymakers to unintended loopholes in the violations process of the Americans with Disabilities Act. A “drive-by lawsuit” is the name given to lawsuits filed when someone, whether a lawyer or citizen at large, passes by a store or restaurant without entering the premises, yet notes that an ADA violation has occurred (Hamidi, 2012; Migoya, 2017). Analysts have reported that such lawsuits are often filed by “serial filers,” such as unethical attorneys, rather than actual customers. Presumably, their goal is to make money and effectively victimize small businesses who may not be given the proper notification or time to address the violation, a so-called “notice and cure” procedure (Rubin, 2017). Critics argue that such lawsuits are predatory since they do not appear to be related to a violation experienced in person, but instead a violation that is noticed when visiting or “driving-by” an establishment. Such lawsuits like this are often filed in large numbers on one day or within one short time period. They also may occur within close geographical proximity as if a certain business area was targeted or chosen deliberately.

Method and Data

A sample of cases and proposed litigation from the last 5 years were chosen and are examined in analyzing the state and national responses to drive-by legislation. Specifically, Title III of the ADA and Version 2.0 of the Web Content Accessibility Guidelines are considered in relation to a selected group of actual cases. In addition, six state and federal proposed legislative bills and potential amendments to the ADA are discussed. These illustrations are used to develop a proposed sequence of steps that policymakers can utilize in formulating their responses to the drive-by lawsuits.

Summary of Findings

Public businesses, especially small businesses, may successfully serve both persons with and without disabilities by following the intent of the ADA. If structural modifications are not
feasible, they may enact other methods of providing equivalent service to their customers. While observers and mystery shoppers may claim to identify violation of the ADA, a careful look is needed from the perspective of the customer to determine whether access is actually denied or perhaps provided in an alternative but acceptable way.

Predicting and understanding unanticipated policy-related consequences is a ready forum for academic study. As in the case of the ADA, potential violations and abuses may have been identified if a wider range of potential filers were considered in advance. The ADA had resulted in many complex documents illustrating proposed accommodations and universal designs that in essence, provided templates for what businesses were supposed to emulate. When filers began to utilize very literal and legalistic interpretations of the law and its compliance, considerable deviation from the law’s intent is thought to occur.

**Key Contributions**

The Americans with Disabilities Act was signed into law in 1990 with hopes of providing equal access for persons with disabilities. However, there have been some unintended consequences that reportedly have hurt small businesses or have driven them out of business. Such an outcome raises the question of where policymakers should strive to predict unintended consequences of their legislative actions. Just as businesses are responsible to anticipate unintended flaws in their product design, security, and safety, creators of public policy must also try to systematically anticipate how a law will operate after it is passed and whether harm may befall persons, groups, and organizations within society.

The manuscript proposes that policymakers follow a sequence of steps in attempting to minimize unintended consequences that can undermine, weaken, or threaten the efficacy of a policy, program, or law. Such steps include generating possible unintended consequences of policies, programs, and laws, as well as their likelihood. After policies are enacted, regular reviews can determine whether the law is meeting its intended goals or if some results are outside the purpose of the law. If so, amendments and policy changes may be considered while outcomes are tracked and problems are identified.

*References are available on request.*
Listening to Deaf Consumers: Reconciling the Dilemmas of Physiological Fixes, Cultural Alienation, and Inadvertent Marketplace Exclusion

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Keywords: vulnerable populations, deaf/hard-of-hearing consumers, marketplace exclusion, intercultural competence

Description: This exploratory study utilized depth interviews with Deaf/Hard-of-Hearing respondents to provide a richer understanding of the intercultural dilemmas inhibiting shared value creation between mainstream society and this vulnerable population in marketplace exchanges.

EXTENDED ABSTRACT

Research Question
Marketing and public policy efforts toward including minority populations in marketplace exchanges are critical, worthwhile endeavors. However, they may not be developed and implemented with a fully informed understanding of the groups they seek to include. Consequently, these efforts may result in a lack of appreciation—or outright rejection—by marginalized or vulnerable consumers. Such a response creates confusion and discouragement among organizational stakeholders, as they ostensibly do not understand why their well-meaning attempts to “help” marginalized consumers are met with ingratitude or negativity. This dilemma is increasingly prevalent with respect to mainstream society-Deaf/Hard-of-Hearing (D/HH) exchanges. Thus, the research question leading this exploratory study is, “In light of the controversy surrounding public policies seeking marketplace access and inclusion for D/HH consumers, what cultural dilemmas between D/HH and mainstream populations inhibit shared value creation between these two segments?”

Method and Data
This research assumed a snowball sampling technique (Schiele and Venkatesh 2016), reaching out to mainstream D/HH community activists in the sign language interpreting community for referring D/HH individuals willing to participate. In-depth interviews were conducted with seventeen Deaf respondents so as to understand the lived experience of individuals who are part of the D/HH subculture. This unexplored research realm mandated a qualitative approach in which the interviewee abandoned, to the extent possible, preexisting notions and expectations about the respondent. The interview was open-ended, consisting of one initial question: “What is it like to be Deaf in a hearing world?” This approach encouraged respondents to lead the conversation with a sense of comfort, and offered the researcher insights regarding the minority perspective. Because many respondents relied on sign language for communication, interviews were conducted in one of two formats: (1) in person with a certified American Sign Language (ASL) interpreter; or (2) via phone utilizing video-relay services. Analysis of the

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data followed a constant comparative protocol, through which emergent themes were compared with existing codes (Glaser and Strauss 1967).

Summary of Findings

Deaf respondents perceive the hearing majority’s treatment of them as one rooted in fear of the unknown or cultural ignorance. Moreover, the majority bases policy on physiological prescriptions to minimize deafness, especially among young children. Respondents disagree with the medical profession’s striving for “normalcy,” and many harbor animosity toward implantation of hearing assistance devices at infancy and avoidance of sign language altogether. The marketplace also presents challenges for Deaf consumers, despite ADA requirements. Importantly, much market exclusion of D/HH individuals appears to reflect mainstream’s lack of knowledge or sufficient resources to do so authentically. Additionally, respondents indicate that many hearing “helpers” feel an ethical responsibility to help D/HH consumers adhere to mainstream norms. Finally, the majority’s view of deafness relies on a physiological premise that deaf people are broken, and inherently disadvantaged. It is this core belief—and Deaf/HH respondents’ rejection of it—that lies at the heart of manifest tensions between these groups.

Key Contributions

This initial exploration seeks to enlighten marketers, public policy makers, and other societal stakeholders regarding the intercultural misunderstanding between mainstream and D/HH populations. Importantly, the authors seek not to go to battle for the minority in this study, but desire perspective from a minority subculture that seeks to be heard. The authors hope to stimulate future research addressing dilemmas between mainstream and D/HH individuals to build an authentically inclusive marketplace characterized by cultural appreciation, and not imposition of majority norms.

References are available on request.
The Impact of Perceptions of Politician Brand Warmth and Competence on Voting Intentions

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Naina Saligram, Fidelum Partners

Keywords: brands as intentional agents framework, stereotype content model, voting intentions, warmth and competence

Description: Through the lens of social cognition the authors aim to understand the drivers of voter evaluations of politician brands.

EXTENDED ABSTRACT

Research Question
The current research examines the roles of social cognition dimensions of warmth and competence as it investigates the relationship between perceptions of politicians and voting intentions. Presenting results from the Stereotype Content Model (SCM) and Brands as Intentional Agents Framework (BIAF), a brand-specific social cognition model, it considers the possibility that in addition to being viewed as people, politicians are also viewed as brands.

Method and Data
Three studies utilize the social cognition constructs of warmth and competence from SCM and BIAF to evaluate the impact of perceptions on voting intentions, comparing fit between the models. Study One establishes the impact of these perceptions on existing politicians. 1,012 adults completed an online survey, reporting their likelihood to vote for, familiarity with, and perceptions of six politicians. Study Two replicates these effects while controlling for extraneous factors and explicitly evaluates politicians as brands. 304 respondents, randomly assigned to one of four conditions [2 (politician warmth: high vs. low) × 2 (politician competence: high vs. low)], reported measures of social cognition on SCM and BIAF scales and intended voting behavior. Study Three examines the formation of perceptions and their impact on voting intentions when full information is unavailable. 125 respondents, randomly assigned to one of four conditions (high warmth, low warmth, high competence, or low competence), responded to SCM and BIAF scales and reported intended voting behavior.

Summary of Findings
Regression results from Study One suggest that warmth and competence are both impactful in determining voting behavior, with competence exerting more influence. Results from Study Two and Study Three parse this finding, evidencing the primacy of competence when SCM measures are employed, and that of warmth when BIAF measures are employed.

Social cognition drives responses to politicians. The data herein supports perceptions of warmth and competence of politicians as significant predictors of voting intentions. It also supports the possibility of evaluating politicians as people or as brands, noting the shift in the dominant dimension of evaluation between the approaches. These patterns persist in the absence of full information. As expected, voting intentions increased sig-
significantly when the voter was of the same (vs. opposing) party as that of the candidate.

**Key Contributions**

This research evidences the depth to which perceptions of candidates impacts voting intent, establishing politicians’ unique position as both brands and people. These findings prove useful in interpreting the outcome of recent and future elections. Expanding a limited body of existing research, this work contributes to our understanding of the application of SCM within the context of politician brands. As the first concurrent investigation of SCM and BIAF, these findings are of value to political strategists and academics alike. The contribution is augmented by the consideration of the impact of party affiliation and missing information.

*References are available on request.*
Why Is It Okay to Lie to the Public? Should Public Relations Firms and Ad Agencies Be Required to Disclose the Sponsors of Astroturfing and Other Masked Marketing Practices?

Lucy L. Henke, University of Louisiana

Keywords: astroturfing, masked marketing, false flag, source disclosure, black propaganda, political marketing, crisis actors, persuasion knowledge, native advertising, bots, source nondisclosure

Description: This paper examines how various entities engaging in source nondisclosure have received differential treatment under the law, and argues that public relations firms and ad agencies that arrange for politically-motivated astroturfing events should be held to the same disclosure standard imposed by the FTC.

EXTENDED ABSTRACT

Research Question

Astroturfing is a form of staged public relations event designed to convey the false impression of an authentic, naturally-occurring political, social, or consumer-based grassroots movement, when in fact the effort is covertly subsidized by an undisclosed person or organization, and participants are often either nonexistent (bots), or paid actors with no real stake in the movement. This paper questions why governments, corporate entities, and political activists who have engaged in astroturfing and other masked persuasion practices have received differential treatment under the law.

Summary of Findings

Governments have routinely deployed “false flag” events, a type of astroturfing often intended to gain support for planned military action. Operation Northwoods, for example, was designed to justify war with Cuba by staging a number of terrorist events and publicly blaming Cuba for them. In World War II the Psychological Warfare Division (PWD) of the Supreme Headquarters Allied Expeditionary Force (SHAEF) conferred such status on source attribution that it delineated types of propaganda on the basis of it. False source attribution by government has enjoyed immunity from Congressional oversight since the signing of the National Security Act by Truman in 1947.

Corporate failure to disclose the material connection between advertisers and endorsers, on the other hand, is prohibited by the FTC’s “deceptive advertising” standard. The FTC has mandated “clear and conspicuous” disclosure of the party whose opinions, beliefs, findings, or experience the message appears to reflect, and has mounted an aggressive campaign against Internet bloggers who fail to report compensation by advertisers.

Finally, although the Code of Ethics of the Public Relations Society of America requires that its members disclose sources and reveal sponsors, public relations firms are exempt from FTC regulation when executing campaigns that are not directly related to consumer products and services. However, public relations firms or ad agencies that hire actors to perform the service of posing as supporters of political movements are not required by FTC regulation to disclose the sponsor or to indicate that the supposed political enthusiasts are actors. This type of source nondisclosure is considered unethical but not deemed illegal.

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**Key Contributions**

The reason for source nondisclosure is often audience deception for the purpose of heightened persuasive impact. This paper examines the differential treatment of government, corporate, and political entities with regard to source nondisclosure, and raises the question of whether PR firms and ad agencies that benefit materially by selling services that qualify as astroturfing events should be held to the same disclosure standards imposed by the FTC on other forms of commercial communication. Given that the impact of even relatively low-budget astroturfing events may be amplified by transmission to a larger audience through traditional broadcast and social media, this type of masked marketing should serve as a future focus of query for both scholars and practitioners. This paper examines an area heretofore uninvestigated and lays a rich foundation for extensive future research.

References are available on request.
The Impact of Commodity Taxation on Firms’ Product Portfolio and Market Structure

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Keywords: commodity tax, product portfolio, product differentiation, market concentration

Description: This research investigates the competitive outcomes of commodity tax changes in a product-differentiated oligopoly by studying the Korean alcoholic beverage market and the effects upon it of tax reform.

EXTENDED ABSTRACT

Research Question

Whether and how do changes in taxation affect product variety offered by individual firms, and what are the implications on market competition?

Method and Data

The main data for this study are monthly data of individual manufacturers’ shipment volume at the national level for various alcohol beverage product categories (collected from the Korean Alcohol and Liquor Industry Association) and bi-monthly retail data for a subset of categories at the regional level (collected from Nielsen).

The Korean alcohol tax reform in 2000, triggered by an international dispute over a preferential tax rate levied on domestic products, brought about an exogenous shock to the contemporary tax regime for all alcoholic product categories: depending on the categories, both downward and upward changes in a tax rate were made after the reform. These changes allow us to study various competitive effects of taxation across alcoholic beverage product markets. Given the relative richer observations, the empirical study focuses largely on the geographic soju market data.

Summary of Findings

Regressions of firms’ behavior in the affected markets reveal a systematic pattern: 1) a negative relationship between the tax change and product variety at the market- and firm- level, followed by further analyses on firms’ horizontal vs. vertical product differentiation, and 2) a positive relationship between the tax change and market concentration (i.e., less intense market competition).

Key Contributions

To the best of our knowledge, this study provides the first empirical evidence of the impact of taxation on a firm’s product selection, variety and market concentration. While previous literature has addressed the impact of taxation focusing on the demand side (e.g., the effects due to price changes) treating product offerings by multi-product firms as fixed, we look at another important aspect of the effect on the supply side. Our findings complement extant research efforts in understanding the chain of effects from taxation to consumer welfare.

References are available on request.

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Why Consumer-Directed Health Plans Fail to Increase Consumer Price Search: The Impact of Health Savings Accounts on Peace of Mind

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Keywords: loan estimate, consumer disclosures, heuristics, eye-tracking

Description: Owning a health savings account creates a peace of mind for consumers, which leads to lower intentions to search and compare prices when healthcare is needed.

EXTENDED ABSTRACT

Research Question
Why do consumer-directed health plans fail to increase consumer price search?

Method and Data
We conducted an experiment online to test our hypotheses. A 2 (high vs. low deductible plan) by 2 (eligible vs. not eligible for a health savings account (HSA)) factorial design was used. Data from 208 respondents was used to test the hypotheses. Amazon Turk workers participated in the study. We ran the study in Amazon Turk using the Turk prime online platform (Litman, Robinson, and Abberbock 2016).

Summary of Findings
Our results counter the very core of the underlying premise of healthcare reform—that is consumer directed health plans (CDHPs) will reduce healthcare spending because consumers will shop for prices prior to get care and use prices to choose the most cost-effective care. We showed that the two components of CDHPs (high deductible and health savings account) affect consumers’ price shopping intentions differently. While owning a high deductible plan decreases consumers’ intentions to search for prices, owning a HSA reduces their motivation. Additionally, we found that the high deductible aspect of these plans is overshadowed by the HSA component of these plans.

We further showed that these effects occur due to a heightened sense of peace of mind. When consumers consider that they have an HSA as part of their insurance plan, they experience peace of mind. This results in consumers underestimating their vulnerability to the threat that initially caused purchasing the insurance (Tykocinski 2008), which, in turn, reduces search.

Additionally, we found that the respondents’ tax bracket does not moderate the HSA’s impact on their peace of mind, nor on their anticipated price shopping behavior. This suggests that consumers, despite being provided explicit information about an HSA, do not fully understand the HSA’s benefits.

Key Contributions
This paper contributes to the literature by investigating the effect of peace of mind evoked by CDHPs on consumers’ price shopping intentions. Moreover, we disentangle the impact of HSAs from high vs. low-deductible plans. Finally, we investigate the effect of tax brackets on consumers’ price shopping intentions when enrolled in a CDHPs.

We find that HSAs lead to less price shopping among consumers. These results are disheartening, given that much healthcare reform is being considered to “increase the skin in the game” so that consumers shop for healthcare prices. Apparently, HSAs are actually counterproductive to that goal.

References are available on request.
Food Shapes for Food Well-Being: The Role of Oral Haptics on Savoring and Consumption

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Keywords: food well-being, sensory processes, savoring, food shapes, oral haptics

EXTENDED ABSTRACT

Research Question
We examine the effect that a food’s shape has on a consumer’s consumption experience, how a food’s shape influences how it is consumed, and how this relationship affects the amount that people eat.

Method and Data
Across our studies, we manipulate the shape of the food, while holding food volume and quality constant, to assess its effect on consumer response and food consumption quantity. In the first study, we investigate consumer perceptions of the different oral haptics of a food item (chocolate) that varies in shape. In study two, we test our primary prediction by presenting study participants with chocolates that are either angular (i.e., a square chocolate) or round (i.e., a cylindrical chocolate) and measuring the quantity of chocolates consumed. We also measure the number of bites taken as a potential mediator. Our findings show evidence for savoring, leading to reduced consumption, for food that is round, compared to angular.

Summary of Findings
Across our studies, we manipulate the shape of a food, while holding food volume and quality constant, to assess its effect on consumer response and food consumption quantity. In study 1, we investigate consumer perceptions of the different oral haptics of a food item (chocolate) that varies in shape. We find that a food’s shape influences consumers’ perceptions of a food’s oral feel and senses such that round food is predicted to have more pleasurable mouth feel (e.g., oral haptics) than square food. In study two, we find that oral haptics has a significant effect on how and how much consumers eat. Specifically, people took more bites when eating round, compared to square, chocolates, which in turn led them to eat fewer chocolates.

Key Contributions
Our research advances the understanding of how shape can affect consumption, while at the same time providing a new perspective on enhancing consumer food well-being. In doing so, we bridge the perspective taken in the consumer behavior literature with those taken in the sensory and food sciences literatures to formulate a more integrative understanding of the drivers of food consumption quantity. Therefore, our research advances the food well-being movement by integrating the food’s features with the consumer consumption experience to demonstrate how these features can enhance the consumption experience through increased savoring and, consequently, reduced consumption. The findings of this work have interesting practical and policy implications. As we have done in designing our stimuli, marketers can change the shapes of foods quite easily and influence consumers’ oral haptics and consumption patterns. It is important that marketers and policy makers be aware of the phenomenon we have observed here while modifying and designing food products. There can be unintended consequences in the amount of food consumed when changing the shape and oral haptics of food.

References are available on request.
What Are You Willing to Pay for Ugly Produce? A Contingent Valuation Model to Estimate Price Premiums and Discounts for Misshapen Produce

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Keywords: food waste, misshapen produce, pricing, aesthetics

EXTENDED ABSTRACT

Research Question
To meet consumers’ preferences for aesthetically attractive products, retailers are reluctant to sell fruits and vegetables that fail to meet some visual aesthetic standards (USDA, n.d.). Thus, farmers have to dispose of all non-standard produce, leading up to 20-40% of fresh produce to go to waste (FAO, 2016). Notably, in France, in 2014, a retailing chain started a local communication campaign to sell “ugly produce” (Intermarché, 2015). This concept has quickly diffused successfully to other countries (Aubrey, 2016; Godoy, 2014; Kozicka, 2015).

Such campaigns are popular among consumers in part because of the price discounts that retailers offer (Godoy, 2014; Torre, 2015): typically, misshapen produce is sold at a discount of 30% compared to standard produce (Bratskeir, 2016; Cardwell, 2015; www.imperfectproduce.com). Overall, these efforts could save 210 million tons of food worldwide (Chauvet, 2015).

To our knowledge, no academic investigation has yet explored the appropriate price level for misshapen produce. The objective of this research is to investigate consumer willingness to accept misshapen produce (versus standard produce). We also analyze the factors related to this willingness such as labels, awareness of “ugly produce” campaigns, purchasing and eating behaviors, and perceptions related to misshapen produce.

Methods and Data
A demographically representative sample of 2002 French households (47.9% female, Mage=45.38) were recruited by a professional marketing research company to participate in an online survey which included a stated preference choice experiment to elicit their responsiveness to hypothetical discount or premium rates offered for misshapen produce (compared to standard produce). In the first part, participants were randomly exposed either to a misshapen carrot or to a misshapen apple (Loebnitz et al. 2015) and asked if they were willing to purchase this misshapen carrot (apple) at the same price as a standard carrot (apple). If they accepted, participants were asked if they were willing to pay a premium rate, which was randomly varied between 5%, 10% or 15%. If they accepted again, the premium rate was doubled in a second round. Participants who declined the initial offer were offered a discount rate of 20%, 30% or 40%. If they declined again, the discount rate was doubled in a second round. In the second part, participants completed a similar choice task for the produce category that had not been shown in the first choice task and with one (randomly chosen) label: “organic,” “ugly,” or no label.

For further information contact: Mia Birau, Assistant Professor of Marketing, Lyon Catholic University (mbirau@univ-catholyon.fr).
Summary of Findings

About half the sample was willing to purchase the misshapen apple or carrot if offered at the same price as the standard produce.

For apples, results from maximum likelihood estimation suggest that at a premium of 7%, half the participants would prefer the misshapen produce. Consumers were willing to pay an additional premium rate of 24% (p < .001) if the misshapen apple was labelled “organic”. They were ready to pay a premium when they perceived the misshapen apple healthier (+7.6 percentage points (pp), p < .003), locally produced (+5.8pp, p < .003), or more organic (+5.1pp, p < .045). Finally, consumers with “green” consumption behavior were willing to pay a higher rate (+5.7pp, p < .003).

For half the participants to prefer the misshapen carrot, the discount rate would have to be 50.84%. When labelled “organic” this discount rate for the misshapen carrot dropped by 70.6pp (p < 0.001) and actually turned into a premium. When labelled “ugly”, the discount dropped by 43.7pp (p < .001). Consumers needed a lower discount rate when they perceived the misshapen carrot to be healthier (+4.8pp, p < .02), locally produced (+7pp, p < .006) or more organic (+6pp, p < .006). Green consumption behavior also lowered the discount rate (+16pp, p < .001), as did awareness of the “ugly produce” campaign (8.4pp, p < .052).

Key Contributions

In this study we show that misshapen produce is quite well accepted by consumers in a country where “ugly produce” campaigns have received substantial attention. The estimates obtained through our contingent valuation experiment suggest that many consumers are willing to pay a price premium for misshapen apples or willing to accept lower discounts for misshapen carrots when they perceive these vegetables in a positive light (in terms of healthiness, organicness and local production). These findings also show that around half the respondents were willing to purchase the misshapen produce when offered at the same price as the standard produce (48.59% for apples and 52.29% for carrots). These results are encouraging from a policy perspective because they underline the importance of

References are available on request.
Better Understanding Body Mass Index (BMI): A Study of Segmentation Strategies for Public Policy Communication

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Dennis Pitta, University of Baltimore
Velitchka Kaltcheva, Loyola Marymount University
Lea Prevel Katsanis, Concordia University

Keywords: segmentation, public policy, vulnerable

ABSTRACT

Obesity is a growing and persistent problem in developed countries as evidenced by the rise of the population weight (Mai and Hoffman 2015; Ng et al. 2014). The Centers for Disease Control and Prevention (CDC) estimates that almost two-thirds of the population in the United States is overweight or obese with just over one-third classified as obese (Lin and McFerran 2016; NCHS Data Brief, No. 219 2015). Further troubling, Finkelstein et al., (2009) estimated that almost 10% of U.S. health care spending was directly related to obesity. Given this data, it is imperative that public policy address this rising problem by developing marketing and segmentation strategies that can be used to target this vulnerable population.

Segmentation is imperative to effectively target these vulnerable consumers. For example, some consumers are becoming concerned with health issues and tend to pay more attention to what they eat daily and some try to follow what constitutes a healthy diet (Prasad, Strijnev, and Zhang 2008; Trivedi, Sridhar, and Kumar 2016). However, not all consumer segments demonstrate a high interest in that information because obesity issues vary across age, education, gender and ethnicity (NCHS Data Brief No. 29; Sparks and Bollinger 2011).

Limited research has been done that reviews attitudes and behaviors of different segments of consumers with regard to BMI and public policy communication strategies. Before a next step is considered, it may be helpful to apply market segmentation to identify groups of at risk consumers. Market segmentation strategies are management strategies whereby information about market segments is used in designing programs that appeal to those segments (Dickson and Ginter 1987). While the use of market segmentation has often been the subject of investigation in marketing strategy and advertising research (Dubow 1992; Stanley, Moschis, and Danko 1987), limited use has been employed with regard to public policy. One possible segmentation variable is body mass index – both as an actual measurement variable and also as a perceived measurement vehicle.

Body Mass Index (BMI)

Obesity research has the advantage of an objective metric to assess the absolute level of a subject’s obesity: the Body Mass...
Index (BMI). Using a person’s height and weight, a researcher can calculate the level of obesity precisely. The calculation yields four body status categories: underweight, normal weight, overweight and obese. That metric can be helpful in comparing streams of research and different populations. Much of the research involving BMI has had a public policy focus (Ippolito, 1999). Significant research investigated the relationship of the advertising message to obesity (Robinson et al., 2005; Seiders and Petty, 2007; Seiders and Petty, 2004; Desrochers and Holt, 2007; Grier et al., 2007; Moore, 2007; and Moore and Rideout, 2007) using BMI as a dependent variable.

While the absolute nature of BMI has been helpful in research, perception of one’s body status is another matter. Lara-Garcia et al. (2011) found that 84% of mothers in their sample consistently misperceived their own children’s weight while accurately perceiving the weight of unrelated children. The task of visualizing one’s own BMI accurately can be equally daunting. Research has found a consistent tendency for subjects to misperceive their own body mass index. The level of misperception is significant. For example, McLean-Meyinse et al. (2015) found that almost half of the overweight subjects in their sample and 23% of those who were obese perceived themselves as being in the healthy weight category. They also note that there are discrepancies between perceptions of weight status and actual weight that can lead to greater consumption of fast foods. Given the importance of consumer BMI perception, public policy remedies must understand the subjective nature of BMI to reach those whose self-perception is inaccurate.

Public policy makers’ main task is to help consumers whose BMI puts them at risk. While BMI is a useful metric to identify overweight and obese individuals, not all subjects can be considered at risk. Since recognizing a problem is the first step to correcting it, the accuracy of an individual’s perception of his or her body status is critical. It should be emphasized that perception is a key.

Another factor is intentions. For example, individuals with a normal BMI would not seem to be at risk. However, if the person misperceives the BMI as overweight or obese, and intends to lose weight, there may be problems. The conditions may lead to anorexia. Similarly, obesity of itself may not immediately be a problem. If people with a higher BMI correctly recognize their body status and want to lose weight, they should be receptive to information and actions to move toward a normal weight. This group may not need a public policy remedy.

**Participants and Procedure**

Respondents were 1,166 residents of the United States 18 years of age or older. The average age of the sample was 44.82 and median age was 46 (US 18+ population: average age = 46.39, median age = 45). Participants completed an online survey answering questions as to their actual knowledge of nutritional facts, actual level of exercise and self-efficacy. Respondents classified their weight (“How do you characterize your current weight?”) into one of four categories: underweight, normal weight, overweight, and obese. They reported their weight aspirations by responding to “How much would you like to weigh” on a four-point scale: “more,” “about the same,” “a little less,” and “much less.” Respondents then indicated their weight (in pounds) and height (in feet and inches), and based on this information, we calculated every participant’s BMI and classified participants into one of the four categories defined by The Centers for Disease Control and Prevention: underweight, normal weight, overweight and obese. Demographic information regarding gender, age, annual household income and education was collected as well.

**Analyses and Results**

Latent class analysis (LCA) was conducted using Mplus 7 in order to identify classes of consumers based on their: (1) self-classification: underweight, normal weight, overweight and obese; (2) actual BMI classification: underweight, normal weight, overweight and obese; and (3) weight aspirations: would like to weigh more, about the same, a little less, and much less. Latent class analysis (LCA) models are a subset of mixture models for examining the homogeneity of a population described by categorical indicators (Collins and Lanza, 2010). These models identify categorical latent variables representing subpopulations of individuals or observations (Collins and Lanza, 2010).

We sequentially fit one- through 10-class models in order to identify the optimum number of latent classes representing participants’ brand interactions. The entropy statistic, which assesses the overall level of classification error in the latent class assignment of observations, with higher values representing more accurate class assignment (Collins and Lanza, 2010), indicated a five- or seven-class model (see Figure 1). We selected the seven-class model because all information criteria (AIC, BIC and adjusted BIC) reveal little improvement in fit with higher-class models.

**Figure 1. Model Fit Statistics for One-Class to Ten-Class Solutions**
Prevalences and item-response probabilities for the seven-class model were calculated. The seven classes are (see Table 1):

1) Quasi-Healthies (7%). Misperceive themselves as having normal weight but are actually overweight; approximately evenly divided between planning to maintain their current weight and planning to lose a little weight.

2) Pseudo-Heavies (6%). Misperceive themselves as obese but are only slightly overweight; plan to lose a lot of weight.

3) Perplexed (8%). Perceive themselves as slight-ly overweight, but the majority misperceive their weight—some are obese and others have a normal weight. Plan to lose a lot of weight.

4) Resolutionaries (30%). Accurately perceive themselves as slightly overweight; plan to lose a little weight.

5) True Healthies (19%). Accurately perceive themselves as having normal weight; the majority plan to maintain their current weight.

6) Illusionaries (7%). Misperceive themselves as being underweight, but in fact have normal weight. Plan to gain some weight.

7) “The Biggest Losers” (21%). Accurately perceive themselves as obese and plan to lose a lot of weight.

Classes by Gender, Education and Annual Household Income

We next discuss differences between the classes as regard their demographic attributes. Correspondence analyses were performed to examine relationships among the seven classes and the demographic variables. Correspondence analysis is an interdependence technique for analyzing contingency tables and identifying relationships among objects and/or variables, which are simultaneously plotted on the same map based on their association (Hair et al., 2010; Myers and Mullet, 2003).

When using gender as a sole criterion for evaluation, two classes clearly show differences. While the Quasi-Healthies skew male, the Pseudo-Heavies are predominantly female. Gender-wise, the Quasi-Healthies are less critical of themselves while the Pseu-do-Heavies are more critical because they perceive themselves in a much worse position than they are actually. While gender alone reveals important differences, the inclusion of education with gender uncovers delineating characteristics. The more educated women are more likely to fall into the Biggest Loser and Pseudo Heavies classes. On the other hand, males, in general, tend perceive themselves as normal weight while many are overweight or obese. The more educated males have a more realistic sense of perceived self as compared to the less educated, but they are inconsistent with plans.

With regard to income and gender, upper income males are consistent with plans but inconsistent with perception. They consider themselves healthy which is inconsistent with their actual selves. On the other hand, upper income females are “tougher” on themselves with perceptions more critical than their actual selves. Lower income females are more consistent with their actual selves in line with their perceived selves (Biggest Loser and Resolutionaries).

Actual Knowledge, Actual Exercise Level and Self-Efficacy

Class differences regarding nutritional knowledge and self-efficacy perceptions were evaluated by performing ANOVAs, with the class variable as the independent variable. Significant differences among classes were found both for nutritional knowledge (F (6, 1159) = 4.93, p < .0001) and self-efficacy (F (6, 1159) = 10.26, p < .0001). Dunnett’s t test was subsequently performed, comparing each class to the True Healthies. The True Healthies were selected as the reference level for the Dunnett’s test because these consumers have normal weight, which they plan to maintain, and an accurate self-perception regarding their weight. We found that the Resolutionaries (2.16 vs. 1.96, p < .05) and “The Biggest Losers” (2.24 vs. 1.96, p < .05) have significantly higher nutritional knowledge than the True Healthies. The Illusionaries (3.37 vs. 3.89, p < .05), “The Biggest Losers” (3.70 vs. 3.89, p < .05) and the Perplexed (3.68 vs. 3.89, p < .1) have significantly lower self-efficacy than the True Healthies. No other significant differences were found for nutritional knowledge or self-efficacy.

Because actual level of exercise was evaluated on an ordinal scale, we estimated a cumulative logit model, which computes the odds of response for level A vs level B, comparing them

<table>
<thead>
<tr>
<th>Class</th>
<th>Label</th>
<th>Prevalence</th>
<th>Actual BMI</th>
<th>Perceived BMI</th>
<th>Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quasi-Healthies</td>
<td>.07</td>
<td>Overweight</td>
<td>Normal</td>
<td>Maintain / Lose a little</td>
</tr>
<tr>
<td>2</td>
<td>Pseudo-Heavies</td>
<td>.06</td>
<td>Overweight</td>
<td>Obese</td>
<td>Lose a lot</td>
</tr>
<tr>
<td>3</td>
<td>Perplexed</td>
<td>.08</td>
<td>Normal/Obese</td>
<td>Overweight</td>
<td>Lose a lot</td>
</tr>
<tr>
<td>4</td>
<td>Resolutionaries</td>
<td>.30</td>
<td>Overweight</td>
<td>Overweight</td>
<td>Lose a little</td>
</tr>
<tr>
<td>5</td>
<td>True Healthies</td>
<td>.19</td>
<td>Normal</td>
<td>Normal</td>
<td>Maintain</td>
</tr>
<tr>
<td>6</td>
<td>Illusionaries</td>
<td>.07</td>
<td>Normal</td>
<td>Underweight</td>
<td>Gain a little</td>
</tr>
<tr>
<td>7</td>
<td>“The Biggest Losers”</td>
<td>.21</td>
<td>Obese</td>
<td>Obese</td>
<td>Lose a lot</td>
</tr>
</tbody>
</table>
across levels of the explanatory variable to form odds ratios. Specifically, we evaluated the model:

\[
\text{Log odds} = \log(\frac{pA}{pB}) = \alpha_j + \beta \times \text{for } j = 1 \ldots J-1, \text{ where } pA = \sum pi, i > j \text{ and } pB = \sum pi, i \leq j
\]

We evaluated the likelihood ratio test and the Wald test, testing the global null hypothesis. Both tests were significant (Likelihood ratio: \( \chi^2 (6) = 46.94, p < .0001 \); Wald: \( \chi^2 (6) = 46.56, p < .0001 \)), suggesting that there are differences between the classes as regard to the level of exercise. We find that all classes, except for the Quasi-Healthies and the Perplexed, exercise significantly less than the True Healthies, ranging from more than 30% less (the Resolutionaries’ odds ratio = 0.680) to more than 60% less (“The Biggest Losers” odds ratio = 0.364).

**Conclusion**

By analyzing BMI across segments rather than as one group will enable public policy professionals to more efficiently communicate to the targets regarding the health concern of obesity. Understanding that the actual BMI can be different from perceived BMI will enable policy makers to create messages tailored to combat the obesity health concern across each unique segment. For instance, the communication message created to inform “quasi-healthies” on healthy eating must first address the misperception and then inform them of a plan of action. On the other hand, “the biggest losers” already have an accurate perception of their BMI, and the message should focus on the action plan. In addition, public policy communications experts can place their unique messages in the most appropriate media outlet.

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Diving In or Driving By: The Inherent Tensions Between Relational and Transactional Approaches in Poverty Alleviation Efforts

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Keywords: nonprofit organizations, transformative consumer research, relationship/market orientation, transactional orientation, charity triad model, public policy

Description: Nonprofits do important work, though case-study research uncovered competing tensions in how the work is completed, and a tug-of-war between relational and transactional approaches.

EXTENDED ABSTRACT

Research Question
This research explores how nonprofit organizations conduct their work, including how it is completed. Three broad questions inspired this research:

1. How does an NPO organization consider their work with respect to transactional and relational approaches?
2. What tensions exist in these areas?
3. How can marketing and public policy inform this work and address some of the tensions?

Method and Data
The authors collected data from nine organizations using a standardized data collection template, which was created by the authors based upon areas of interest identified from the literature (e.g. Wymer, Boenigk, & Möhlmann, 2015). To facilitate within-case analysis (Eisenhardt 1989), cases were shared among the authors electronically and discussed during multiple group analysis sessions. Cross-case patterns and differences (Eisenhardt 1989) then emerged from these analysis sessions, leading to the development of the key themes.

Summary of Findings
The present research uncovered a variety of themes and tensions in NPO work. First, NPOs have a strong desire for, and utilization of, a relational orientation in their work and with the communities/people they serve. Yet, in this, there is external pressure and expectations (i.e., third-party rating sites and grantmaking organizations) that pull the NPO from relational to more of a transactional approach. Finally, some donors and/or volunteers do not appreciate, or are unwilling, to engage in the relational approach, also leading the NPO towards a transactional approach. This orientation tug-of-war is identified and explored in the present research.

Key Contributions
The present research seeks to answer the call for “researchers to progress their research within the nonprofit sector—for the benefit of society” (Chad, Kyriazis & Motion, 2013; p. 20) and does so from the foundations of Transformative Consumer Research (Mick, 2006) and Transformative Services Research (Rosenbaum et al., 2011; Anderson et al., 2013). The present research builds upon the Transformative

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Charity Experience and the Triad Model (i.e., NPO, Donor/ Volunteer and Community; Mulder et al., 2015) to further explore the perspective of the organization. We uncover inherent tension from the relational versus transaction orientation and discuss ways that policy makers might help reduce some of this tension. Finally, we explore how marketing and future research can also better understand and address this tension.

References are available on request.
Education Reconsidered: Bridging the Gap Between the Marketing Literature and Attainments of the Human Right to Education

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Keywords: education, sustainable development goals, subsistence consumers, human rights

Description: This paper builds a body of evidence related to education, as studied in Western and non-Western markets, to encourage discussions and research on how marketing and business strategies may be applied to ensure that the human right to a quality education can be achieved by all.

EXTENDED ABSTRACT

Research Question

Education, featured as a key to societal development and economic growth, is a mainstay in public policies and government mandates. Considered to be a “human right” by the United Nations, it became listed as a Millennium Development Goal (MDG) (achievement of universal primary education) and expanded under the more recent Sustainable Development Goal (SDG) to include achievement of inclusive and equitable, quality education (primary and secondary) for all (UNDP 2017). Failure to achieve the MDG and to make progress on the SDG has prompted scholars in a variety of disciplines to amass a body of evidence. However, although public policy and marketing scholars have explored higher education (predominately in Western markets), consideration of primary and secondary education—the centerpieces of the SDGs educational goals—remains largely overlooked. This paper attempts to bridge this gap by exploring the question: How might marketing scholars inform policies and strategies related to the attainment of the education-related sustainable development goal?

Method and Data

To demonstrate the gap in the marketing literature, I searched for the word “education” in titles, keywords, or abstracts, for articles published from 2000-2018 in the following journals: Journal of Business Research (117 total, 38 relevant); Journal of Marketing Management (18 total, 12 relevant); Journal of Public Policy and Marketing (58 total, 5 relevant); Journal of Macromarketing (33 total, 13 relevant); Journal of Marketing (12 total, 2 relevant); Journal of Consumer Research (0 total); Journal of Service Research (13 total, 1 relevant); Journal of Services Marketing (36 total, 6 relevant); and to ensure a broader international representation I included Journal of Services Research (15 total, 7 relevant). I also searched for the words “emerging market”, “developing country” and “subsistence consumers” in titles, keywords, or abstracts in: Journal of Marketing for Higher Education (24 total, 22 relevant) and Journal of Marketing Education (6 total; 2 relevant). Articles that were classified as not relevant were either book reviews, or that related “education” to managerial or entrepreneurial training programs, the educational level of consumers, or consumer education or awareness.

Secondly, I searched for “education policy/policies” in development-related journals, including World Development (62 articles), and “emerging economies” of “developing countries” in educational journals, including International Journal of Educational Research (21 articles) and Economics of Education Review (63 articles). This latter literature review, although not systematic, provides insights into the lack of marketing scholarship and discourse within the wider development and educational disciplines, and the challenges facing attainment of the SDG goals. Additionally, observations from a 3-year study on an educational intervention in rural Uganda directed the analysis and supported the recommendations given.

Summary of Findings

The literature review on education in marketing-related journals reveals a Western-centrism that over-emphasizes the marketi-
zation of higher education institutions and a student-consumer model that assumes accessibility and choice. Specifically, I find that prior research can largely be classified into four key themes: education as a product related to relationship marketing tactics or target market requirements; the marketization of higher education; the reproduction of power dissymmetries (e.g. class, race or ethnic-based stratifications, North-South relations); and marketing pedagogy, such as teaching marketing ethics and experiential learning.

I contrast this literature with the realities of developing and emerging economies. Assessing current trends, I document how the achievement of gender parity has stalled and declining rates of secondary school enrollment continue to prevail. Based on the second literature review and field-work observations, I present a summary of evidence of key factors that help to explain these trends, including familial and household dynamics, and gender and religious norms.

**Key Contributions**

Based on these findings, I argue that there is a need to adjust how we study ‘education’ in these markets. Rather than assuming accessibility and choice, I argue that we should view education as a ‘human right’ that is not guaranteed. Rather than focusing on higher-education or adult-education, I encourage scholars to include primary and lower-secondary education, and to be cognitive of geographical disparities.

Recognizing that “business as usual” is not working, I consider how policies related to the SDG goal of equal access to quality, universal education could benefit from marketing and business strategies. Namely, I map out the findings related to limitations to consumer’s attainment of education onto five key marketing concepts, including: what influences consumer choices; acceptability of the product; affordability; accessibility; and awareness. I demonstrate how these marketing elements could be used to inform public policy. Additionally, in reflecting on the criticisms and challenges faced in the Western educational market, I conclude with pointing out areas where more research is needed to understand the potential consequences of marketplace offerings and actors, and how we might utilize methods from prior scholarship on subsistence consumers and stakeholder engagement to better understand the nuances of this educational marketplace.

*References are available on request.*
Unconventional Consumption Methods and Enjoyment of Things Consumed: Recapturing the “First Time” Experience

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Keywords: enjoyment, novelty, variety, consumption, waste

Description: Consuming objects via unconventional methods enhances immersion and enjoyment.

EXTENDED ABSTRACT

Research Question
Mystery shopping has been used to change policies within companies but can it really change America? The National Community Reinvestment Coalition (NCRC) has been testing – also called mystery shopping – the pre-application process of financial and housing providers for over twenty years. NCRC has used the information gathered from these tests to help change the market and work towards financial inclusion of members of vulnerable populations. NCRC’s Stella Adams and Ali Lederer will discuss different ways that pre-application testing has changed America.

Experiment 1: Eating Popcorn with Chopsticks
In Experiment 1, participants were asked to repeatedly eat popcorn using their hands (a conventional way to eat popcorn) or chopsticks (an unconventional way to eat popcorn). All of these participants have likely eaten popcorn before, but presumably very few participants have eaten this familiar snack using chopsticks. Our hypothesis was three-fold: (i.) chopsticks may enhance enjoyment of the food; and if so, this should be (ii.) mediated by corresponding boosts in immersion akin to a revitalized “first time” experience, and also (iii.) moderated by time, such that enjoyment and immersion should wane once using chopsticks is no longer novel.

Method
Sixty-eight adult participants were randomly assigned to one of two between-subjects conditions. The study was ostensibly about snacking speed and getting people to eat more slowly. To allegedly achieve this goal, “traditional” participants were instructed to eat 10 kernels of popcorn one-at-a-time using their hands. This marked a single “trial,” and they completed two trials in total. “Unconventional” participants followed identical instructions but instead had to use chopsticks to eat for both trials. This cover story and manipulation helped disguise the hypothesis while also accounting for various incidental features (e.g., eating by the handful in one condition but not in the other).

After eating the popcorn in each trial, participants indicated their experienced enjoyment for the popcorn by rating how enjoyable, positive, and delicious it tasted, and how much they savored and liked it, each on individual scales anchored at 1 (not at all) to 9 (extremely). These dependent variables were collapsed into an enjoyment scale ($\alpha=.91$). Participants also reported their immersion during eating by rating how much the task led them to immerse in the experience and focus on the food, and how much it intensified the flavors, on the same scale. These mediator items were collapsed into an immersion scale ($\alpha=.84$).

For further information contact: Ed O’Brien, Assistant Professor of Behavioral Science, University of Chicago (cob@chicagobooth.edu).
Results

A Repeated Measures GLM with Condition (traditional, unconventional) as a between-subjects factor and Time (Trial 1 and Trial 2 rating scales) as a within-subjects factor revealed no main effect of Condition, F(1, 66)=1.82, p=.182, η2=.03, or Time, F(1, 66)=2.16, p=.146, η2=.03; on enjoyment, but did reveal the hypothesized significant interaction between these variables, F(1, 66)=4.88, p=.031, η2=.07. Pairwise comparisons reveal that unconventionality indeed enhanced enjoyment at Trial 1: the same popcorn tasted significantly better when eaten one-at-a-time using chopsticks (M=7.23, SD=1.08) versus one-at-a-time using one’s hands (M=6.45, SD=1.45), F(1, 66)=6.25, p=.015, d=.61. In contrast, these boosts in enjoyment disappeared at Trial 2, at which point the eating experience returned to baseline: the popcorn was equally enjoyable regardless of whether people ate it using chopsticks (M=6.57, SD=1.63) or using hands (M=6.59, SD=1.24), F(1, 66)=.004, p=.950, d=.01. This suggests that chopsticks enhance enjoyment due to their novelty. Other accounts (e.g., if chopsticks encourage slower eating, provide effort justification, or otherwise reflect an inherently superior way of eating popcorn) predict that these initial boosts should remain. Results on immersion followed a similar pattern and mediated the enjoyment boosts at Trial 1, (Effect=.53, SE=.22, 95% CIbootstrapping [.16, 1.00]; Hayes 2013).

Experiment 1 demonstrates that unconventional consumption methods can boost enjoyment by facilitating immersion. Otherwise identical popcorn tasted better when eaten with chopsticks than with hands. Moderation by time and mediation by immersion both support the proposed framework: chopsticks enhance enjoyment because they provide an unusual and therefore immersive method of consumption and not because they are inherently superior in some way. As the unconventionality of chopsticks wanes, so does their influence on hedonic experience. A post-test revealed an affective forecasting error such that only 16% of participants predicted enjoyment to be higher for popcorn consumed with chopsticks than by hand.

Experiment 2: Sipping Water in Unconventional Ways

In Experiment 2, participants were asked to generate their own ideas for unusual consumption methods so as to generalize the effects beyond any one method concocted by an experimenter. We also sought to further highlight the role of “first time” feelings in driving the boost. As proposed, unconventionality should enhance enjoyment to the extent that it invites an immersive experience. Accordingly, if people generate their own lists of unusual methods, it is unlikely that each and every idea will enhance enjoyment relative to conventional consumption, but our hypothesis suggests that rotating through them (i.e., having many individual “first time” experiences rather than relying on a single method) should maximize enjoyment over time. This further serves our goal of testing when unconventional methods should be most effective: rather than any one method being objectively better, we seek to highlight the critical role of “first time” feelings.

Method

Three hundred participants were recruited via Mturk. Participants grabbed a bottle of water and then listed five unique unconventional ways in which they had never consumed water before, with the restrictions that the ways could not objectively change the water itself (e.g., no adding flavors) and that they should be able and willing to actually drink using each method if instructed to do so. Sample responses include “Use a funnel and drink from tap” and “Drink from a spoon”. Participants were then randomly assigned to condition and sipped and rated the water five times. “Traditional” participants sipped the water in the normal way they usually drink for each of the five sips. “Unconventional-variety” participants sipped the water using different methods they listed, which were piped back one at a time at random. “Unconventional-repetition” participants sipped the water using one of the methods they listed which was piped at random for the first sip and then piped again repeatedly for the remaining sips. After each sip, all participants rated their enjoyment for the water on a similar scale as in Experiment 1 (α=.97).

Results

A Repeated Measures GLM with Condition (traditional, unconventional-variety, unconventional-repetition) as a between-subjects factor and Time (Sip 1-5 rating scales) as a within-subjects factor revealed a main effect of Condition, F(2, 297)=6.68, p=.001, η2=.04, a main effect of Time such that the water grew less enjoyable across sips, F(2, 297)=53.64, p<.001, η2=.15, and the hypothesized interaction, F(2, 297)=11.37, p<.001, η2=.07.

The “unconventional-variety” condition enhanced enjoyment for all but the initial sip: for each subsequent sip, participants who had many first-time experiences felt sustained enjoyment throughout the taste test, significantly more than those who drank normally each time (ts≥2.60, ps≤.046, ds≥29) and those who drank in the same unconventional way each time (ts≥2.60, ps≤0.10, ds≥34). Likewise, repeating the same unconventional method made the water no more enjoyable than drinking it normally for each of these subsequent sips (ts≤.85, ps≤395, ds≤13). These findings emphasize the driving role of unconventionality in boosting enjoyment, beyond any one specific method per se. Second, these findings reveal that unusual methods are especially useful for breaking hedonic adaptation when people grow to take an entity for granted. Otherwise identical water remained highly enjoyable to the extent that the way people consumed it remained unconventional.

Experiment 3: Watching a Video Anew

Experiment 3 further examined an important and intuitive boundary condition: not all unconventional methods enhance enjoyment. Participants were asked to watch the same video repeatedly. At the final exposure, some watched the video as
they had for preceding exposures. Others watched this repetition in one of two “first time” unconventional ways, one of which impeded immersion (watching upside-down). While novel consumption methods should generally boost enjoyment by boosting immersion, we hypothesized that this form of unconventionality would not allow people to immerse into the experience, and so these participants may not enjoy the video more than normal.

**Method**

Three hundred participants were recruited via Mturk. Participants watched an exciting video of a motorcycle ride three times, and rated their enjoyment after each viewing via a similar enjoyment scale and immersion scale as previous experiments. Before the third viewing, participants were assigned to condition. “Traditional” participants simply continued this process again for the third viewing. “Unconventional-immersive” participants were told to watch using “hand goggles”—forming circles with their thumbs and index fingers around their eyes and using them to track the ride (e.g., to bob their heads left or right when the driver turned left or right). “Unconventional-disruptive” participants also watched the video in a new way, but one that should inhibit immersion: the video was flipped upside-down.

**Results**

A Repeated Measures GLM analyses with Condition as a between-subjects factor and Time (View 1-3 rating scales) as a within-subjects factor revealed no main effect of Condition on enjoyment, F(2, 297)=1.04, p=.35, η²=.01, a main effect of Time such that the video grew less enjoyable across exposures, F(1, 297)=17.33, p<.001, η²=.06, and the hypothesized interaction, F(2, 297)=9.30, p<.001, η²=.06.

Pairwise comparisons reveal a significant effect at the third viewing where the manipulation took place, F(2, 297)=6.39, p=.002, η²=.04. Unconventional participants who watched via hand goggles enjoyed the video significantly more (M=5.75, SD=2.21) than participants who watched the same video normally (M=4.99, SD=2.50), t(297)=2.22, p=.028, d=.32. Critically, not all unconventionality did the trick: unconventionality involving watching upside-down (M=4.58, SD=2.41) did not boost enjoyment versus watching normally, t(297)=1.23, p=.218, d=.17. Results on immersion revealed a similar pattern, and mediated the enjoyment boosts at Trial 3, (Effect=.37, SE=.13, 95% CI bootstrapping [.12, .61]; Hayes 2014).

Experiment 3 replicates and extends our general framework. Again, boosts in enjoyment derive from boosts in immersion into otherwise familiar experiences, and these boosts in immersion can be gleaned from unusual consumption methods. But accordingly, consumption methods that are unconventional but disruptive for immersion often fail to boost enjoyment as intended.

**General Discussion**

We find converging evidence across various domains of experience, direct effects, moderation analyses, mediation analyses, and control comparisons, all highlighting the same basic effect: otherwise identical entities can become more enjoyable merely when consumed in an unconventional way. A familiar food tasted better when people used chopsticks to eat it (Experiment 1); a familiar drink tasted better when people took sips in continuously new ways (Experiment 2); and a familiar video was more enjoyable when people used hand goggles to re-watch it (Experiment 3). Importantly, however, when unconventional methods grew dull (Experiment 1, Experiment 2) or inhibited immersion (Experiment 3), these boosts disappeared. This should not have been the case if unusual methods per se were objectively superior in some way, which would obviously explain why they enhanced enjoyment. Rather, the current experiments generally suggest that such boosts may reflect rejuvenated feelings of a “first time” consumption experience.

**Practical Concerns**

The most important implication pertains to how these findings bear on the psychology of waste. Waste is a growing societal concern, around the globe and in all areas of life; see recent calls by World Bank (2012) and the OECD (2014) for the need to better understand how to combat these increasingly wasteful trends. When something declines in enjoyment, people notoriously assume that “it” is the problem and therefore abandon the entity for a new alternative (Campbell et al. 2014; Herrnstein and Prelec 1991). Clearly more research is needed to tackle these diverse trends, but the current studies reveal an overarching possible fix. Before intuitively (and perhaps mistakenly) reverting to a substitution strategy, simply changing the way “it” is experienced could reduce cost and prolong value. Beyond waste, the current findings more generally suggest an easy, cheap, and potentially effective way to better enjoy the things we consume: using unconventional methods, but not overusing them, may serve to boost enjoyment and combat hedonic adaptation.

**Outstanding Questions**

Beyond these broader issues, the idea of unconventional consumption raises many fruitful avenues for research. What are the parameters of unconventionality? Experiment 3 highlights how methods that inhibit immersion can backfire, so it would be valuable to identify the most important sources of inhibition. Experiment 1 suggests that some boosts could pass very quickly, so future research should also identify how and why feelings of unconventionality can be maintained.

Finally, the current findings may parsimoniously explain existing wellbeing-boosting factors, which largely appear throughout the literature as isolated strategies and effects (see Quoidbach, Mikolajczak, & Gross 2015). If such manipulations invite people to behave atypically (which they often do, see Quoidbach et al. 2015 for a review), many factors touted to boost enjoyment might largely reflect the unconventionality of the method. Until these possibilities are tested, consider using the wrong utensils at tonight’s meal rather than splurging at a trendy “dark” restaurant—it may taste just as delicious.

References are available on request.
Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential Than Material

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Keywords: happiness, experiential purchases, material purchases, experiential framing, construal level theory, decision making

Description: Whereas previous research has found that experiential purchases lead to more happiness than material purchases, the current work finds that happier people perceive their purchases as more experiential (vs. material) than their less happy counterparts, and this effect is driven by a more abstract (vs. concrete) mindset.

EXTENDED ABSTRACT

Consumers must choose between purchasing material goods and experiences. Previous research has consistently shown an experiential advantage—consumers derive more happiness from purchasing experiences instead of material goods (Gilovich, Kumar, and Jampol 2015; Van Boven and Gilovich 2003). The present research proposes that at least part of this experiential advantage can be explained by reversing the experiential advantage—the notion that happy people tend to perceive their purchases as more experiential than their less happy counterparts. The authors propose and test this reversal and provide evidence that it is because an abstract (vs. concrete) mindset elicited by happiness facilitates this experiential framing. Four studies demonstrate that both chronic (i.e., measured) and incidental (i.e., manipulated) happiness leads people to view purchases as more experiential compared to material, and that an abstract (vs. concrete) mindset underlies such effect. Finally, the authors demonstrate that these findings have important implications for consumer well-being by conducting a 1-week intervention that showed that a practice of viewing one’s purchases as more experiential indeed enhanced happiness and financial well-being.

Research Question
The present research poses two questions: 1) Could it possible that greater levels of happiness promote experiential framing (as opposed to the other way around) and if so why? and 2) If such malleability exists, will people be happier if they learn to think of their purchases as more experiential?

Method and Data
To examine our research questions, we conducted five studies. Studies 1 and 2 measured subjective well-being and how consumers perceived both their own and other purchases in terms of the material-experiential continuum. Studies 3 and 4 manipulated incidental happiness and measured perceptions of purchase. In Study 4, we investigated the underlying process by moderation with a 2 (happiness: happy vs. control) x 2 (mindset: abstract vs. concrete) between-subjects design. Lastly, we conducted a 1-week intervention in Study 5 to examine whether experiential framing would lead to more happiness, by randomly assigning participants to an experiential framing, purchase-planning (thinking about purchases, but not in an experiential way), and control condition (simply reporting purchases) and comparing pre- and post-intervention well-being measures across conditions.

Summary of Findings
To examine our research questions, we conducted five studies. Studies 1 and 2 show that happier consumers perceived their
own (study 1) and a general list of (study 2) purchases as more experiential (vs. material) compared to less happy participants. Studies 3 and 4 manipulate incidental happiness and find that happy participants perceived purchases as more experiential (vs. material) compared to control and sad participants. Study 4 provides evidence for our mechanism by finding that a concrete mindset mitigates the effect and an abstract mindset enhances it. Lastly, we conducted a 1-week intervention (study 5) and found that consumer happiness and financial well-being increased when they consistently framed their purchases as more experiential.

**Key Contributions**

Consumers must choose between purchasing material goods and experiences and previous research has consistently shown an experiential advantage—consumers derive more happiness from purchasing experiences instead of material goods (Gilovich et al. 2015). The present research contributes to this research by questioning the causal direction and possible explanation for this effect. Instead, the research suggests that at least part of this experiential advantage can be explained by reversing the experiential advantage. The present research contributes to the literature on happiness and consumption by highlighting the fuzzy boundary between experiential and material purchases. The perception of purchases tends to be set at the incipient phase of the entire consumption experience and influences all subsequent stages of that experience. Additionally, we contribute to the literature by showing that framing one’s purchase as more experiential enhances his or her happiness, which further emphasizes the malleability of material-experiential distinction. The findings of this research also have practical implications for consumers, policy makers, and managers in that they may all benefit from this fuzzy boundary in a way that promotes consumers’ satisfaction with their consumption and that maintains their overall financial well-being and happiness.

*References are available on request.*
The Friluftsliv Effect: How Biophilic Design Aesthetics Enhance Consumer Perceptions

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Keywords: biophilic design, design aesthetics, nature, consumer affect, psychic costs

Description: The present research examines how biophilic design aesthetics in constructed consumer environments generate a positive response to and affiliation with place (Friluftsliv Effect) that serves to modulate a consumer’s affective state and minimizes the perceived psychic costs s/he associates with that consumer context.

EXTENDED ABSTRACT

Research Question
The idea that exposure to natural environments induces positive emotions and repose has a long history. Since medieval times, doctors have prescribed exposure to nature as a cure for ills of the body and soul (Gerlach-Spriggs et al. 1998). Recent applied science has actually begun to document the positive physiological responses to immersion in (e.g., Park 2010) and benefits of natural environments for stress (e.g., Alcock et. Al 2013). With this work, discourse has emerged regarding how satisfaction with built environments might be enhanced through biophilic design (a design aesthetic characterized by a naturalistic dimension; Caperna and Serafini, 2015). There is also growing consideration of how to design constructed environments in order to offer similar benefits to immersion in nature, providing a panacea for stress or mechanism to enhance well-being (e.g., Brown et. Al., 2013).

We propose that biophilic design aesthetics evoke the Friluftsliv Effect, a positive response to and affiliation with a constructed environment. This sense of affiliation with and perceived pleasantness of place will elicit friluftsliv feelings (mix of positive emotions paired with a sense of calm) which will serve to minimize consumers’ perception of psychic costs associated with that environment.

Method and Data
We conducted two experimental studies exploring consumer environments rich in biophilic design aesthetics versus those lacking in biophilic design aesthetics. In both studies participants were presented images of consumer environments and asked to share their reactions. In a first study we measured participants’ reactions to constructed environments using five items intended to measure connection and affiliation with place (Friluftsliv Effect). In a second study, we included these five measures and asked subjects to respond to an index of items intended to capture a mix of pleasure and calmness or state of happy tranquility (friluftsliv feelings). Then we measured consumer perceptions of experience relative to perceived psychic costs with six items related to a retail consumer environment. The question stated “How do you think you would feel: evaluating the usefulness of product features; evaluating information and research statistics about the benefits of the product; determining if the product guarantee offers real value; comparing across the different brands of the product available in the store; making a bad decision with your money; deciding on an appropriate amount to pay for the product,” measured on a seven-point scale ranging from “not at all anxious” to “extremely anxious.” Both studies concluded with participants providing their age and gender.

Summary of Findings
Our results indicate that consumer environments rich in biophilic design aesthetics yielded a stronger Friluftsliv Effect than consumer settings lacking in biophilic design aesthetics. Consumer environments rich in biophilic design aesthetics also yielded more positive friluftsliv feelings than consumer envi-
ronments lacking in biophilic design aesthetics. Additionally, consumer environments rich in biophilic design aesthetics resulted in lower perceived psychic costs than settings lacking in biophilic design aesthetics. Finally, a serial mediation analysis was conducted to test friluftsliv effect and friluftsliv feelings as serial mediators of the impact that the type of consumer environment has on consumer psychic costs. The results indicate that psychic costs are mediated by the friluftsliv effect and friluftsliv feelings. Thus, consumer environments rich in biophilic design aesthetics versus those lacking in such aesthetics elicit a stronger Friluftsliv Effect, generating friluftsliv feelings, and these feelings decrease consumers’ perceived psychic costs.

Key Contributions

Through a set of studies, we develop, propose, and test a theoretical framework for how environmental appraisals of constructed consumer space that quotes nature in its design aesthetics (i.e., biophilic design) impact consumers. Our research shows that biophilic design aesthetics generate what we have dubbed the Friluftsliv Effect, a positive response to and sense of affiliation with place that enhances consumers’ affective reactions. These reactions are a unique mix of pleasure and calm (“friluftsliv feelings”) that modulate the consumer’s state and serve to reduce his perceive psychic costs and thus positively impact consumer experience.

References are available on request.
The Effects of Coffee Scent and Decaffeinated Coffee on Shopping Behavior: A Field Study

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Keywords: caffeine, placebo, coffee scent, consumer behavior, field study

Description: We explore the impact of caffeine placebos on shopping time and store evaluation in a field study and show implications for marketing and policy makers.

EXTENDED ABSTRACT

Research Question
Both research in scent marketing and retail management have paid increasing attention to the potential of scents to influence customer shopping behaviour, brand perception, likelihood of customers revisiting stores, general environment perception and product evaluations (Doucè and Janssens 2013). While there exists a solid body of research on the topic of scent usage, most studies are conducted under laboratory conditions which raises the question whether results are transferrable to more realistic, everyday scenarios like shopping.

Similar problems exist for coffee and placebo research, despite the widespread consumption of coffee, well documented impact of caffeine (Einöther and Giesbrecht 2013) and prevalent exposure to the placebo effect in everyday life (Shiv, Carmon and Ariely 2005).

The objective of our study is to fill some of these shortcomings by combining scent, caffeine, and placebo research. We perform a field experiment with two hypotheses to answer our research question: Can the perception of caffeine placebos in a real-world shopping scenario elicit reactions shown to be caused by caffeine?

Method & Data
For this study, we employed a between-subjects design with three experimental conditions and 50 participants in each condition.

The study was conducted in a subsidiary (approximately 764 m2 in size) of a large German bookselling trade chain, located in a shopping mall. The study apparatus consisted of a watch, a paper questionnaire, a coffee machine, coffee powder, three bowls, three pots and coffee (type Colombia Fino by Tchibo, a German retail company).

For the first condition (“scent group”), we exposed the participants to coffee scent by hiding three pots, each containing 400 ml of freshly brewed, decaffeinated coffee and three bowls filled with 35 g coffee powder in the entrance area of the book store and refilled all bowls with fresh coffee powder every 60 minutes and all pots with freshly brewed coffee every 30 minutes. In the second condition (“consumption group”), participants were required to consume 100 ml of decaffeinated coffee (same coffee type). The third condition contained no manipulation and served as the control group.

We measured participants’ shopping time and store evaluation by employing the “Store Image” scale by Baker, Grewal, and Parasuraman (1994).

Summary of Findings
After outlier correction, we performed a Kruskall-Wallis (Kruskal and Wallis 1952) test which showed that the applied manipulations significantly impacted shopping time (H(2) = 13.292, p = .001). Next, we performed two Mann-Whitney tests (Mann and Whitney 1947), comparing each manipula-
tion with the control group. The Mann-Whitney tests affirmed that the scent manipulation ($U = -3.094$, $p = .002$, $r = 0.309$) and the consumption manipulation ($U = -3.233$, $p = .001$, $r = 0.323$) positively affected time spend in store. Adhering to Cohen’s conventions on effect sizes (1992), coffee scent and decaffeinated coffee produced medium size effects in extending stay times.

Adhering to this analysis procedure for participants’ store evaluation, coffee scent ($U = -5.44$, $p < .0005$, $r = .543$) produced a large positive effect and decaffeinated coffee ($U = -4.59$, $p < .0005$, $r = .459$) produced a medium to large positive effect on consumers’ store evaluations.

These results are in line with previous research by Giles et. al. (2012) and Mahoney et. al. (2011) and confirm their results in a realistic shopping scenario. There is no interesting difference in effect sizes between the manipulations, indicating that coffee scent was the primary source of effect in our study.

**Key Contributions**

Our results indicate firstly, that effects of caffeine shown under laboratory conditions can be applied to real-world scenarios and secondly, that the effects of psychoactive substances can be triggered by exposing customers to placebos of these substances. This has a multitude of implications for marketing practitioners and researchers.

For policy makers, we argue that one aspect of welfare generation is the enabling of unbiased and conscious consumer decision making, and that the usage of artificial scents in stores unnaturally skews consumer perception. We can imagine a public interest in implementing a labelling obligation for retailers to disclose use of artificial ambient or product scenting because there is consensus in the literature that being aware of an extraneous emotional source makes consumers adjust their own judgement and mood accordingly (Gibs and Drolet 2003; Raghunathan, Pham, and Corfman 2006; Bosmans 2006).

*References are available on request.*
The Lack of Racial Diversity in Advertising: Ethical and Legal Perspectives

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Sonu Bedi, Dartmouth College

Keywords: advertising, diversity, discrimination, First Amendment, race

Description: In this paper, we highlight the undertheorized ethical implications of the lack of racial diversity in advertising using a normative framework of group racial harms.

EXTENDED ABSTRACT

Research Question

Why is it wrong to only use white models in advertising even if it helps the bottom line?

Summary of Findings

We argue and conclude that advertisers should promote diversity in their marketing campaigns. This even if using only white models might be more profitable. The ethical concerns are too high to warrant the lack of diversity in advertising. We highlight potential legal arguments against our account (i.e. First Amendment concerns) and dismiss them by focusing on the commercial aspect of advertising.

Key Contributions

To our knowledge, this is the first paper that articulates the ethical implications of only using white models in advertising. We are the first to apply Iris Marion Young’s analysis of cultural imperialism to advertising and marketing questions. In doing so, we go beyond traditional ethical and legal arguments against employment discrimination and argue that advertising has a unique problematic harm to racial hierarchy. As such, this question is specifically geared for marketers. We seek to bridge the gap between marketing scholarship and legal/ethics considerations.

References are available on request.
Affirmative Action as a Cost Cutting Tool in Procurement Markets

Simha Mummalaneni, University of Washington

Keywords: auctions, procurement, government markets, asymmetric competition

Description: This paper examines how governments can set up purchasing programs that allow them to buy goods and services cheaply while also benefiting traditionally disadvantaged businesses.

EXTENDED ABSTRACT

Approximately 20% of participants will have one or no insurers available through the exchange, thus limiting their assortment of insurance plans available to purchase (Cox and Semanskee 2016). This research begins to explore the relational consequences of lack of choice in a marketplace. Drawing from marketing systems and relationship marketing literature, we argue that lack of choice among insurance providers will increase the likelihood of dissatisfaction and poor relationship quality between a consumer and insurer.

Research Question

In the US, state governments typically set up auction platforms on which state agencies can request goods and services and private vendors can bid for those contracts. In the simplest version of this marketplace, the lowest bidder wins the contract. Oftentimes, the buying organization may instead choose to impose an affirmative action program, which makes it easier for certain types of preferred vendors (small businesses, women-owned businesses, minority-owned businesses; etc.) to win the contract.

A common managerial complaint with these affirmative action programs is that it causes an increase in purchasing expenditures, because the buyers are no longer purchasing from the cheapest vendors. However, this interpretation does not account for the fact that vendors should respond strategically to the affirmative action program by adjusting their bids, and that imposing an affirmative action program can encourage certain vendors to reduce their prices.

This paper examines how affirmative action programs affect government purchasing expenditures – are they always expenditure-increasing, or can a well-designed program reduce expenditures while also helping disadvantaged vendors? In particular, we focus on how the buyer can set the rules of the marketplace so as to reduce its overall expenditures while also supporting preferred vendors.

Method and Data

Our analysis uses bid-level data from the Virginia public procurement market in 2006 and 2007. In both years, Virginia state agencies were required to use a statewide online auction platform for their purchases, and they were also encouraged to award more contracts to preferred (small, women-owned, and minority-owned) vendors. The auctions in our data are first-price sealed bid auctions for standardized (commodity-type) goods and services, and we observe the full set of bids submitted for each auction.

The affirmative action tool is a bid discount that is applied to bids from preferred vendors, thereby making it easier for them to win. Vendors do not know what the particular bid discount level will be for a given auction, but they know based on the policy environment what the median bid discount is for that year.

We estimate a structural auction model that uses the observed bid data and the equilibrium bidding conditions to estimate the cost distributions for preferred and non-preferred vendors. We then estimate how the government’s overall expenditures would change under different types of affirmative action programs, including a case where no affirmative action took place.

Summary of Findings

The current affirmative action program is too weak: a stronger program (i.e., a larger bid discount) would force non-preferred
vendors to reduce their markups significantly and would allow the buyer to save nearly 12 percent compared to no affirmative action policy. The reason for this is that the current marketplace is highly asymmetric: a handful of strong vendors can dominate the market even if they charge a high mark-up. Strengthening the affirmative action program artificially intensifies the level of competition in the marketplace, thereby forcing the strong vendors to cut their prices.

Furthermore, we show that in many cases, the buyer can allocate a significantly higher percentage of expenditures to preferred firms (e.g., 45 percent instead of 35 percent) without increasing expenditures. This implies that many low bid discounting values lead to dominated outcomes, in which the government is accomplishing neither its goal of reducing purchasing expenditures nor its goal of supporting preferred vendors.

**Key Contributions**

The key substantive contribution is to show that affirmative action programs need not increase the government’s purchasing expenditures. Instead, a well-designed affirmative action program can save the government money while also increasing the number of contracts won by preferred, traditionally-disadvantaged vendors.

Our major finding is not limited to the government procurement setting that we focus on in this paper. For instance, it can also be applied to many business-to-business markets in which buyers set up procurement auctions to make quick purchases for basic goods and services.

*References are available on request.*
Organized Crime, or Shoplifting While Black? Evidence from Texas on Police Discretion in Organized Retail Theft Arrests

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Keywords: retailing, selective enforcement, police discretion, shoplifting, criminal history, pretrial detention, overcharging, plea bargaining

Description: Among women arrested for petty shoplifting in Texas, blacks are more likely than whites to face a more serious charge of organized retail theft instead of property theft, with the racial disparity being greater for police departments serving more affluent cities.

EXTENDED ABSTRACT

Research Question
Organized retail crime costs U. S. retailers tens of billions of dollars per year in lost revenue. In Texas, the statutory definitions of Organized Retail Theft (ORT) and ordinary Property Theft (PT), overlap, giving law enforcement agencies wide discretion in whether to arrest an alleged petty shoplifter for the more serious crime. This discretion can lead to unequal treatment, especially when disadvantaged populations are arrested for nonviolent property crimes. Through a Bayesian analysis of arrests under this worded statutory scheme, we find wide variation across law enforcement agencies in initial charging categories, with black and Hispanic arrestees being charged for the more serious crime more than white arrestees. The racial discrepancy is greater for women than for men, and for agencies serving cities with higher per-capita income. These results highlight consequences of ambiguous provisions of criminal codes, and suggest a method for identifying agencies whose policies may have disparate impact across racial and ethnic groups.

Method and Data
Data are sourced from the Texas Department of Public Safety (DPS) Computerized Criminal History (CCH) database. The dataset includes over 110,000 arrests for low-valued PT and ORT (between $50 and $1,500) in Texas for a 45-month period from 2012 to 2015. Black-to-white, and Hispanic-to-white, odds ratios of ORT arrests to PT arrests are heterogeneous across 669 police departments, with posterior distributions estimated as parameters in a Bayesian hierarchical logistic regression model.

Summary of Findings
For a typical Texas police department, among women arrested for either PT or ORT, blacks are about 2.7 times more likely to be arrested for ORT than whites, given the same number of PT arrests between blacks and whites. Departments vary greatly in this odds ratio (our measure of racial disparity in ORT arrests), but about 30 departments have odds ratios that are significantly greater than one. This odds ratio is positively associated with per-capita income of the jurisdiction the agency serves, but does not appear to be associated with the racial composition of the local population.

Key Contributions
The results in this paper are an example of unintended consequences. Representatives of the retail industry lobbied for adop-
tion of the Organized Retail Theft statute, but was explicit in not intending it to be used against petty shoplifters. Neverthe-
less, the end result of the legislative process was one in which how low-value retail theft arrests are handled varies by geog-
raphy and race. We cannot discern motives behind these sta-
tistical patterns, and we are careful to avoid interpreting a high odds ratio as evidence of wrongdoing by a law enforcement 
agency. Nevertheless, we do form a sort of statistical profile of each agency’s latent propensity for disparate application of the law. Some agencies may merit further attention because their arrest patterns are at least consistent with racial selective en-
forcement of ORT.

References are available on request.
It May Not Be What You Think: Shifting Attitudes Regarding the Local Police Department

Yvette Lynne Bonaparte, North Carolina Central University

Keywords: local police department, experiential learning, diversity, community, recruitment

Description: This is a qualitative study using intergroup contact theory as the theoretical framework to analyze positive shifts in attitudes among students at a historically black university participating in a semester long experiential learning project conducted with a local police department to assist with recruitment efforts aimed at increasing the diversity of its officers.

EXTENDED ABSTRACT

Research Questions
Reports of excessive policing in the United States have resulted in fear and strained relationships between the police and the communities they serve. The issue is of heightened concern within the African American community given the ongoing reports of police brutality within this community. The research question this study answers is: can student participation in an experiential learning project with a local police department shift student attitudes toward the local police?

Method and Data
A content analysis of reflection papers submitted at the conclusion of the experiential learning project by sixteen student participants was performed using hypothesis coding, a method in which data is coded using researcher generated codes (Saldana, 2013). In this study, the four conditions required for positive attitude shifts between groups, based on intergroup contact theory, were used as codes. The four conditions are: common goal, equal status, cooperation and support of authority. Paragraph length quotations are used as support for each theme (Creswell 2013). Multiple quotations from multiple participants are provided to increase the trustworthiness of the data (Elo, Kaariainen, Kanste, Polkki, Uttriainen & Kyngas, 2014).

Summary of Findings
The findings support the presence of each of the four conditions described in intergroup contact theory (common goal, equal status, cooperation and support of authority). Additionally, findings illustrated that the majority of participants reported an increase in their level of respect for police officers as well as the sentiment that media reports regarding police officers fail to recognize the positive contributions officers make to their communities. Three student participants indicated that the project did not change their attitude regarding the local police department. These participants reported having a favorable attitude prior to the project and reported maintaining that same favorable attitude at the project’s conclusion. In 2017, these findings were shared during a meeting with members of the United States Justice Department in Washington, DC.

Key Contributions
This study has important implications for public policy and community policing. In light of current events and concerns regarding excess policing practices within the African American community in particular, the results of this study suggest that collaborative relationships with universities that engage students (outside of the criminal justice discipline) in problem solving represents an opportunity for local police departments to build trust. The study illustrates that engaging marketing students at a historically black university to assist the local police department in developing a targeted recruitment plan focused on workforce diversity represented an opportunity for collaborative problem solving. Additionally, the project contributed to a more favorable and balanced view of the local police department for the majority of student participants. The interaction and exchange of ideas in conjunction with the project had a positive impact on student participants’ attitudes; a favorable result that extends beyond the scope of the project as an academic exercise.

References are available on request.

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Enabling Effective Communication about Health Benefits to Low-Literate, Low-Income Consumers: Concretize or Socialize?

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Keywords: concretize, communication, socialize, knowledge, nutrition, health, low-literate consumers, low-income consumers, farmers market

Description: Our work examines how theoretically-driven factors (concretizing and socializing nutritional health messages) impact low-literate, low-income consumers’ ability to learn about food nutrition.

EXTENDED ABSTRACT

Research Question
What are the effects of Concretizing (concrete vs abstract) and Socializing (community vs individual), and their interaction, on two measures of knowledge/learning (Specific Knowledge and General Knowledge)?

Method and Data
First study conducted was a field experiment at a farmers market. The process is as follows: First, patrons would receive the flyer upon entry and see a demonstration as they waited for the market to finish getting setup. The flyer changed for the concretize and socialize stimuli. Then, at the exact start of the market, one of the co-authors of this paper would give a verbal announcement, which included how much of the nutrient was in the different vegetables and fruits and the featured recipe for the demonstration. The verbal announcement changed for the socialize stimuli only. For example, if the week was for the ‘community’ socialize variable, the announcement was stated to include the community. Finally, the patrons would get their food and see the table cards stating how much nutrient was in each of the vegetables and fruits. After this, the patrons would take a short survey.

More studies consisting of experiments and field work will be conducted in the late Fall, early Spring semesters.

Summary of Findings
Both concretizing and socializing health information decreases intended consumption of the nutrient. However, interaction effect of the two is positive. As Figure 1 and 2 illustrate, when the communication is about the individual, presenting it in the abstract leads to greater intended consumption of the nutrient. However, when the communication is about the community, whether the presentation is concrete or abstract makes no difference: overall intended consumption is low. This findings hold whether examining specific knowledge or general knowledge. However, with general knowledge, a difference between concrete or abstract starts to be of concern.

Key Contributions
The implications of this research are tri-fold. First, we can enhance marketing communication targeted to low-income, low-literate consumers to help them make healthier choices. By linking the ‘vegetable-to-benefit’ step simultaneously with

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the ‘benefit-to-health’ step, consumers are likely to have increased confidence, and, therefore, will be more comfortable taking immediate action. Second, as stated previously, low literate consumers have been argued to focus on the immediate (Viswanathan et al., 2005). By working in situations that allow for short-term decisions, patrons may be more willing to change their behavior. By having these short-term learning opportunities on a consistent basis, consumers could gradually adopt a more long-term approach to the foods they are preparing at home. Finally, the third implication reaches beyond food consumption and takes these findings to a more generalized level. In typical promotions, marketers attempt to sell products by showing the item with the desired outcome. When specific attributes are communicated, marketers should consider levels of literacy and abstract versus concrete picturization, as well as the degree to which they relate the benefit to other individuals.

References are available on request.
Dreadful Detection and Difficult Prevention: The Case of Detection Versus Prevention Health Messages

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Meng-Hua Hsieh, Pennsylvania State University–Harrisburg
Nidhi Agrawal, University of Washington

Keywords: detection health behaviors, health screening, health messaging, fear; big data

Description: This research contrasts detection versus prevention health messages and demonstrates that distinct psychological processes of dread and difficulty underlie their effectiveness.

EXTENDED ABSTRACT

Research Question

Health behaviors such as receiving dermoscopy and mammograms are conducted with the goal of detecting health problems and are termed “detection behaviors.” Although detection healthcare services are widely available and commonly used, research in marketing that examines detection behaviors is sparse. In fact, majority of the literature on health and marketing has examined prevention behaviors, which are those aimed at reducing the future risk of an illness (e.g., using sunscreen to prevent melanoma, eating a low-fat diet to prevent heart diseases). In this research we examine the fundamental difference in detection vs. prevention health behaviors and identify conditions under which effectiveness of messaging aimed at either.

Method and Data

First, we use Twitter data about cancer to test that detection (vs. prevention) health actions are associated with fear (study 1). Next, we experimentally test that fear associated with detection (vs. prevention) increases when associated with higher (vs. lower)-level thinking in the case of more (vs. less) severe diseases (study 2). In the case of detection (vs. prevention) messages, higher (vs. lower)-level thought reduces (vs. enhances) effectiveness of health messages (studies 3 and 4). We provide process evidence through a) dual mediation such that higher (vs. lower)-level thought influences message effectiveness by enhancing dread (in the case of detection messages) or lowering efficacy concerns (in the case of prevention messages; study 3), and b) moderation by susceptibility such that the effects of dread are attenuated when a detection action is not anticipated to lead to unpleasant outcomes (study 4). Finally, we capture real behavior and present a framing intervention in study 5. Framing a detection behavior as being preventive attenuates the negative effect of higher (vs. lower)-level thought on participants’ actual use of a breast cancer assessment tool (study 5).

Summary of Findings

We find that detection health actions are associated with the dreaded outcome of finding out that one is ill and hence, detection (vs. prevention) messages are loaded with integral fear. As a result, a higher (vs. lower)-level thought about the action reduces the persuasiveness of a detection (vs. prevention) health message by making the fearful outcome salient. Conversely, lower (vs. higher)-level thought focuses on efficacy concerns and reduces the persuasiveness of prevention (vs. detection) messages. Thus, two distinct processes of fear and efficacy drive the effectiveness of detection versus prevention messages.

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Key Contributions

Overall, this research enriches work in health marketing by proposing a fundamental difference in the integral fear associated with different types of health behaviors and the consequences of this difference for health persuasion. We do so by contrasting two types of health messages (detection vs. prevention) and demonstrate two distinct psychological paths (fear of outcome of detection actions vs efficacy of executing the prevention action) that shape their effectiveness. Additionally, we contribute to the health domain by demonstrating that high (vs. low)-level thinking has diverging effects on health persuasion based on the nature of health actions. We deviate from past research in demonstrating that high (vs. low)-level thinking can hinder persuasiveness of detection messages due to fear, and we converge with past research in showing that high (vs. low)-level thinking enhances persuasion in cases of prevention messages due to reduced efficacy concerns. Finally, we add to the fear appeals literature by showing that some health behaviors (e.g., detection) are inherently loaded with fear and this has consequences for health messaging. This sets up a call for researchers to further study how fear ingrained in health actions can undermine consumer responses and what conditions might mitigate its effects.

References are available on request.
Self Versus Response Efficacy: Role of Power in Health Persuasion

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Chethana Achar, University of Washington
Nidhi Agrawal, University of Washington

Keywords: response efficacy, self efficacy, health persuasion, power
Description: This research examines what types of health messages (i.e., self-efficacy vs. response efficacy) persuade consumers with low (vs. high) power mindsets.

EXTENDED ABSTRACT

Research Question
In the current research, we focus on enabling low-power individuals to respond appropriately to health persuasion. How can marketers help individuals in the low-power mindset to make healthy decisions? We approach this problem through the lens of various types of health messages and how they may be differently persuasive to low-power individuals. Self-efficacy focuses on the ease of an action, while response efficacy focuses on the effectiveness of an action (Boer and Seydel 1996). How might individuals’ mindset of power impact their perceptions of efficacy in pursuing long-term health goals?

Method and Data
Four studies using experimental design and different health contexts to address these questions. Participants recruited from Amazon Mechanical Turk panel were randomly assigned to one of the four conditions: 2 (mindset: low power vs. high power) × 2 (health message: self efficacy vs. response efficacy).

Summary of Findings
Across four studies, this research demonstrate that low-power people have low trust in self efficacy (vs. response efficacy) messages, and are less persuaded by self-efficacy (vs. response efficacy) health message. Conversely, high-power individuals are equally persuaded by the two types of messages.

Key Contributions
This research makes two theoretical contributions to literature. First, we contribute to the literature on health messaging by demonstrating how power mindsets influence processing of different types of health messages. Second, this research contributes to power literature through the insight that low (vs. high) power influences health persuasion through a novel process. We show this through a mediation analysis and by demonstrating that when we change the target choice to an average other, the advantage of response efficacy over self-efficacy health messages vanishes.

This research presents substantive implications to healthcare marketers and policy makers by identifying what types of messages are more effective among low-power consumers. This paper makes welfare contributions to the field of health marketing.

References are available on request.

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Mental Models of the Tempted Mind: Implications for Public Policy and Social Welfare

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Joseph W. Alba, University of Florida

Keywords: self-control; free will; consumer welfare; public policy, lay theories

Description: The present research investigates lay conceptualization of self-control and the lay public responds to evidence to a lack of human agency.

EXTENDED ABSTRACT

Research Question

Self-control is pivotal to the study and enhancement of consumer welfare. Research across multiple disciplines demonstrates that childhood experience has a large effect on adult self-control and that adult self-control is tightly related to a host of far-reaching outcomes. These findings have important implications for public policy and societal well-being, but society’s willingness to invest in interventions that enhance self-control will be influenced in part on the manner in which self-control is conceptualized. Bioscience provides increasingly refined physical models of self-control, but the public’s acceptance of these models and their implications is unknown. The opportunity and obligation for marketing are to understand lay conceptions of self-control, lay reactions to the physical models emerging from bioscience, and lay sympathy for interventions that differ in their underlying assumptions about self-control. The present research investigates lay conceptualization of self-control and the lay public responds to evidence to a lack of human agency. In so doing, the present research offers insights that have important implications for public policy, marketing practice, and consumer theory.

Method and Data

In one study, we examined whether showing a neurological model of self-control influenced lay mental models of self-control and whether it varied as function of the type of behavior in question. In another study, we built on the previous study, and examined the role of deliberation on perceived control. In three other studies, we extended scientific evidence of a lack of human agency arising from neuro-processes to those arising from neuro-structures and examined how those evidences influenced the perception of agency. Across studies, we assessed the moderating role of participants’ a priori beliefs in free will.

Summary of Findings

Across multiple studies, we found that the lay public has an abiding faith in human agency, and evidence to the contrary is not readily embraced. Our findings suggest that within the segment that possesses a strong chronic belief in agency, judgments of personal control are influenced by physical causation only under extreme circumstances. Moreover, even under such circumstances, physical causation has little influence on empathy, as measured by estimated self-likelihood to transgress under identical physical constraints. When physical causation does influence judgments of self-likelihood, its impact is contingent on people’s prior belief in free will and the extremity of physical causation. Perhaps most revealing is the rationale for such claims. Respondents were resolute in their dualistic convictions, attributing their superior self-control to their non-corporeal mind or soul.

Key Contributions

These results have important implications for public policy and consumer welfare in that self-control failure—with all of its individual and societal consequences—can stem in part from childhood experience and the physical effects that experience has on neural development. Policy interventions can ameliorate these consequences, but willingness to fund intervention depends in part on an understanding of why a transgressor transgresses and in part on modesty regarding one’s own capacity to resist temptation. Our results are not highly encouraging but neither do they lead to despair. People reveal some capacity to understand physical causation and even their own vulnerability to it.

References are available on request.
Do All Emotions Promote Pro-Environmental Behaviors? The Role of Emotions in Temporal Focus

Maria Lagomarsino, University of Neuchâtel
Linda Lemarié, University of Neuchâtel

Keywords: emotion, temporal orientation, pro-environmental behavior, social marketing

Description: An empirical investigation of the role of emotions temporality on engagement in pro-environmental behaviors.

EXTENDED ABSTRACT

Research Question

Emotions play an important role in the decision-making process. Cognitive appraisal theories of emotions suggest that each emotion is characterized by a temporal focus and guides behaviors that fit with its appraisal tendency, i.e., past, present or future temporal focus. Future-focused emotions seem to be particularly relevant for pro-environmental actions and may help favor long-term sustainability versus short-term benefits. Therefore, we investigated the role of temporal focus in pro-environmental behaviors.

Two studies were conducted. Study 1 investigated how individuals’ dispositional temporal orientation and emotions toward the environment influence engagement in pro-environmental behaviors. Study 2 replicated these effects using an experiment that manipulates temporal orientation through eliciting specific emotions.

Method and Data

Study 1 was a descriptive survey developed to test our hypothesis that temporal orientation affects individuals’ engagement in pro-environmental behaviors and that this effect is partly due to differences in emotions regarding the environment. All measures were based on the pertinent literature (Joireman, et al. 2012; Winterich and Hawes, 2011; Kaiser and Wilson 2004). Study 1 included a sample of 200 respondents (49.5% women; Mage = 36.5) recruited from a US-based online pool (MTurk).

Study 2 was an experiment that used a recall task to arouse specific emotions toward the environment (Winterich and Hawes, 2011; Han, Duhaichek and Agrawal, 2014; Coleman, Williams, Morales and White, 2017; Passyn and Sujan, 2006). To measure actual behavior, at the end of the survey, we asked respondents to indicate how much of US $30 they would donate to an environmental organization if they win the lottery (Schwartz and Loewenstein, 2017). Study 2 included a sample of 319 respondents (55.5% women; Mage = 38) recruited from a US-based online pool (MTurk).

Summary of Findings

Specific emotions can motivate pro-environmental behaviors, and this positive effect is partly due to the temporal focus of emotions. When individuals are exposed to primes that evoke future emotions, they think more about the future and therefore adopt more environmentally friendly behaviors. Interestingly, gender interacts with the effectiveness of future-focused emotions. For male respondents, generating hope for the environment increases their intent to donate to an environmental organization. For women, on the contrary, arousing fear for the environment has the strongest effect. Finally, dispositional temporal orientation does not seem to significantly attenuate the effect of emotions on pro-environmental behaviors. This finding shows that arousing future- or present-focused emotions impacts the temporal orientation of individuals and guides them to think about the future versus the present despite their dispositional temporal orientation.

Key Contributions

Future-focused emotions are a valid instrument to promote environmental well-being.

References are available on request.

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Knowing What It Makes: Product Transformation Awareness Increases Recycling

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Keywords: recycling, waste management, product transformation, maximizing

Description: This research proposes a novel approach to increasing consumers’ recycling rate – increasing product transformation awareness, which entails telling consumers what new products recyclables can be transformed into (e.g., showing how recycled plastic can be transformed into a new jacket or showing a smartphone case made out of recycled plastic bottles).

EXTENDED ABSTRACT

Research Question
Campaigns to increase recycling abound, but do consumers understand what becomes of those recyclables? By definition, a recyclable is a product that has future use (Trudel and Argo 2013). Yet, there is little information and virtually no research focusing on the future uses of recyclables. As a result, consumers tend to lack top of mind awareness about what recyclable material can be transformed into. This research shows that messaging, which increases product transformation awareness (i.e., informing consumers about the new products recyclables can be transformed into, like showing how recycled plastic can be transformed into a new jacket or showing a smartphone case made out of recycled plastic bottles) will have a positive effect on recycling by increasing consumers’ perceptions of the benefits of recycling (vs. trashing) an object.

Method and Data
We provide support for our predictions across five studies. Study 1, a field experiment in a university residence hall, showed that including PTA messaging at recycling stations (posting images of products made from material collected in each bin, e.g., plastic bottle bin → jacket) significantly reduced the amount of recyclable material that ended up in trash bins. Study 2, a lab study testing actual recycling behavior, revealed that showing consumer products made out of recycled material significantly increased the likelihood of disposing of their trash in a recycling bin versus a trash can. Study 3 used existing recycling campaigns to demonstrate that the positive effect of product transformation awareness on recycling is driven by an increased focus on the environmental benefits of recycling. Study 4 shows that the effectiveness of PTA for boosting recycling rates is higher when we provide a more specific (“Made from 8 recycled water bottles”) versus general (“Made from recycled material”) product transformation cue. Finally, Study 5 supports our theorizing by demonstrating the moderating role of consumers’ maximizing tendencies: the uncovered effects of PTA are attenuated for maximizers, who chronically aim to maximize the benefits of their decisions and make the best (disposal) decision possible.

Summary of Findings
We provide support for our predictions across five studies. Study 1, a field experiment in a university residence hall, showed that including PTA messaging at recycling stations (posting images of products made from material collected in each bin, e.g., plastic bottle bin → jacket) significantly reduced the amount of recyclable material that ended up in trash bins. Study 2, a lab study testing actual recycling behavior, revealed that showing consumer products made out of recycled material significantly increased the likelihood of disposing of their trash in a recycling bin versus a trash can. Study 3 used existing recycling campaigns to demonstrate that the positive effect of product transformation awareness on recycling is driven by an increased focus on the environmental benefits of recycling. Study 4 shows that the effectiveness of PTA for boosting recycling rates is higher when we provide a more specific (“Made from 8 recycled water bottles”) versus general (“Made from recycled material”) product transformation cue. Finally, Study 5 supports our theorizing by demonstrating the moderating role of consumers’ maximizing tendencies: the uncovered effects of PTA are attenuated for maximizers, who chronically aim to maximize the benefits of their decisions and make the best (disposal) decision possible.

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Key Contributions

Extant recycling messaging and promotion tactics are predominantly coercive in nature, aiming to frighten consumers about the negative effects on the environment. These coercive strategies are often ineffective, as they tend to prompt defiance and resentment. The current research proposes a novel, non-coercive recycling intervention – product transformation messaging – that increases awareness of the future uses of recyclables. We suggest and subsequently show that increasing consumers’ top of mind awareness of what recyclables can be transformed into (e.g., showing how recycled plastic can be transformed into a new jacket) would boost recycling intentions and behavior. Our results have important implications for the design of recycling campaigns, as well as theoretical contributions regarding the role of consideration of future outcomes in influencing recycling behavior.

References are available on request.
Exploring the Acceptance of Community-Based Green Innovation Programs

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Keywords: sustainability, community acceptance, renewable energy, community-based social marketing

Description: Identify the factors underpinning and hindering the acceptance of renewable energy project.

EXTENDED ABSTRACT

Research Question
How does the acceptance of green programs emerge in community contexts?

Method and Data
We investigated a Tunisian renewable energy community case study using triangulation among a variety of different sources of data (formal and informal on- and off-site interviews with community members and project planners, participants observation and archival data). All materials were transcribed, coded, and analyzed following an iterative process in which we drew upon background research to derive insights from textual data. This procedure develops an understanding of the motivations for accepting wind energy project and discovers similarities and differences among interviewees with interactive movements between the intra-textual and inter-textual interpretive cycles. The analysis of the textual data followed Thomas et al’s (2013) research as initiating frame of reference going to -and-fro between the field and interpretive framework (Thompson 2010).

Summary of Findings
Findings show that in contrast with the negative depiction of NIMBYism, community acceptance of green innovation program is motivated by environmental, economic and social consideration. A community acceptance is likely to emerge along with the resource interdependence that enables a constructive adaptation and provides a way to relieve tension. Community acceptance is secured when the project endures a sense of continuity, makes salient the appeal as related to the multiple aspects of energy, favors reciprocity, warrants justice and psychological ownership, grants empowerment, generates benefits, develops a supportive social network, embraces communal values, and builds cooperative relationships between the community and the marketplace.

Key Contributions
A holistic investigation of the underlining individual and societal processes, ensuring the acceptance of community-based green programs, has been provided.

The proposed analytical framework, based on the features of the community that warrant its continuity, satisfies the need for more integrative approaches to organize this field of research as stressed by several authors (e.g., Batel et al., 2015).

Our Study findings offer essential prerequisites to initiating behavior-change programs and to developing more effective strategies addressing context-specific reasons against behaviors we aim at promoting and strengthening members’ reasons for acceptance.

References are available on request.

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“Why Don’t Consumers Shop Ethically?”
Exploring the Role of Dichotomous Thinking in Ethical Consumption

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Fang-Chi Lu, Korea University Business School

Keywords: black-or-white thinking, consumer ethics, morally questionable consumption

Description: Dichotomous “black-or-white” thinking encourages consumers to engage in self-serving morally questionable consumption, particularly in the practices of wardrobing and purchasing products manufactured under unethical labor condition.

EXTENDED ABSTRACT

Research Question
Why dichotomous “black-or-white” thinking encourages consumers to engage in self-serving morally questionable consumption?

Summary of Findings
Three studies show that dichotomous “black-or-white” thinking encourages consumers to engage in self-serving morally questionable consumption, particularly in the practices of wardrobing and purchasing products manufactured under unethical labor conditions. Shifts in moral standards are identified as an instigator. The effects are more pronounced when consumers consider their own immoral behaviors but not when they consider morally questionable behavior of others.

Key Contributions
The research makes theoretical contributions and provides important implications for marketers, policy makers, and consumers.

References are available on request.

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Negative Word of Mouth Effects When Demographics Differ: A Preliminary Test of Substitutional Empathy for the Transgender Community

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Rolph E. Anderson, Drexel University

Keywords: transgender, NWOM, empathy, avoidance

Description: In this study we propose that anti-firm reactions will still occur from those learning of the demographic-based service failure either from someone they know or from a complete stranger, even if they do not directly share this same experience, an effect driven by empathy.

EXTENDED ABSTRACT

Research Question
In today’s diverse society strengthened by social media, NWOM can often result from a demographic-based service failure, and spread to those in an individual’s network who don’t share that same characteristic(s). We propose anti-firm reactions will still occur from those learning of the demographic-based service failure either directly from someone they know or indirectly online from a complete stranger, even though they could not directly share this same experience, and this effect is driven by empathy. In instances where individuals learn of a demographic-based failure and the source is unknown to them, we propose a “substitutional empathy” effect occurs where the dimensions of empathy (perspective taking, empathic concern, fantasy elaboration, and personal distress) are instead projected onto a person the receiver of the information knows who could share that same experience. It is important to note that the four general empathy dimensions still occur for the receiver, but are mostly now projected onto the person they know. In the conditions where the source of the scenario is unknown, we predict the existence of substitutional empathy for a known person with that demographic, and this substitutional empathy will be stronger than general empathy based on the closeness of the existing relationship.

Method and Data
We conducted two studies where a demographic-based service failure is provided to participants who do not share the same demographic characteristics as the person in the scenario. The sources of the scenario are varied between direct person to person communication where the person is known or unknown, and a variety of online communication sources where the person is also known or unknown to the respondent. The first study involves non-Transgender participants who personally know a Transgender person reading a marketplace demographic-related service failure scenario. Respondents were recruited using an electronic snowball sampling technique where Transgender individuals shared the survey with other Transgender individuals in their social networks with the understanding that the Transgender individuals must share the survey with non-Transgender individuals (N=2,199). To capture reactions from more distal or non-existent relationships, the second study we use a large M-Turk sample (N=642). All respondents answered questions about the relationships they had with a Transgender individual including their perceived closeness of this relationship, empathic anger, general empathy, and avoidance (all existing scales). Respondents answered substitutional empathy...
questions (adapted) only when the source of the scenario was a stranger.

**Summary of Findings**

In both conditions where the person in the scenario was known or unknown to the receiver, empathic anger moderated the effect on avoidance behaviors, with the result marginally significant in the known condition, but not for the stranger condition. The perceived closeness of the relationship to the Transgender individual moderated the effect on avoidance wherein higher perceived closeness led to higher avoidance levels. The concept of “substitutional empathy” is only valid in conditions where the respondent has a personal relationship with a Transgender individual and the source in the scenario is unknown to the participant. The results also suggest that substitutional empathy would be higher than general empathy in conditions where the person was a stranger to the participant.

In the study we proposed that there will not be a difference in avoidance behaviors between conditions where the person in the scenario is either known or unknown to the receiver. The results suggest that there was a significant difference between the two where avoidance was higher when the person in the scenario was known to the receiver. The difference between avoidance for Known-Known and avoidance for Unknown-Known and the difference between avoidance for Known-Unknown and avoidance for Unknown-Unknown were significant.

**Key Contributions**

Traditionally, word of mouth studies examined an “apples to apples” phenomenon where the experience being shared could also be directly experienced by the person receiving the information. To our knowledge this is the first study to examine anti-firm affects when a service-failure could not be equally experienced by both parties. Additionally, the preliminary test of substitutional empathy as a new concept for exploration was substantiated. Moreover, a unique use of social media to ensure an appropriate and realistic sample encourages further scholarship to be used on these platforms to reach willing and eager participation beyond convenience sampling techniques. Finally, we hope that by showcasing the anti-firm reactions based from the mistreatment of the Transgender community will act as a deterrent from such behaviors thereby creating a more inclusive marketplace for all who wish to participate.

*References are available on request.*
Differing Terms for the Peer-to-Peer Economy and Their Associations With Race, Morality, and Legitimacy

Steven Shepherd, Oklahoma State University

Keywords: sharing economy, race, prejudice, legitimacy, morality

Description: In this research we find that different terms for the peer-to-peer economy (e.g., sharing economy, side hustle) have different associations regarding i) the race/ethnicity of its actors, and ii) morality and formal economy, side hustle), and perceptions of the racial/ethnic composition of its participants. Participants were asked to list examples of activities to explore which activities are seen as more or less representative of each label. Responses were coded for whether or not an illegal or illicit activity was listed (e.g., selling stolen goods, sex, drugs, or bootlegged/counterfeit products). Study 2 (n = 302; MTurk) builds on Study 1 by testing whether or not the same terms for peer-to-peer transaction used in Study 1 also differ in regards to perceived legitimacy (e.g., moral, legal, legitimate, honest). Study 3 (n = 200; Mturk) tests whether or not perceptions of racial composition mediate the effect of terminology on legitimacy. Study 4 takes the same activity (peer-to-peer money lending) and manipulates whether this activity is referred to as part of the sharing economy or as a side hustle, again measuring perceptions of racial composition and legitimacy (legitimacy measure from Humphreys and LaTour 2013). Study 5 (n = 352) replicates Study 4 while also measuring willingness to participate in the activity.

EXTENDED ABSTRACT

Research Question
The “sharing economy,” “gig economy,” “informal economy,” and “side hustles” have all become popular terms for peer-to-peer transactions and alternative forms of income that are increasingly part of the US economy (Plumber, 2013; Wadlow 2017). These different terms are also often used interchangeably and can lack clear definitions (Alderslade, Talmage, and Freeman 2006; Botsman, 2013; Koopman, Mitchell, and Thierer 2015; Torpey and Hogan 2016). Despite the fluidity and interchangeable nature of these terms, little is known about how these terms may differ in their perceptions and associations. Understanding people’s associations with these different terms is important for companies as well as understanding disparities in how different peer-to-peer activities are perceived. The current research posits that despite often being used interchangeably, various terms for the same/similar activities (e.g., sharing economy, side hustle) are not equivalent when it comes to perceptions of i) who participates in these activities, and as a result, ii) their morality and legitimacy. We find that despite overlap in their usage and definition, the sharing economy is more associated with White actors whereas side hustles are associated with Black actors, which in turn predicts seeing a particular activity as less moral and legitimate.

Method and Data
Study 1 (n = 336; MTurk) first tests the basic relationship between varying (and often interchangeable) terminology for peer-to-peer transactions (sharing economy, gig economy, informal economy, side hustle), and perceptions of the racial/ethnic composition of its participants. Participants were asked to list examples of activities to explore which activities are seen as more or less representative of each label. Responses were coded for whether or not an illegal or illicit activity was listed (e.g., selling stolen goods, sex, drugs, or bootlegged/counterfeit products). Study 2 (n = 302; MTurk) builds on Study 1 by testing whether or not the same terms for peer-to-peer transaction used in Study 1 also differ in regards to perceived legitimacy (e.g., moral, legal, legitimate, honest). Study 3 (n = 200; Mturk) tests whether or not perceptions of racial composition mediate the effect of terminology on legitimacy. Study 4 takes the same activity (peer-to-peer money lending) and manipulates whether this activity is referred to as part of the sharing economy or as a side hustle, again measuring perceptions of racial composition and legitimacy (legitimacy measure from Humphreys and LaTour 2013). Study 5 (n = 352) replicates Study 4 while also measuring willingness to participate in the activity.

Summary of Findings
Study 1 found that i) participants associated White people more with the sharing economy and associated Black and Hispanic people more with side hustles, and ii) 12% of the side hustle condition listed an illicit/illegal activity (e.g., selling sex, drugs), versus only 0-1% in the sharing and gig economy conditions. In Study 2, i) the sharing economy was seen as more legitimate than side hustles and the informal economy, and ii) 12% and 15% of those in the informal economy and side hustle
conditions (respectively) listed an illicit/illegal activity, versus 0-3% in the other conditions. In Study 3, side hustles were rated as having more Black participants, and as less legitimate compared to the sharing economy. Mediation analysis found that participants saw side hustles as less legitimate in part because they perceive it as having more Black actors. In Study 4, when peer-to-peer lending was described as a side hustle (vs. sharing economy), it was seen as having more Black actors, and as less legitimate. Mediation analysis replicated Study 3. Study 5 replicated Study 4 and also showed that participants were less likely to participate in the activity when framed as a side hustle (vs. sharing economy).

**Key Contributions**

The current research suggests that different terms for peer-to-peer transactions may not be equal in the minds of consumers. Past work suggests that the media, public relations, and language play an important role in shaping legitimacy perceptions. In the context of peer-to-peer transactions – a multi-billion dollar economy – no work until now has studied the extent to which the numerous terms used to refer to various transactions influence legitimacy perceptions. Such perceptions of legitimacy – including morality and legality – are not trivial, as suggested by opinion pieces contrasting reactions and regulation of peer-to-peer transactions when they involve Black as opposed to White actors (Badger 2016; Denvir 2016). The current work is also consistent with past research on the exclusion of Black communities from mainstream economies and access to capital. Finally, the current research offers insights into how new peer-to-peer service providers position their service and the importance of labelling/terminology in controlling how others think about and refer to their services. Future research can continue to shed light on the specific features of peer-to-peer economies that have led to increased legitimation, how those features may be less accessible to different communities, and how those communities can gain access to them.

*References are available on request.*
Tainted by Stigma: The Interplay of Stigma and Morality in Health Persuasion

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Keywords: stigma, moral identity, health messages, health persuasion

Description: We identify that stigmatized risk factors impact health persuasion, even when a health issue is not stigmatized, and that this effect is moderated by moral identity.

EXTENDED ABSTRACT

Research Question
Little empirical work has examined the systematic effects of stigmatized risk factors on health persuasion for diseases that may not be stigmatized. Past research in social psychology recognizes that experiencing stigma has some negative consequences to individuals (e.g., lowered self-esteem), but has not examined when and how stigma related information influences persuasion. What are the consequences of featuring a stigmatized risk factor on the effectiveness of the message, and which consumers may be particularly sensitive to the presence of stigmatized risk factors?

Method and Data
We report 5 studies that systematically test our hypotheses. We show that that trait moral identity increases effectiveness of health messages (study 1), and that the presence of stigma moderates this effect (studies 2 and 3) by acting as a self-threat to the consumers’ salient moral identity (studies 4 and 5). Three testing approaches provide converging evidence for self-threat as the mechanism underlying these effects: a) strategic dissociation of health and morality in the presence (vs. absence) of stigma for high (vs. low) moral identity individuals (study 4); b) moderation by relevance such that response to salience of stigma (vs. control) among individuals of high (vs. low) moral identity is stronger when the stigma is more (vs. less) relevant to them (study 4); and c) affirmation in an unrelated domain restores the positive relationship between moral identity and health persuasion (study 5).

Summary of Findings
Overall, this research shows that the presence of stigma undermines health persuasion for consumers with high moral identity, but not for those with low moral identity. Stigmatized risk factors in health messages threaten the salient moral self such that, in the presence (vs. absence) of stigma, consumers with a high (vs. low) moral identity strategically dissociate health and morality, which in turn undermines persuasion. This effect is enhanced when the stigma is highly relevant and is attenuated when self-affirmed. These findings highlight stigma’s role in health consumption and document how salient moral self influences consumer decisions beyond pro-social and ethical domains. We also contribute to the literature on health by showing that resistance to health persuasion could arise from factors (e.g., stigma) that go beyond health threat.

Key Contributions
The current work integrates the literatures of stigma, moral identity, and self-threat to present several novel insights to health persuasion.

1. We contribute to the stigma literature by demonstrating a novel moderator (i.e., moral identity) to the impact of stigma. Past work on stigma has mostly examined group-membership antecedents such as sexual orientation, sex, race, age, ethnicity. (By examining a self-schema moderator (i.e., moral identity) to stigma,
our work broadens the implications of stigma beyond stereotyping and prejudice to individual health consumption and decision-making. This work builds the limited empirical inquiry about the systematic influence of stigma in the marketplace.

2. We identify that stigma influences information processing and persuasion by acting as a self-threat to individuals’ identity. We show that the salience of moral identity endows decisions (e.g., health) with morality and how such consumers respond to threats to the self.

3. This paper draws a portrait of the moral self as one that endows unrelated decisions with moral qualities and also one that works hard to protect the self from threat by breaking down moral associations with otherwise desirable health behaviors. Thus, moral identity has an expanded sphere of influence in domains beyond those of a moral, ethical, and prosocial nature. To our knowledge, we are the first to establish the causal relationship between moral identity and health persuasion.

References are available on request.
The Value of Labor: Examining the Bias Toward Lower-Level Service Work

Nora Moran, California State University–Northridge

Keywords: service employees, employee well-being, human resource management, justice and equity considerations, service climate

Description: This research examines one reason for dismissive attitudes to service work—the difficulty under-

EXTENDED ABSTRACT

Research Question
Customer service positions are noted to be difficult and challenging (Ehrenreich, 2011; Grandey, 2000). Yet many service positions do not command high levels of respect or compensation, and it has been suggested that such jobs are not “good jobs” (Applebaum, 2016; Ehrenreich, 2017). Yet what could be the reasons that these positions, which are both demanding and vital to the success of service organizations, are valued less? The negative attitudes that persist towards lower level service work has a number of consequences for employee welfare, and for service firms. Yet despite evidence that these positions demand less respect, it is unclear in why this is. In this work, I seek to examine why, despite the demands and challenges involved, service workers may be less appreciated for their efforts. I examine one potential reason for this—the difficulty perceiving the emotional burdens that service labor creates.

Method and Data
Four studies are presented. Surveys and experimental research was used, and samples were drawn from online panels (Amazon mturk).

Summary of Findings
In the following studies, I investigate whether attitudes towards lower level service employees shift, depending on whether the emotional costs of the work are highlighted. Results from studies show when descriptions emphasize the emotional costs of customer service work, individuals do view service employees less positively, compared to when other jobs costs and contributions (e.g. physical costs, skills) are emphasized. Results show this difference arises because imagining the emotional distress caused by labor is difficult, as it requires accessing the emotional experiences of others (Cortes et al., 2005; Haslam and Bain, 2007). As such, when confronted with the emotional burdens resulting from service tasks, individuals are less likely to believe this consequence could be true, and thus less certain workers put effort into their jobs, leading to less positive attitudes towards these workers. I also provide additional evidence for this process explanation by identifying moderators for this effect.

Key Contributions
This research makes several theoretical contributions. For one, while past research has noted the hardships lower level workers engaged in service positions face (Grandey et al., 2004), less research has considered how observers perceive their work. Moreover, while some work has suggested that the emotional burdens of service labor remain invisible (Hochschild, 1983), less has considered how putting a spotlight on these hidden burdens could impact attitudes towards service labor. As such, this work contributes to the larger body of research on services human resources, drawing upon additional research in psychology to explain why some hardships of service labor may not be recognized. In addition, this research enhances theoretical understanding regarding how labor is valued, and contributes to equity theory by illustrating the difficulty involved in assessing the unique costs (e.g. emotional) of service labor. Finally, this work shows that whether consumers perceive service workers as hard working, and whether they feel these jobs are demanding, has implications for whether individuals support policies to help improve treatment of these workers, and thus has many implications for employee welfare-related issues.

References are available on request.
Halve Their Sorrows, Double Their Joy: The Effect of Message Type and Victim Type on Helping Behavior

Jungsil Choi, Cleveland State University

Keywords: mood, charity appeal, victim type, singularity effect

Description: The present research found compatible mood with charitable message type plays a critical role in improving message persuasiveness when victim identification is not available.

EXTENDED ABSTRACT

Research Question

Previous studies find identifying a victim’s information enhances the message effectiveness significantly. Although it is important to identify a victim to make the soliciting appeal effective, it has limitations from a practical perspective. It is useful for a sponsorship program to draw attention and increase involvement of prospective donors by informing identification of the child (or victim) to be sponsored. However, such an approach is not always operational. For example, it is often necessary to make soliciting messages for a particular cause such as poverty and natural disaster presenting with a relevant photo of a non-identified victim or victims. When natural calamities occur, charities need to highlight a need of many unidentified victims rather than a particularly identified victim. Therefore, it is often necessary for charities to make such a charity appeal for non-identified victim(s), and how to make it effective under that circumstance is a critical question. In the present study, I examine mood as a critical influence that determines the effectiveness of charity appeals in terms of victim type in the absence of identification information.

Method and Data

I recruited subjects from Amazon Mechanical Turk for all studies and used ANCOVA to analyze the data. I used PROCESS to test the moderated mediation model. Mood manipulation was done with two different ways. In Study 1, participants were asked to recall and describe their happiest or unhappiest moments. In Study 2, participants were asked to watch a short movie that elicits happy, sad, and neutral moods. In Study 3, mood was manipulated by the content of the appeal.

Summary of Findings

Study 1 shows that people were more likely to donate $50 to a single family (fully support) versus $10 to five families (partially support with other donors) in need in a negative mood (vs. neutral or positive mood). Study 2 reveals the underlying mechanism driven by perceived fit between negative mood and a message giving a sense of single victim, which enhances sympathy and donation intentions. Based on the compatibility between incidental mood and message type, we expanded the findings into the fit of elicited mood caused by charitable messages, such that the charitable message that elicits a negative mood was more persuasive when it gave a sense of single victim (vs. a group of victims), but the difference did not exist when the charitable message elicits neutral moods.

Key Contributions

These findings are theoretically important. First, previous studies find the singularity effect is not enough to enhance message persuasiveness, so the singularity effect exclusive of the identification effect has not been paid attention. However, we found that the singularity effect becomes valid in sad moods that create the compatible condition that boosts its effectiveness. Second, we explored a more thorough mechanism that explains how the singularity effect occurs. While previous studies primarily focused on sympathy as an antecedent to prosocial behavior, I found perceived fit as an antecedent to sympathy, which in turn increases donation behavior. Compatibility between prospective donors’ information processing style and the type of solicitous message increases perceived fit. As they are more engaged in viewing the message by paying attention to it, they experience more sympathy, which consequently affects their donation intentions. Lastly, our findings also contribute to another research area of prosocial behavior regarding the valence of charity appeals.

References are available on request.
The Ambassador Effect: How Inducing an Ambassador Role Increases Customers’ Prosocial Behavior and Loyalty Intentions

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Maura L. Scott, Florida State University
Martin Mende, Florida State University

Keywords: ambassador effect, warm glow, group orientation, prosocial behavior, policy incentives

Description: The ambassador effect demonstrates that customers are more likely to engage in prosocial behaviors (e.g., using reusable bags) and have stronger firm loyalty after a frontline employee asks the customer to (a) engage in a prosocial behavior and (b) involve another person in the same prosocial behavior; this ambassador effect also impacts the effectiveness of reward-and penalty-based retail policies that are meant to...

EXTENDED ABSTRACT

Research Question
Recognizing the positive impact of customer prosocial behavior, many retailers and local legislatures are instituting policies to encourage reusable bag use. These policies utilize reward-based incentives (e.g., discounts for bringing reusable bags) or penalty-based incentives (e.g., fees for using plastic bags). Although incentivizing customers to engage in prosocial behaviors is important, customers may be slow to adopt such behaviors, and responses to prosocial policies may not be positive. Thus, more research is needed on how firms can better engage customers in prosocial behaviors, and how to improve the effectiveness of prosocial retail policies.

Against this background, the present research introduces the ambassador effect. The ambassador effect leverages socially-induced commitment to enhance prosocial behavior; we propose customers are more likely to engage in prosocial behaviors (e.g., using reusable bags) after the customer is asked to (a) engage in a prosocial behavior and (b) involve another person in the same prosocial behavior. We suggest the ambassador effect is driven by increased warm glow and group orientation, and that the increase in prosocial behavior, due to the ambassador effect, positively impacts loyalty. Moreover, this research suggests the ambassador effect moderates the success of retailers’ policy incentives, mitigating opposition associated with penalty-based policies.

Method and Data
In Study 1, shoppers in the control condition were given one reusable bag, whereas shoppers in the ambassador condition were given one bag to keep and a second bag to give to another person. Findings show customers in an ambassador role report more future reusable bag use. Study 2 replicates our findings and rules out the alternative explanation of bag quantity. In Study 3, lab participants in the ambassador condition (vs. control) reported significantly more warm glow, group orientation, future reusable bag use, and store loyalty. We find two separate serial mediational paths from the ambassador role to increased warm glow (group orientation) to increased reusable bag use to increased store loyalty. In Study 4, participants were given information about a retail policy that implemented a 5-cent fee (discount) for each plastic (reusable) bag used during checkout. Participants were randomly assigned to the control or ambassador condition. Results indicate participants reported high commitment to reward-based policies, for both the control and ambassador conditions. For penalty-based policies, participants in the control condition reported significantly lower commitment to the policy. Importantly, commitment increases to the level of a reward-based policy in the ambassador condition. The same moderating pattern appeared for store loyalty.

For further information contact: Corinne M. Kelley, doctoral candidate, Florida State University (cmk08@my.fsu.edu).
Summary of Findings

The ambassador effect demonstrates that encouraging a customer to involve another person in a prosocial initiative induces an ambassador-like role, causing the customer to align their subsequent behavior with this role, thereby increasing the customer’s intentions to engage in the focal prosocial behavior. This research also shows that customers in an ambassador role experience a heightened sense of warm glow and group orientation. Stronger warm glow and group orientation results in an increased intention to engage in the focal prosocial behavior. The customer’s increase in prosocial behavioral intentions leads to enhanced loyalty intentions toward the focal store. Lastly, findings from this research indicate that customers naturally have high commitment to reward-based retail policies (e.g., discount for engaging in prosocial behaviors), despite being placed in an ambassador role or not. For penalty-based retail policies (e.g., fee for not engaging in prosocial behaviors), customers not in an ambassador role reveal relatively low commitment to the policy. However, customers’ commitment to penalty-based policies increases when they are in an ambassador role, attenuating the difference between penalty- and reward-based policies. Similar moderating effects were found for loyalty intentions toward the focal store.

Key Contributions

Our findings contribute to the literature by introducing the ambassador effect, a novel technique that leverages personal commitment (agreeing to engage in a prosocial cause) and social influence (involving another person in the same prosocial cause), as a means to enhance prosocial behavior. Furthermore, we uncover the mediational process driving the ambassador effect (warm glow and group orientation). Additionally, we demonstrate customers partially attribute increases in their prosocial behavioral intentions to the firm that prompted them to engage in the prosocial action, causing a positive spillover effect that increases customers’ loyalty intentions. Finally, we examine two theory-based retail policies: penalty-based and reward-based, demonstrating a context under which negative reinforcement appears inferior to positive reinforcement, while also providing a means to attenuate differences in effectiveness of these behavioral reinforcement methods.

Managerially, this research provides firms with a technique frontline employees can utilize to increase customers’ prosocial behavioral intentions and loyalty intentions, even without assurance that the customer actually involved another person in the prosocial initiative. Thus, implementing this technique is simple and cost efficient. Moreover, for retailers who are legally required to implement penalty-based policies, our research suggests enacting an ambassador role mitigates customers’ negative sentiments associated with penalty-based policies.

References are available on request.
Pinocchios in the Marketplace: The Impact of Awe on Consumers’ Lying Behavior

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Keywords: awe, moral behavior, lying, prosocial lying
Description: This research examines the impact of awe on consumers’ morality and lying behavior.

EXTENDED ABSTRACT

Research Question
Lying is a common phenomenon (Horne et al. 2006; Aquino et al. 2009) that impacts marketplace behaviors from corporate scandals to consumer frauds. Although lying negatively impacts both the marketplace and society, research on consumers’ lying behaviors has been understudied in consumer research. In this research, we explore ways to increase moral behavior and reduce lying within consumer contexts. More specifically, we explore the impact of awe on consumers’ morality, moral behavior and lying. Because awe triggers a sense of smallness (Shiota et al 2007) and encourages the desire to be good to others by promoting prosocial and other-oriented behaviors (Piff et al 2015), we expect that awe will increase consumers’ accessibility of moral identity (H1), will make consumers more sensitive to morality and lead them to behave more morally themselves (H2a) and to be more critical of others who behave immorally (H2b). However, because awe also leads to an increased awareness of others, it may ironically, increase the likelihood of engaging in prosocial lying aiming to help and benefit other people (H3).

Method and Data
We conducted four studies in which we manipulated emotion via video (studies 1, 2, and 4) or exposure to nature (study 3) and then assessed lying and moral behavior with a variety of tasks. In Study 1, two-hundred participants from Amazon Mechanical Turk (43.2% male, Mage=39.97, 73.4% Caucasian) watched the emotion-induction video (Rudd et al. 2012; Schaefer et al. 2010) and then read a business-related moral choice scenario (Aquino et al. 2009) and indicated their likelihood of initiating the cause-related program. Then, they rated the acceptability of four desirable or undesirable consumer behaviors (De Bock et al. 2012). Finally, participants completed a measure of accessibility of moral identity (Aquino et al. 2009).

In Study 2, one-hundred mTurkers (41% male, Mage=44.29, 70% Caucasian) watched the emotion-induction video (Kaplan-Oz and Miller 2017) and then answered questions about their likelihood of lying in a variety of everyday scenarios that could be perceived as dishonest.

In Study 3, a local hiking group (n=36; 55.3% male, Mage=41.73, 91.4% Caucasian) completed the same survey from Study 2 either before (neutral; n=19) or after (awe; n=15) after a hike.

Study 4 used a die-rolling task that measured intention to engage in prosocial lying (n=100 mTurkers, 49.4% female, Mage=41.73, 81.5% Caucasian).

Summary of Findings
Study 1 provides preliminary support that awe influences moral behavior. Consistent with H1a, those in the awe condition reported higher levels of accessibility of moral identity, which in turn, predicted their moral choices. Further, those in the awe condition were more discerning regarding the acceptability of moral behaviors, perceiving a greater difference between desirable and undesirable behaviors compared to the neutral condition (supporting H2a-b). Studies 2-4 provide additional evidence that awe can influence moral behavior. However, in contrast to Study 1 where awe increased sensitivity to moral behavior, here, as predicted, we observe that those experiencing awe are more likely to engage in prosocial lying (support-
ing H3). As Mann et al (2014) suggested “prosocial lies can function as social glue, bolstering the ties that exist between individuals” (p. 2). Since awe enhances individuals’ willingness to help other people around them by triggering their sense of collective identity, it may have led individuals to prefer to engage in prosocial lying aimed to benefit others. These findings were observed in response to everyday situations (Study 2), in a real-world setting (Study 3), and when reporting payoffs to help those affected by Hurricane Harvey (Study 4).

Key Contributions

This study provides insights both to marketers and scholars about the role of religiosity in green consumption behavior in two different cultural contexts. First of all, marketers, government agencies and scholars should take into account the potential decrease in the role of religion in the U.S. Most U.S. participants mostly talked about their spiritual beliefs rather than religiosity. Some of them mentioned other religions such as Buddhism, Taoism or Hinduism and their influence on pro-environmental beliefs (Gardner and Stern 1996) Interestingly, none of them stated that Christianity encourage the idea of taking care of the earth suggesting to those identifying themselves as Christians are less able to make connections between their religiosity and green consumption. However, most Turkish participants noted the significant role of religiosity, its importance in their lives, and its influence on their green consumption behavior. Therefore, aiming to encourage green behavior specifically for collectivist and long-term oriented cultures, both the government and the media should focus on religiosity and use religious themes in their initiatives for promoting green behavior.

References are available on request.
Corporate Social Responsibility and Dishonest Consumer Behavior

_In-Hye Kang, University of Maryland_
_Amna Kirmani, University of Maryland_

**Keywords:** corporate social responsibility, dishonest consumer behavior, anticipatory self-threat, CSR-related identity

**Description:** We show that consumers reward or punish a company’s polarizing CSR by acting (dis)honestly toward the company; when the CSR is congruent [incongruent] with the consumer’s self-concept, CSR (vs. no-CSR) decreases [increases] dishonest consumer behavior by increasing [decreasing] anticipatory self-threat.

**EXTENDED ABSTRACT**

**Research Question**

A recent survey showed that over two-thirds of Americans expect companies to stand up for important social justice issues such as immigration and LGBT rights in their corporate social responsibility (CSR) practices (Cone Communications 2017). However, many of these issues are polarizing. Despite these findings, little research investigates polarizing CSR issues. We examine the conditions under which a company’s support of polarizing CSR leads consumers to reward or punish the company. Although purchase and boycotting may be the most common way, we propose that consumers also reward and punish a company by acting (dis)honestly toward the company.

**Methods and Data**

We report four behavioral experimental studies. Studies 1 and 4 use actual dishonest behavior, while the other two studies measure intentions. In studies 1 to 3, we measure CSR-related identity by the degree to which the CSR cause is congruent, neutral, or incongruent with the consumer’s self-concept, using different causes and different types of dishonest behavior. Study 1 shows support for H1, while studies 2 and 3 also demonstrate the underlying process. In study 4, we manipulate CSR-related identity and show that consumers lie more to the company to qualify for a paid survey when the CSR is incongruent (but not neutral) to the consumer’s self-concept.

**Summary of Findings**

Across four studies using different types of dishonest behaviors and different types of CSR, we found that consumers’ CSR-related identity moderated the effect of CSR on dishonest behavior toward the company. Specifically, when the CSR was congruent with the consumer’s self-concept, CSR increased anticipatory self-threat from acting dishonestly toward the company; as a result, dishonest consumer behavior decreased. Thus, CSR helped the company. When the CSR was incongruent with the consumer’s self-concept, however, CSR decreased anticipatory self-threat because consumers desired to punish the company. In this case, CSR hurt the company.

This effect was generalized across consumers with different levels of moral identity and moral values. Moreover, we ruled out several potential alternative explanations, including perceived morality of the company, liking for the company, and anticipatory satisfaction from acquiring monetary benefits.

**Key Contributions**

This research contributes to the literature on CSR. We find that CSR can have either positive or negative effects when the company supports a cause or organization that is polarizing. Polarizing issues are important from both a theoretical and a substantive perspective. On the theoretical side, polarizing CSR...
is likely to activate either congruent or oppositional identities, thereby leading to different effects. In this way, we add to prior CSR research that does not consider oppositional identity (e.g., Sen and Bhattacharya 2001; Winterich and Barone 2011). By separating neutral from incongruent (i.e., oppositional) identity, we show that CSR efforts can backfire. From a substantive perspective, since consumers are divided on a variety of social issues, companies must take into account oppositional identities when choosing CSR initiatives. Moreover, these findings contribute to the literature on CSR by demonstrating that dishonest consumer behavior is a hitherto unexamined outcome of CSR activities. The research also contributes to the literature on dishonest behavior by identifying a company’s CSR as an antecedent. Prior literature on dishonest behavior has focused on factors related to characteristics of the consumer and contexts. Investigating company characteristics such as CSR is important since companies have control over what they do.

References are available on request.
Understanding and Reducing Consumer Resistance to Technology

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Joseph W. Alba, University of Florida

Keywords: technology, sustainability, consumer knowledge, public understanding of science

Description: The research examines consumer attitude toward welfare-enhancing production technologies.

EXTENDED ABSTRACT

Research Question
The technologies examined in the present research have the potential to cure disease; feed humanity; address climate change; reduce consumption of pesticides, preservatives, antibiotics and hormones; reduce pressures on natural resources; increase biodiversity; and circumvent ethical dilemmas. However, despite their profound implications for well-being, technologies can fail to reach their potential due to consumer resistance. The present research develops a deeper conceptual understanding of consumers’ disparate responses to technology.

Method and Data
In one study, we examined the effectiveness of an educational intervention (via a simple analogy) on consumer acceptance of the technology of food irradiation. In another study, we examined the effectiveness of an educational intervention (via a more extensive educational message) on consumer acceptance of the technology of genetic modification. Finally, we examined the effectiveness of two educational interventions on the preference toward bug-based food. Across studies, we also assessed the moderating roles of individual-difference variables such as prior domain knowledge and disgust sensitivity.

Summary of Findings
Across three technologies and multiple experiments, we explore sources of resistance to technology and the effectiveness of interventions designed to reduce resistance. In so doing, we resolve the counterintuitive finding from prior technology research of a weak relationship between technology acceptance and scientific knowledge. Our findings highlight the multidimensional nature of resistance and the complex relationship between consumer knowledge (“how does it work?”) and the cognitive, affective, and motivational dimensions that constitute the resistance space. We found that consumer resistance to technologies is driven by different sources of resistance - cognitive, affective, and motivational resistance. Most importantly, these sources of resistance interact dynamically to determine consumer response to technology. As such, the effect of knowledge on acceptance does not follow a simple linear prediction assumed by a dominant model in the literature (i.e., the deficit model). Specifically, we found that knowledge can enhance acceptance when it addresses a specific cognitive source of resistance or indirectly addresses an affective (or motivational) source of resistance.

Key Contributions
Through this investigation, we obtained a comprehensive understanding of consumer reaction to scientific and technological processes. In so doing, we made progress toward bridging marketing and technology research, resolving a dominant but ill-supported model in the literature, and providing guidance to technology managers and policy makers with regard to forecasting and mitigating resistance.

References are available on request.

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Moral Foundations and Market Innovation

Jonathan Bean, University of Arizona

Keywords: moral foundations, market innovation, building industry, passive house, innovation ethnography

Description: This work describes the role of moral foundations in market innovation processes using data from a case study of the passive house movement in the United States.

EXTENDED ABSTRACT

Research Question

What is the role of moral foundations in market innovation processes? Understanding differences in moral foundations can help marketers and policy makers bridge divides in heterogeneous markets such as the building industry, where patterns of political orientation are widely divergent and sustainable outcomes are dependent on the interactions of different groups, including builders and building product manufacturers, who tend to be conservative, architects, who tend to be liberal or apolitical, and code setters, who represent the full set of divergent interests in the building industry (Moore and Engstrom 2005). Because market emergence requires aligning the interests of many different actors (Onyas and Ryan 2015; Kjellberg, Azimont, and Reed 2015), considering moral foundations can provide those engaged in public policy and marketing a lens for understanding and influencing complex market systems.

Method and Data

This paper stems from a four-year innovation ethnography (Holholm and Araujo 2011). From 2013-2017 I conducted informal and formal interviews with architects, builders, manufacturers and manufacturer’s representatives, policymakers, and passive house organization members in the Pacific Northwest, Pittsburgh, New York State and at several passive house conferences. I gathered data from secondary sources, including newspapers and building industry-related blogs, magazines, and trade journals. I attended on-line and in-person passive house training sessions, attained certification as a passive house consultant, and worked with a client on plans for a passive house renovation. Additional historical insight was provided by 3079 posts in a publicly accessible online forum from 2009-2015. I stored data in a DevonThink database to facilitate continuous analysis (Venturini 2012).

This research explores a controversy in the market innovation process. In the context of market shaping (Araujo, Finch, and Kjellberg 2010), controversies “help institute or challenge markets as they are deployed” (Blanchet and Depeyre 2015, p. 2). These authors extend Venturini’s (2012) method of controversy analysis to the domain of market systems. The perspective of this method contributes both to public policy and marketing by lending focus to context and process (Stewart 2014) and extends Harty’s exposition of actor-network theory as a methodological lens on the building industry (2008).

Summary of Findings

Following Lawlor and Kavanagh (2015), the market innovation process can be understood as occurring in four stages. The first stage is corporeal battles, where those on the front lines of innovation battle the material agency of market devices. In the case of passive house, these battles were between the material “body” of the building, American building materials and practices, and local climates. The second stage is corporate battles, where organizations vie for control over a new market using all possible means. In the passive house context, this took shape as a public disagreement between the German-based Passive House Institute (PHI) and the American Passive House Institute US (PHIUS). The third stage is an incorporation campaign, where new market agents are enrolled. PHIUS created alliances with four interconnected institutional actors in the US market: the Department of Energy, the National Renewable Energy Laboratory, the Building America program, and Building Science Corporation, a well-regarded for-profit consultancy, whereas PHI retrenched its own alliances. The fourth and final stage is civilized confrontation, where established market actors compete in an orderly way. PHIUS and PHI are now working separately with other organizations promoting low-energy...
building. Moral foundations served as a driving force in the conflicts and the market innovation process.

**Key Contributions**

This research identifies and explains the role of moral foundations in fueling and bridging conflict in market innovation. This focus on implicit beliefs stands in contrast to previous work, which builds on the concept of creative destruction (Schumpeter 1942/1976) to emphasize the role of competition for limited resources and the difficulty of exploiting opportunity from destabilizing existing markets (Lawlor and Kavanagh 2015).

When the desired outcome is to shift public policy, conflicts such as the one between PHI and PHIUS are perilous because the damage wrought to interpersonal relationships can permanently alter the pathway and potential for change. While conflict is an inevitable result of market emergence and a driver of innovation and change, a reflexive understanding of how divergent moral foundations create intractable conflicts could lead to the emergence of a less divisive and more effective market for net-zero buildings and similarly complex market socio-technical agencements.

*References are available on request.*
Social Responsibility, Profitability, and Sustainability: A Review of Companies Changing the World

Yvette Bonaparte, North Carolina Central University
Deirdre T. Guion Peoples, North Carolina Central University

Keywords: social responsibility, sustainability, social impact, corporate social responsibility, stakeholder marketing

Description: This study uses the 2016 Fortune “Top 50 Companies Changing the World” list to understand how companies are expanding their corporate social responsibility and marketing activities.

Extended Abstract

Research Question

This study addresses the following research question: how do companies listed on the 2016 Fortune “Top 50 Companies Changing the World” (Fortune CCTW) achieve that objective? Do their programmatic activities and initiatives:

1) Lend their core business/competences to a cause/societal issue?
2) Leverage their financial success to address a social need that extends beyond their core business?

Method and Data

This study uses data from the 2016 Fortune magazine list of 50 CCTW. In addition to data provided by Fortune magazine, company websites were reviewed for their discussion of the specific programs referenced in Fortune’s discussion of each company. A review of the relevant literature was conducted.

Companies selected for inclusion on the 2016 Fortune CCTW list generated in excess of $1 billion dollars and participated in activities that impact positive social change as part of their business strategy. The selection process includes a call for nominations, and a collaborative assessment of nominees by an expert panel to include FSG (a social impact consulting company), and Harvard Business School Professor, Michael E. Porter.

Summary of Findings

Overall findings indicate that companies within the economic opportunity/financial impact segment focus their programmatic efforts to leverage their core business expertise, and extend into other areas as well. Additionally, initiatives undertaken by companies in this sector, target stakeholders that are both external and internal to their particular organization and supply chain.

Key Contributions

The activities of the businesses in the economic opportunity/financial inclusion segment suggests not only an evolution of their CSR activities but also of the business and marketing models as companies on the Fortune CCTW list describe realigning their mission and goals to include efforts around sustainability and viability in the markets they serve around the world. Corporate and government partnerships spearheaded by companies to set policies and regulations that benefit small businesses provide an example; as does the reconceptualization of public/private partnerships within international markets. Such activities by astute marketers can change market deficits into opportunities by supporting the entrepreneurial efforts of emerging channel partners. Additionally, each of these practices has compelling ramifications for policy makers. The view of a global company, their ability to scale their programs and use their marketing expertise to reach and impact the communities in which they operate, gives policy makers market level intelligence and expertise that may otherwise take them years to garner on their own. This level of involvement and commitment to CSR activities and their impact on the part of companies can also enhance the efforts of policy makers.

References are available on request.

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The Socially Responsible Marketing Manager

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Keywords: socially responsible marketing, CSR, marketing manager, marketing leadership

Description: This research examines the role of marketing leadership in the context of a transformational trend like corporate social responsibility and shows how critical this could be for marketers in producing marketing excellence.

EXTENDED ABSTRACT

Research Question
Do socially responsible marketing managers provide value to their marketing departments and firms in the form of influence within the firm and better marketing performance?

Method and Data
With two pretests and two experiments (done with students) The current research uses a survey (N=195) among a cross-industry sample of U.S. firms to test its hypothesis.

Summary of Findings
The findings suggest that marketing managers who value socially responsible activities generate higher marketing department’s influence, which in turn improves the marketing department’s performance.

Key Contributions
The current research involves a novel attempt to study marketing leadership. In essence, it sheds light on a new sub-area in marketing, namely, socially responsible marketing leadership. Second, this research is the first to define and measure the socially responsible marketer. It is valuable to understand the nature of the socially responsible marketing manager, as this is a new concept that has never been studied before and ignoring it seems sub-optimal given the growing momentum of the social responsibility trend.

References are available on request.
Control Priming Reduces Risky Credit Behavior

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Kelley Main, University of Manitoba

**Keywords:** control priming, attributional retraining, debt, credit cards, self-efficacy

**Description:** This research investigates how priming thoughts of control affects credit card debt accumulation and risky credit card related behavior.

**EXTENDED ABSTRACT**

**Research Question**
In this research we investigate the influence of priming thoughts of control via attributional retraining on consumers’ credit card spending and willingness to take credit card risk.

**Method and Data**
We conducted two experimental studies. The first experiment was with university students and the priming manipulation was embedded in a video about debt accumulation. The second study was with members of an online research panel and the priming manipulation was embedded in a paragraph that participants read.

**Summary of Findings**
Results of the two experiments show that priming thoughts of control reduces consumers’ credit risk taking. In the first experiment participants in the priming condition reported spending less on their credits card one month after exposure to the manipulation. Participants in the second experiment reported lower intentions to take on risky credit card related behaviors. Results of the second experiment also showed that retraining is most effective for those with high self-esteem and that financial self-efficacy mediates the relationship.

**Key Contributions**
This research shows that control priming helps motivate consumers take on less financial risk. This research also introduces two novel variables that play a role in shaping response to control priming. These variables are self-esteem and financial self-efficacy.

Practically, we introduce a successful intervention that along with other commonly used behavioral change interventions can motivate individuals to adopt positive behaviors.

*References are available on request.*
Responsibility Aversion in Self-Other Financial Decisions

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William Montford, Jacksonville University

Keywords: self-other, house money effect, responsibility aversion, risk mitigation

Description: This research explores the nature of self-other financial decisions to examine whether and under what circumstances consumers are likely to make riskier decisions for the self versus others.

EXTENDED ABSTRACT

Research Question
This research extends work on self-other financial decision-making and the house money effect (Thaler and Johnson 1990) to examine whether consumers are likely to make riskier decisions for the self versus others under conditions where the resources are saved, as opposed to unexpectedly received (Study 1). Study 2 looks at the moderating effect of loss salience, and if self-other decisions differ when a financial loss is possible. Further, we look at whether risk-mitigation mechanisms (i.e. the option of insuring against losses) impact the decision made.

Method and Data
Studies 1 and 2 both utilize experimental-design techniques with professionally-managed Qualtrics consumer panel samples. Study 1 has a sample size of 245 (n = 245) consisting of 52.2% women and 47.8%, and employed a 2 (Self/Other) x 2 (Saved/Inherited Resources) experimental design, with participants randomly assigned to a condition. Study 2 has a sample size of 233 (n = 233) consisting of 46.4% women and 53.2% men (1 respondent chose not to disclose gender), and employed a 2 (Self/Other) x 2 (Investment Insurance/No Investment Insurance) experimental design with a loss-possible dependent variable, and participants randomly assigned to a condition.

Summary of Findings
Study 1 results for self-focused decision were consistent with the house money effect, whereby participants were more likely to invest an unexpected gain in a riskier option than a same amount money that had been saved. On the other hand, this house money effect was less likely to occur when making decisions for others, as the source of money did not make a difference when deciding for others – participants were equally conservative in their investment choice. Study 2 results show that individuals are likely to make a conservative choice for others compared to the self when the option for volatility insurance on a loss-salient investment is not available. However, these results are opposite when individuals are given the opportunity to protect their investment in that participants selected a riskier investment option for others compared to the self when a loss was made salient. This risk for others was mitigated, though, by paying more to protect the loss-possible investment.

Key Contributions
Our findings speak directly to the notion of responsibility aversion in self-other decisions. Perhaps more than simply being more loss averse when making decisions for others, consumers want to avoid the assumption of responsibility for losses incurred by the individuals they are making decisions for. Our findings suggest that, in the presence of risk-mitigating mechanisms like volatility insurance, consumers are actually more likely to accept risk for others than themselves. This is an extremely important finding for the regulation of industries where individuals are tasked with the job of making decisions for others, like in financial advisor relationships. In the absence of risk-mitigating mechanisms, these individuals are less likely to risk the resources of their clients. However, when these individuals are given the opportunity to protect against this investment, they are much more likely to make a risky choice. This understanding sheds light on the decision-making tendencies of individuals, and can provide support for the implementation or changing of regulatory structures meant to protect consumers.

References are available on request.
Financial Inclusion Versus Financial Education: Examining the Role of Financial Capabilities at the Verge of Retirement

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Keywords: older adults, financial capability, financial inclusion, financial education, financial behaviors, national financial capability study

Description: Nationally representative data document that financial education in the workplace and greater experience with financial services are related to higher financial capability of pre-retirees, with regard to stronger financial skills, emergency savings, planning for retirement, lowered financially fragility and lower use of alternative financial services.

EXTENDED ABSTRACT

Research Question
What are the socio-economic characteristics of financially excluded, financially included, financially educated and financially capable low-income older adults at the verge of retirement?
What is the contribution of low-income older adults’ financially capability status to financial management, savings, and credit use?

Method and Data
We used data from 2015 The National Financial Capability Study that has 27,564 respondents across the U.S. Only households of non-retirees aged 55 plus with annual household incomes below $25,000 were included, resulting in 981 households. Financial capability was constructed by combining two binary measures: participation in financial education in the workplace and the use of savings accounts, money market accounts, or CDs, following Friedline and West (2016). Six financial behaviors captured financial management, saving, and credit use with two measures each: Financial skill, financial fragility, emergency fund, retirement planning, alternative financial service and self-rated credit. Descriptive and regression analyses were based on the pooled data after conducting multiple imputation based on Markov Chain Monte Carlo (MCMC) method with five sets of imputations.

Summary of Findings
For RQ1, results showed that financially included individuals exhibited better financial behaviors in all six measures. Financially capable respondents also showed better financial behaviors with regard to financial skill, financial fragility and emergency fund savings compared to financially excluded persons.

With regard to RQ2, findings indicated financially included and capable pre-retirees exhibited similar financial behaviors compared to financially excluded individuals. Both groups were significantly more likely to attain financial skill and have emergency funds, and less likely to have financial fragility. The association of higher capability status and planning for retirement savings was positive but only significant at the 5% level. Higher self-rating of one’s credit and lower use of alternative financial services was strongly associated with financial inclusion. Financially educated individuals did not differ from financially excluded ones.

Key Contributions
This study focuses on lower-income adults at the verge of retirement thus providing unique insights into the financial capability of this particularly vulnerable group. Recent studies have pointed
to the need for better understanding the financial capability needs of this fragile group. We use a segmentation approach to show the socio-demographic patterns that define lower-income adults’ financial capability status.

Furthermore, this study is among the first to measure the extent to which financial capability status is related to financial management, saving, and credit use at the verge of retirement. By focusing on low-income older adults, we isolate the relationship of capability and behaviors for the most fragile group and pinpoint the areas of greatest need for financial interventions.

In conclusion, this study can provide concrete recommendations for policy makers, consumer advocates, financial educators, and financial institutions about the areas of vulnerability of low-income older adults who are approaching retirement age.

References are available on request.
Too Constrained to Converse: Financial Constraints Reduce Word-of-Mouth

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Eesha Sharma, Dartmouth College

Keywords: financial constraints, financial deprivation, financial decision making, economic psychology, word-of-mouth, social sharing

Description: Financial constraints reduce purchase-related word-of-mouth.

EXTENDED ABSTRACT

Research Question
How and why do financial constraints reduce purchase-related word-of-mouth?

Method and Data
Seven studies provide supporting evidence for the relationship between financial constraints and word-of-mouth. Two studies are correlational. Four studies are experimental.

Summary of Findings
We propose and find that feeling financially constrained reduces consumers’ propensity to engage in purchase-related word-of-mouth. This effect emerges when examining the frequency of purchase-related word-of-mouth (study 1), real posts in online chat rooms (study 2), and people’s likelihood of engaging in word-of-mouth interpersonally (study 3b) and on social media (studies 3a, 4-6).

Moreover, we show when and why this effect occurs. Rehearsing one’s monetary expenditures reinforces financially constrained consumers’ negative feelings about their limited financial situation, which reduces the anticipated pleasure of engaging in word-of-mouth and explains reduced purchase-related word-of-mouth (studies 3a and 3b). Further, financial constraints do not universally decrease one’s propensity to engage in word-of-mouth. Instead, the effect is attenuated in situations where the subject matter is not conceptualized as a monetary expenditure, and hence is less likely to reinforce financially constrained consumers’ negative feelings about their limited financial state. Specifically, for purchases framed as expenditures of time (study 4), purchases that do not require monetary outlays (study 5), and purchases received as gifts (study 6), financially constrained consumers are no less likely to engage in word-of-mouth.

Key Contributions
In light of the pervasiveness of financial constraints, as well as the importance of word-of-mouth among consumers, understanding the impact of financial constraints on word-of-mouth behavior is important for managers and consumers alike.

The current work contributes to existing literature in the financial domain by being among the first to demonstrate how and why financial constraints affect post-purchase outcomes. This research also contributes to the literature on word-of-mouth by exploring financial constraints as a novel psychological antecedent of sharing. Moreover, this research is among the first to demonstrate an interaction between the individual and the conversation topic.

Beyond the theoretical contributions of this research, the current work offers managerial implications. Our research suggests that word-of-mouth will be reduced for people who feel financially constrained or in times when perceived financial constraints are generally greater (e.g., higher unemployment). As such, this research may inform managers about how to seed or time their word-of-mouth campaigns to better leverage their investments. Moreover, our research suggests that if companies can dissociate a purchase from the expense incurred to acquire it, they may mitigate reductions in word-of-mouth that stem from feeling financially constrained.

References are available on request.
Why Are Policy Makers Not Regulating Calorie Information to the 1 Unit Increment?

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Christopher Lee, Arizona State University

Keywords: food cues, marketing cues, information leakage, markedness, 99 vs. 101, food packaging

Description: This research examines how one unit changes in calorie information (e.g., 99 v. 100 v. 101) influences consumer judgments, which builds off FDA regulation that calorie amounts can be rounded to the nearest 10 calorie unit.

EXTENDED ABSTRACT

Research Question
1. How do one unit calorie differences (e.g., 99 vs. 100 vs. 101 calories) influence consumer food product evaluations? How do these findings lend insight into current FDA regulation requiring calorie amounts above 50 calories be rounded to the nearest 10 calorie unit?
2. How does numerical calorie information interact with verbal food portion cues on product packaging?
3. What moderators influence the relationship between numerical and verbal food package cues on food product evaluations?

Method and Data
Two experimental studies were conducted using participants from Amazon’s Mechanical Turk (Study 1 n = 134, Study 2 n = 315, Study 3 n = for each = 150). Participants were randomly assigned to see a food package stimuli (study 1 = cookies, study 2 = popcorn, study 3 = brownies) in one of nine conditions, 3 (calories: 99, 100, 101) x 3 (verbal cue: mega, mini, none), of a between-subjects design. After seeing the stimuli, participants answered questions relating to purchase intentions, overall attitude, nutrition perceptions, and taste perceptions.

Summary of Findings
Study 1 showed that distinctive numerical cues (e.g., 99 or 101 rather than 100) were more positively evaluated. Study 2 examined moderating effects to show that distinctive numerical cues (99 or 101 calories) and distinctive verbal cues (mega or mini) produced higher product evaluations, although only for high health interest consumers. Study 3 further examined interactions between numerical and verbal cues (this time king vs. bite size) to show that matching magnitude cues (e.g., 100 with bite size or 101 with king size) led to higher product evaluations. These findings provide insight for marketers because, currently, calorie amounts above 50 calories are required to be rounded to the nearest 10 calorie unit (e.g., 100 calories), but, in actuality, allowing calorie amounts to be exact (e.g., 99 or 101 calories) could lead to healthier consumption outcomes.

Key Contributions
The FDA regulates calorie information on food packaging, such that food containing less than five calories should be expressed as containing zero calories, food containing less than 50 calories should be expressed in five calorie increments, and food containing more than 50 calorie should be expressed to the nearest 10 calorie increment (FDA, 2013). Our research provides insight for these regulations in showing that rounding calories to the nearest 5 or 10 unit increment may not be the best practice. As just stated in the summary of findings, distinctive numerical or verbal cues produced the lowest manipulative intent in comparison to other cue combinations, which resulted in higher product evaluations and perceptions of product healthiness. Given that marketers often emblazon food packaging with numerous distinctive verbal cues, allowing marketers to also include distinctive numerical cues (e.g., 99 or 101 calories) rather than non-distinctive numerical cues (e.g., 100 calories) may help to reduce over-inflated health perceptions and encourage consumers to make healthier choices.

References are available on request.
Backfire Effects of Calorie and Serving Size Information on Snack Consumption

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Kelly Haws, Vanderbilt University
Peggy J. Liu, University of Pittsburgh

Keywords: calorie labels, serving size labels, consumption, disconfirmation

Description: This research examines how calorie information on snack products can influence consumption and in some cases influence undesirable consumption behavior.

EXTENDED ABSTRACT

Research Question

Our primary research question focuses on how the calorie information that accompanies serving size information affects consumption amounts for snack products given changes the FDA is making to serving sizes and nutrition labels. Specifically we address, how does such information affect the quantity people eat? Will an update that increases the currently small serving sizes curtail consumption? We examine these issues through a theoretical lens that also allows us to offer practical guidance.

Method and Data

Across three experiments we assess participants’ consumption of snack food products in response to different serving size label conditions. In Study 1 we examine the effect of providing standard serving size and calorie information on consumption, for perceptually more unhealthy and healthy snacks. In the next two studies we focus on unhealthy snack foods. In Study 2 we examine how a serving size label with a larger serving size affects consumption quantity compared to a standard serving size and calorie label (that creates a backfire effect via positive calorie disconfirmation) for an unhealthy food product. In addition, we also examine the role of attention in Study 2. Study 3 tries to address the underlying dynamics, thus we increase attention to calorie information for all participants and measure the mediating role of risk perceptions.

Summary of Findings

We demonstrated that providing calorie information can ironically create a consumption backfire effect for perceptually unhealthy snacks, but not perceptually healthy snacks and that this effect occurs when calorie levels are lower than expected. Importantly, an FDA-inspired intervention consisting of increasing serving sizes was effective at eliminating the backfire effect (Studies 2-3). Finally, we shed light on the process, demonstrating both the role of attention to calorie information (Study 2) and of risk perceptions associated with consuming a snack (Study 3).

Key Contributions

This research provides theoretical and practical contributions for researchers, policy experts, and manufacturers. Theoretically we provide evidence of a two-stage explanation for understanding the impact of including calorie information on consumption quantity. Further, we implicate an expectancy-disconfirmation process and also illustrate the role of disconfirmation in adjusting the potential risk associated with consuming a perceptually unhealthy food, which leads to actual consumption effects. Practically, this research shows that the FDA’s regulatory update can decrease consumption via the calories information being higher than expected. This research also has suggestions on how some snack manufacturers and retailers may be able to use labeling systems as a competitive advantage.

References are available on request.

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Restrained Eaters and the Affordable Care Act: An Eye Tracking Perspective

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Keywords: restrained eating, calorie labeling, Affordable Care Act, eye tracking, mindfulness, food cravings

Description: In two studies, we examine the relationship between restrained eaters and their eating behaviors through the mediating process of mindful eating for a contemplative food choice task and food cravings for an impulsive food choice task.

EXTENDED ABSTRACT

Research Question
The Affordable Care Act (ACA) menu labeling rule (section 4205) requires that restaurant chains with over 20 restaurants list the calorie counts of the food items they sell. The legislation was passed in 2010, but the U.S. Food and Drug Administration (FDA) has delayed enforcement numerous times, with implementation now set for May 2018.

The present research focused on two research questions related to restrained eating, menu calorie labeling, and food-related behaviors: 1) Does restrained eating impact eating behaviors?, and 2) What is the process by which this occurs? In Study 1, we investigated if menu calorie labels are utilized by restrained eaters in their food selection. Studies have been inconclusive as to whether or not the presence of calorie information makes a significant difference in eating behaviors. In Study 2, we investigated whether the process of mindfulness mediated the relationship between restrained eaters and their subsequent eating behavior when engaged in a contemplative task. Further, we examined food cravings as a second mediator in this relationship when participants were given an impulsive task.

Method and Data
For Study 1, 30 restrained and 26 unrestrained eaters were randomly selected from a student pool. Participants sat in front of an iView X RED remote eye tracking device and were shown a menu on their computer screen. Then they selected the foods they wanted to eat on the next screen. The process was repeated for breakfast, lunch and dinner. Meanwhile, the location and duration of their gaze was recorded. Following the eye tracker, participants completed an online questionnaire on another computer in the lab.

In Study 2, mindful eating (Framson, et al., 2009) and food cravings (Nijs, Franken, & Muris, 2007) were modeled as mediators of the restrained eating and food decision relationship, for both a contemplative task and in an impulsive task respectively. A sample of 241 student participants completed an online survey in a computer lab. Participants were asked to select all the food they would want to eat in a 24 hour period to maintain a healthy diet (contemplative task). Before exiting the computer lab, participants were thanked and given their snack selection (impulsive task), which was categorized as healthy (baked chips, craisins, or granola bar) vs. unhealthy (chips, a snickers bar, or skittles).

Summary of Findings
Study 1 lends support to the notion restrained eaters are more focused on nutritional information than unrestrained eaters. When presented with a menu containing calorie information, restrained eaters looked significantly longer at the calorie information than their unrestrained counterparts for all three meals and selected fewer calories to eat for lunch and dinner.

Similarly to Study 1, in Study 2 we found restrained eaters were more likely to make healthy eating decisions when performing a contemplative task. However, when given an impulsive task allowing less time to evaluate the healthfulness of
their decision, they choose the more unhealthy food alternative. Importantly, the process by which restrained eating impacted the eating behavior was dependent on the nature of the eating behavior. When choosing menu items, restrained eating resulted in fewer calories chosen via the mediating process of mindfulness, with the potential process of food cravings playing no role. Counter to that, when the behavior involved choosing a snack, restrained eating resulted in a less healthy choice via the mediating process of food cravings; with the potential process of mindfulness being inactive.

**Key Contributions**

Many studies conclude that consumers are aware that calorie information is on menus (Nayga, Lipinski, & Savur, 1998); however, few have investigated whether they use that information when making eating decisions. We utilize an eye tracking methodology to eliminate self-report bias to examine if restrained eaters will actually view the menu calorie information, ultimately affecting their calorie choice.

The ACA legislation suggests restaurants need to include calorie information at the point of purchase. Our results indicate this information will be useful for restrained eaters in particular. However, this proposed solution to the obesity epidemic is not enough. In addition to menu calorie labeling, results from both studies demonstrate we need to help restrained eaters break the dieting and binging cycle and instead engage in mindful eating. Otherwise restrained eaters will fall victim to their food cravings and continue to make less healthy eating decisions.

Hence, policy makers should consider promoting and educating consumers on how to practice mindful eating. Mindfulness is an acceptance-based coping strategy that has been shown to have positive effects on many different issues, including eating behavior. Policy makers should promote the practice of mindfulness and make mindfulness based eating training programs available for restrained eaters.

*References are available on request.*
Food Regulation and Institutional Trust in Food: The Case of Infant Formula Consumption in Urban China

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Michael S.W. Lee, University of Auckland

Keywords: governmental food regulation, institutional trust, food consumption, Chinese consumer

Description: This work examined the role of government as food regulator and found that institutional trust in food may be built through consumers’ perceptions of the food regulators and food regulation systems from both competence and goodwill dimensions.

EXTENDED ABSTRACT

Research Question

The widespread public concern over food safety has been challenging the public control of food in both developed and developing countries (Henderson, Coveney, & Ward, 2010; Yan, 2012). Although the importance of institutional trust in food consumption has received popular attention (Kjærnes, Harvey, & Warde, 2007), little empirical work has been done to investigate the process of how institutional trust could be built from the approach of consumers’ perception regarding social and institutional food control, especially in the globalisation era when food regulation of multiple countries may be involved. This work studies how consumers’ institutional trust in food could be built upon their perceptions of food regulators and food regulation systems of their home country and foreign countries, through both the competence and goodwill dimensions of trust. A real food consumption scenario, i.e., infant formula consumption in urban China, has been selected as the context for this study, given that China is a market with several infant formula contaminations in the past but also the largest infant formula market with multiple international brands of infant formula competing each other.

Method and Data

Semi-structured in-depth interviews with 28 prospective mothers were conducted in urban China during March to June 2016, in a face-to-face manner. As 25 participants out of 28 were in their first pregnancy, thus most participants were inexperienced consumers of infant formula when interviewed. Nevertheless, following the common practice in urban Chinese, most participants had bought or were about to buy some infant formula before giving birth since many were reluctant to buy infant formula from local supermarkets or stores due to safety concerns. Their experience of selecting and purchasing infant formula was carefully documented for this study. Each interview lasted for 45-90 minutes, was audio-taped, transcribed and then translated from Chinese into English. Inductive thematic analysis (Boyatzis, 1998) was applied to identify and categorise key themes emerged from the empirical data, by using qualitative analysis software NVivo 11.

Summary of Findings

Empirical data indicated that governmental food regulation plays a crucial role in building and maintaining institutional trust in food for urban Chinese consumers. A reliable food regulation system, consisting of relevant food standards, rules, and laws, has to be well functioning so that the safety and quality of food under such regulation could be positively perceived by consumers. If not satisfying with the food regulation of their home country, consumers may choose to consume food products from other countries with stricter food regulation, and/or seek for assistance from trusted interpersonal relation-
ships for food products which could meet safety and quality requirements. For consumers, the soundness of food regulation reflects the competence of the food regulator to enable public trust. Furthermore, it was found that the goodwill and intention of the food regulator to concern and prioritise the interest of general consumers is important for institutional trust in food as it overcomes the risk of being taken advantage of by non-compliance of food chain actors and creates the sense of security. Therefore, both the government’s competence to operate a sound food regulation and the sincere concern of public welfare are essential to the construction of institutional trust in food.

**Key Contributions**

Empirical data find that not only the regulators’ competence to set up and implement a sound food regulation system, but also the regulators’ goodwill and intention to do so, are fundamental to nurture institutional trust in food. While the soundness of food regulation has been addressed in food safety and public policy literature, the goodwill and intention of the food regulator in protecting consumers from being taken advantages by profit-seekers has been less discussed. By investigating in both the competence and goodwill dimensions of institutional trust in food, this study contributes to a more holistic understanding of trust in the food consumption context. It also sheds lights on public food control by bringing policymakers’ attention to the importance of demonstrating the sincere concern on protecting the interests of consumers in the regulation performance.

*References are available on request.*
Exploring the Need to Regulate Celebrities on Social Media

Christine M. Kowalczyk, East Carolina University

Keywords: celebrities, product placement, social media, FTC, need for government regulation

Description: An exploratory study was developed to understand college students’ attitudes and perceptions of celebrities’ promotions of products on social media and ultimately the need for government regulation.

EXTENDED ABSTRACT

Research Question
While product placements on social media lack strong government regulation, it is unclear whether consumers perceive celebrity messages on social media sites as product placements or genuine opinions. The following research questions were developed to explore the concept of celebrities and product placements on social media:

- How do consumers identify product placements on social media?
- What are consumers’ attitudes toward product placements on social media?
- What are consumers’ feelings toward the need for regulation of product placement on social media?

Method and Data
To explore these questions, an in-class survey was administered to college students. Survey questions analyzed the role of skepticism, trust and need for government regulation. Study participants consisted of undergraduate students at a southeastern university. Students were offered class credit for participation. A total of 123 surveys were completed. Respondents ranged in age from 20-35-years old with an average age of 25.

Summary of Findings
Seventy-two percent of the students follow celebrities on social media. When asked why they follow celebrities on social media, many responded that they are interested in the chosen celebrities’ lives, and it serves as an “outlet” for them. Many found celebrities’ posts and tweets to be funny. Approximately 57 percent of the respondents believe that sponsored content on social media should be identified with a hashtag or special note. When the students were told about the specific FTC guideline (#ad or #spon), 54 percent found the FTC guideline to be appropriate; however, 46 percent of the students did not think that the guidelines mattered. The respondents disagreed with government regulation of social media ( = 3.22). Students were not trusting of information on social media, specifically information provided by celebrities. Many students commented they wanted less advertising on social media.

Key Contributions
This exploratory study expands the knowledge of product placement to include social media as an important medium for paid placements and to begin to conceptually identify how consumers evaluate this advertising format on social media.

References are available on request.
Constantly Connected Youth: Parental Influence and Youth Privacy

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Keywords: digital data literacy, youth privacy, parental influence, digitally-connected youth

Description: Parents’ lack of digital data literacy prevents them from realizing valuable personal information is being gathered about their children online and there is long-term risk of the collection, storage, and dissemination of these data and profiles.

EXTENDED ABSTRACT

Technology is omnipresent in the United States and parents play a key role in educating children about the advantages and disadvantages of living a technologically-interconnected life. We examine parents’ abilities and challenges to monitor and protect the digital privacy of their children. We posit that parents are challenged by lack of knowledge and lack of time when it comes to digital privacy and privacy controls, thus leaving youth vulnerable to third-parties who are collecting information and building long-term profiles based on information youth share in their digital media use and online activity.

Research Question

Parents today often face a world where they are digital immigrants raising children who are not just digital natives, but also mobile natives (cf., Morrison 2015). Children are now active consumers online, playing games, watching videos, doing homework, interacting with teachers, talking to their friends - exchanging a lot of information, often at a rapid rate. They face a world of constant connectedness through use of a variety of interconnected devices. As companies try to develop personal relationships with consumers by collecting information directly and indirectly (through data brokers), we explore the influence parents have over their children’s exchanges of information online. Do parents try to protect the digital privacy of their children online? How do parents protect their children online? Do parents even know from whom or what to protect their children?

In essence, parents are increasingly reliant on technology for convenience. This reliance may stem from the fact that parents are overloaded with information, they lack time, they have divided attention, and they are often unaware of the myriad of third-parties, affiliates, and/or data brokers involved in online exchanges of information. For this reason, we also apply the concept of surrendering to technology in our study (Walker 2016).

Method and Data

We posit that parents are uncertain about their exchanges of information online, they are unaware of what happens to their information, and they lack the time and attention necessary to make informed decisions to protect data privacy – they are surrendering to technology. If parents are surrendering to technology with their own online interactions and exchanges of information, we believe this means parents are going to struggle with their ability to protect their children in their online interactions or enhance their children’s digital literacy. In sum, we believe that parents/caregivers are challenged in their digital literacy and this will impact their ability to model or influence their kids’ digital literacy. If digital literacy is difficult to attain, this increases the risks youth face while online.

We surveyed 54 parents of middle-school aged youth about their device ownership and use, their online social media habits, and monitoring/protection activities of their children’s online activity. The surveys were followed by one-on-one interviews with 16 parents/caregivers of at least one middle-school aged child. Interviews were transcribed and then coded by independent research assistants for analysis (Bogdan and Biklen 1992). Coding schema were developed from digital literacy and surrendering-to-technology constructs.

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Summary of Findings

The findings demonstrate that parents are concerned, confused, and continually striving to keep up with technology. They are unaware of digital data literacy and thus lack understanding of the valuable information gathered about their technologically-connected children and the long-term risk of the collection, storage, and dissemination of these data and profiles.

Key Contributions

We find that parents have surrendered to technology, often leaving gaps in the protection of information shared online and through digital behavior by their children under 13 years of age. As a result, companies and third parties are developing profiles of digital users when those users are young children. Although legislation exists to protect youth under 13 years of age, current online behaviors by children negate the usefulness of those protections. As a result, we believe further education is necessary of youth and their parents. But education alone will not solve the issue since parents feel they lack the time to educate themselves about digital privacy and to engage in actions to protect information shared with unknown others by their children through both passive and active online activities. They have reluctantly surrendered to the technology. As a result, policy changes are necessary to better protect the information shared by young children in online and digital environments.

Acknowledgment

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References are available on request.
Children at the Intersection of Moms’ Posting Behavior and Marketers’ Social Media Marketing Strategy: The Case of Carter’s Twitter Chat

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Keywords: personally identifiable information, social media, Twitter, children, vulnerability

Description: This research explores how brands use social media strategy to generate engagement that facilitates disclosure of children’s personally identifiable information (PII) and the type of PII that parents are sharing about their children on social media.

EXTENDED ABSTRACT

Research Question
This study’s purpose was two-fold: (1) to gain insight into how brands use social media strategy to generate engagement that facilitates disclosure of children’s PII and (2) to identify what personal identifying information (PII) mothers share about their children on social media in response to brands’ engagement efforts.

To do so, the authors focused on a specific social media site—Twitter—and a specific social media marketing engagement tactic—Twitter chats. A Twitter chat is a live, public conversation on Twitter that focuses on a topic, using a central hashtag to create and organize conversation among participants (TrackMaven 2017). Specifically, the study explores:

RQ1: How does a brand use a Twitter chat to engage mothers of young children?

RQ2: How much and what type of PII do mothers provide of their children in response to the brand’s Twitter chat efforts?

Method and Data
On June 7, 2017, Carter’s held a Twitter chat in which they asked mothers questions about parenthood and children and encouraged them to answer via Twitter. The census of tweets generated during the Twitter chat that included #LoveCartersSweepstakes formed the basis of this analysis. One hundred sixty-three unique participants generated 1,260 tweets which were analyzed by question posed to assess the types of questions that encourage mothers to share their children’s PII on social media.

To identify tweets that could potentially contain PII, the authors created a Python script with natural language processing to parse through each tweet and assess the information contained therein. Each type of PII (name, city, state, age, and photo) was assessed using a custom function to determine if such information was included in the tweet. In addition to the tweets collected, one of the researchers observed, but did not participate in the Twitter chat live and recorded observational notes.
Summary of Findings

Prior to the chat, Carter’s used nine “host” influencers to build awareness of the event among their followers and participate themselves. The tweets from the Carter’s and influencers’ Twitter accounts promoted the chance of winning a $100 gift card when used in conjunction with #LoveCartersSweepstakes.

During the chat, Carter’s asked ten questions, four of which were brand- or category-specific. Other questions tapped into new moms’ need for social connection and support. Thirteen percent of tweets generated by the Twitter chat contained some form of child PII. Moreover, 63% of the mothers who participated in the chat revealed at least one piece of PII about her child. The amount of PII divulged may depend on the nature of the question. When Carter’s asked brand- or category-specific questions, mothers were ready to post photos of their children. An example included, “What’s the one Carter’s basic any new mom absolutely has to have in their baby bag?” Other questions focused on social support and connection among participants. For instance, “A little mess on your hands with baby? Tell us your funniest new baby experience!” This question generated the most PII disclosure, with 20% of participants revealing at least one PII about her child.

Key Contributions

Nearly two-thirds of the participants in the Twitter chat disclosed at least one PII about their child. Furthermore, when marketers ask consumers questions via a Twitter chat, it may be viewed as an opportunity to glean children’s PII while avoiding COPPA restrictions. In doing so, marketers are gathering free data, as parents are willingly providing information about their children. Not only could the marketer, and other chat participants, observe all of a respondent’s posts, but so could anyone.

Social support and connection questions seemed to generate more responses that contained at least PII compared to brand questions. By leading with this type of question in the chat, young mothers are quickly drawn in and connecting with similar others. While mothers may gain social support, parenting advice, and affirmation, reducing their personal sense of vulnerability, it appears that this can simultaneously increase their children’s vulnerability.

References are available on request.
Doxxing to Deter: Citizen Activism on Social Media

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Keywords: doxxing, citizen activism, digital consumer activism, deterrence theory, agency theory

Description: In this study, we seek to understand the marketing and policy implications in an era where personal information is exchanged often and readily available for discovery. Specifically, we posit that when government (or police) fail to act, protect, and regulate actions/behavior citizens will utilize social media to act, protect and/or regulate actions/behavior.

EXTENDED ABSTRACT

Consumers have regularly expressed opinions for both brands and incidents on social media. However, in the digital age, information on fellow citizens is easily and publicly accessible, often leading to the weaponization of these data. “Doxxing” is defined as the leaking of PII (personally identifiable information), and resides in a legal grey zone, because such information is publicly accessible (Coleman 2012). What happens when individuals utilize social media not only to express opinions, but to identify or shame others (i.e. doxxing)?

Research Question

Increasingly, consumers are turning to social media to express outrage over a number of brands. For instance, just in 2017, Donna Karen’s defense of Harvey Weinstein was met with #boycottdonnakaren; #GrabYourWallet was rapid fire against Trump family products, and, most recently, survivors of sexual assault/harassment utilized #MeToo to out men for their alleged crimes. These recent examples of public shaming highlight the need to understand why consumers are trying to deter such behaviors. We posit that in lieu of governmental intervention, citizens will utilize social media to act, protect, and regulate actions/behavior. While prior literature has examined anger on social media (Fahoury, 2017), there is a gap in research about how it relates to altering public policy. Further, political frustrations via social media postings have been explored, but primarily from a user perspective. In this study, we examine an incident, the resulting consumer conversations/actions on social media, and distinguish between ‘doxxing,’ and/or ‘citizen activism.’

In August of 2017, “Unite the Right” was hosted by white nationalists to protest the removal of a statue of Robert E. Lee in Charlottesville, Virginia. The gathering was declared an unlawful assembly after the rally exploded into violence, and was dispersed by police in the late afternoon. The following day, social media users began identifying demonstrators and tweeting their names to the account @YesYoureRacist, using the hashtags #Charlottesville, #ExposeTheAltRight, and #GoodNightAltRight. In situations such as Charlottesville, the consumer response and reaction on social media happens before mainstream media, police, and the government can act/react to the event. The common response is for users to take advantage of the amount of (questionably accurate) information on the Internet, and utilize it to punish through public shaming. For what purpose are consumers utilizing social media tools and an abundance of information to remedy such incidents? Our concern is how consumers on social media (Twitter in particular) are either acting to assist or in place of government/law enforcement, causing more harm and unintended consequences.

We employ two theories in our framework: Agency Theory and Deterrence Theory. Agency theory explains that one party (agent) has responsibility to make decisions and/or perform duties for another party (principal), often on a contractual basis (Anderson, 1982). Why do individuals feel the need to take ac-
tion when government and law enforcement are the responsible parties? What happens when individuals do not see a timely response from law enforcement, and/or believe that government is failing to take action? Do they take on the responsibility to find a solution? We postulate a significant relationship between emotional intensity of a social media post and frequency of content posted after the occurrence of an incident, such as Charlottesville.

Method and Data
Through a mixed-methods approach for an exploratory analysis of social media content, we identify a correlation between emotional intensity and shaming behaviors. Our data set includes 79,564 tweets, posted between and including August 14th, to August 21st, 2017. Tweets were downloaded using the Twitter Archiving Google Sheets (TAGS) system and included at least one of the following hashtags indicating an intentional participation in the Charlottesville conversation: #Charlottesville, #GoodNightAltRight or #ExposetheAltRight. To protect privacy, publicly visible userid handles and all geo-location information was removed. After eliminating duplicates, non-English, spambots, and other unrelated content (e.g. job postings) yielding a final usable dataset of 63,070 tweets.

The data coding instrument was created following similar schemas used by marketing scholars, in conducting sentiment analysis of social media content (Makarem & Jae 2015; Kumar & Sebastian 2012). Using intensity scores from Strauss & Allen’s (2008) and Kumar & Sebastian (2012), discrete emotional words were categorized for “low”, “medium” and “high intensity with points assigned. Points were also assigned for profanity and insult words. Word frequency analysis and coding was conducted using Nvivo qualitative analysis software. A total emotional intensity score was calculated for each of our two samples.

Summary of Findings
Adapting an approach from extant consumer emotion and behavior research (e.g. White & Yu 2005), the strengths of the relationship between the variables in our study were determined using Pearson’s product-moment correlation coefficient. Preliminary analyses were conducted to ensure no violation of the assumptions of normality, linearity and homoscedasticity. There was a strong, positive correlation between the emotional intensity of posted content and shaming-oriented behaviors, with high levels of emotional content associated with high levels of shaming behavior. No significant relationship was found between frequency and shaming or solution-oriented behavior.

Key Contributions
Based on our findings, we deduce that individuals are more likely to engage in shaming on social media in response to events, when they perceive inaction by government and/or law enforcement. Doxing, as a remedial measure to this perceived inaction, is a public policy issue when citizens publicly shame whomever is deemed “at fault” in an incident. We encourage future research in this area.

References are available on request.
Thirty-Five Years of Contributions to the *Journal Of Public Policy & Marketing*: An Analysis of Research Topics, Citation Analyses, and Authors’ and Institutions’ Contributions to *JPP&M*

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**Keywords:** *JPP&M, citation analyses, author and institution productivity*

**EXTENDED ABSTRACT**

**Research Question**
The authors examine various aspects of publications in the Journal of Public Policy & Marketing (*JPP&M*) over the past eight years and compare these aspects to the first 20 years of publications in the journal. This comparative analysis extends the important work of Sprott and Miyazaki (2002), and it presents an understanding of similarities and differences in the first twenty years to this more recent time. Following a brief discussion of the original purpose and history of *JPP&M*, this paper examines: (1) how specific authors and institutions have supported the journal in its first twenty compared to the more recent time frame, (2) the breadth and depth of topics examined over the different periods of time, and (3) citation analyses of articles in recent years, topics addressed, and research methods used in *JPP&M* articles. This analysis permits an overview of changes seen in the journal relative to the analysis of Sprott and Miyazaki (2002), demonstrates the breadth of topics examined in recent years, and suggests important areas that are potentially underrepresented in the journal.

**Method and Data**
For each article published in *JPP&M* for the eight years ranging from 2009 – 2016, we constructed a file containing the following variables: (1) title of article, (2) author names and number of authors, (3) author affiliation, (4) date of publication, (5) article type (e.g., regular submission, special issue, Policy Watch, essay or commentary, Editor statement, TCR article), (6) content area, (7) primary type of method used (experiment, cross-sectional survey, CCT/qualitative, essay), as determined by the authors, and (8) number of citations based on GoogleScholar. The 53 different content areas were obtained from the listing at the end of each Fall issue and is determined by the authors of the *JPP&M* articles at the time of publication. Article type and primary method used were determined by a review of the article by the authors of this conference submission. Citation counts were downloaded and included in the file from the Publish or Perish website (Harzing 2017). Author affiliations were determined by a review of each article and was limited to the first four authors listed. From these data, we calculated additional variables (e.g., citations per year) based on information in the constructed data file.

Comparison data from the initial inception of the journal until 2002 (i.e., the first 20 years of the journal) were obtained directly from the Sprott and Miyazaki (2002) article. We appreciate their work and used it as a general roadmap for the data collection and analyses.

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Summary of Findings
The diversity of topics offered over the years in JPP&M is impressive, yet core topics, such as cause-related marketing, privacy, social marketing, and environmental issues and sustainable behavior continue to be of substantial interest. Many of these topics of long term interest in the journal have increased in their importance to the marketing and policy domain in recent years. While JPP&M has a large, diverse set of contributors over its history, there is a core set of authors and institutions that have been major contributors over a long period of time. A set of younger, vibrant and dedicated researchers are on the horizon and are now assuming leadership roles in serving as part of the Editorial team.

Key Contributions
These findings reflect some of the changes in the marketing and public policy domain since Sprott and Miyazaki’s (2002) article fifteen years ago. Popular methods, categories and citations achieved across categories should be of interest to past, present and future scholars conducting research on marketing and public policy issues, and particularly for younger scholars interested in JPP&M. Implications of the findings for the future of JPP&M and scholars are addressed in the session.

References are available on request.
When Taking Action Means Accepting Responsibility: Omission Bias Predicts Reluctance to Vaccinate Due to Greater Anticipated Culpability for Negative Side Effects

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Description: This research implicates individual differences in omission bias as a driver of decreased vaccine intentions and provider trust resulting from a heightened anticipation of moral culpability for action versus inaction. The findings highlight a novel source of patient vulnerability—concerns about the potential moral culpability that comes with taking action.

EXTENDED ABSTRACT

Omission bias describes the tendency to prefer harm from inaction over equivalent harm from action (Baron & Ritov, 1994), and can lead individuals to avoid behaviors with potential negative outcomes even when inaction carries equivalent or greater risk. Previous research has considered the contribution of omission bias to vaccination decisions (Asch et al., 1994; Connolly & Reb, 2003; Ritov & Baron, 2004). We extend this work by exploring whether moral psychology—namely, anticipated culpability for potential harm—helps explain why individuals prone to the omission bias might be hesitant to vaccinate their children despite recognizing the value of vaccines.

In two studies, we examine how individual differences in omission bias impact patients’ responses to physician-level vaccination policy. We demonstrate that omission bias predicts negative emotional responses to physician vaccination policy, which in turn undermines trust of the physician providing information and doctors more generally, and reduces the perceived importance of vaccination behaviors. We show that anticipated moral culpability helps to explain why parents with strong omission bias respond negatively to physician vaccine policy and, as a result, lose confidence in their child’s pediatrician and in the importance of vaccinating on schedule. In exploring the omission bias in the context of vaccine-related decision making, we contribute to the relatively limited literature on provider-patient relationships to show how provider policy affects compliance and relationship-related outcomes.

Study 1

Three hundred parents from the United States completed the study. Using multi-item scales we assessed vaccination beliefs, emotional response to vaccine policy, trust in one’s physician, and general trust in the medical profession. Omission bias was measured and participants completed demographic items.

We used path analysis (i.e., SEM) to test the pathways from omission bias to negative emotional response to the policy and then to the two trust outcomes. As predicted, parents with stronger omission bias responded to the dismissal policy with stronger negative emotion (p < .001), and expressed having less trust in their pediatricians (p < .001) and doctors in general (p
Parents’ negative emotional response toward the policy predicted less trust in the pediatrician (p < .001) and less general trust in doctors (p < .001). Tests of the two indirect effects indicated that negative emotion in response to the policy partially explained the relationship between omission bias and provider trust (p = .002, 95% CI: [-.24, -.11]) and general trust in doctors (p = .001, 95% CI: [-.18, -.07]). Importantly, all pathways and indirect effects remained significant if the sample was restricted to parents who prioritize vaccination, suggesting that this effect is not limited to those that hold strong anti-vaccination beliefs.

Study 1 established that omission bias predicts parents’ emotional response to physician vaccination policy and trust in doctors (both their child’s pediatrician and doctors in general). Study 2 was designed to extend these findings by testing our contention that anticipated moral culpability is an important psychological mechanism underlying these relationships, and to extend the downstream consequences to vaccination priority.

### Study 2

Three hundred twenty-six parents from the United States completed the study. Participants rated their vaccine priority at the onset of the study. Participants then imagined that they were taking their child(ren) to the pediatrician’s office for their next appointment and were informed about the pediatrician’s policy regarding patient vaccines. They completed measures of omission bias, anticipated culpability for (in)action, emotional responses to vaccine policy, and trust in physicians and medical providers. Finally, participants restated their vaccine priority and a comparison from the original statement was used to calculate a change in vaccine priority score, and provided demographic information.

In a single structural equation model we tested the pathways from omission bias to negative emotional response to the policy via the two anticipated culpability measures, and from negative emotional response to change in vaccination priority and the two trust measures. Compared to parents with weaker omission bias, parents with stronger omission bias anticipated feeling less culpable for harm that might result from not vaccinating (p < .001) and more culpable for harm that might result from vaccinating (p = .008). The emotional response to the policy was more negative for parents who anticipated more culpability for potential harm of vaccinating (p < .001) and less culpability for potential harm of not vaccinating (p < .001).

There was a significant total effect from omission bias to negative emotional response to the policy (p < .001, 95% CI: [.09, .31]). There was evidence that the two anticipated culpability measures explained this relationship, at least in part. The combined indirect effect via the two culpability variables was statistically significant (p < .001, 95% CI: [.06, .17]). Once accounting for the indirect effect, the direct effect from omission bias to negative emotional response was no longer significant (p = .10, 95% CI: [-.02, .20]). This negative emotional response was consequential: parents who experienced more negative emotion toward the policy reported that the policy made them trust their pediatrician less (p < .001), reported less trust in doctors in general (p < .001), and had a greater decrease in vaccination priority (p = .003).

Together, our studies explore the role of omission bias in vaccine-related outcomes. Distinct from prior literature, we implicate anticipated moral culpability as a driver of our observed effects, suggesting a unique source of patient vulnerability related to the omission bias.

### Conclusions

Healthcare decisions are complex and vaccination decisions are no exception. Although vaccine hesitancy is often positioned in the popular press as resulting from misinformation regarding the safety risks of vaccines, we find that psychological biases also play a role. In this research, we focused on how consumers (patients) respond to a service policy in a complicated industry (i.e., healthcare) and in relation to what is sometimes an emotional decision (i.e., childhood vaccination). In doing so, we contribute to a limited literature on how policy changes and the manner in which they are communicated can affect patient compliance and the quality of the provider-patient relationship, and highlight consumer vulnerability driven by the omission bias.

References are available on request.
Science, Women, Engagement, and Respect in the Context of Contentious Policy Issues

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Keywords: respect, science, stakeholder engagement, women, wicked problems

Description: This paper explores the role of respect from the perspective of women stakeholders in contentious public policy issues involving complicated science.

EXTENDED ABSTRACT

Research Question

Across a range of domains, from medicine to management, advocates of evidence-based decision making emphasize the value of data-driven decisions (e.g., Pfeffer and Sutton 2006). In this study, we explore science-based decision making in the context of controversial, wicked policy issues. Such contentious issues have two key features: the science tends to be particularly complicated, and stakeholder engagement is usually imperative.

The experiences of women as stakeholders in scientifically complex policy areas is important for two reasons. First, a multitude of studies suggest that women are more concerned as compared to men about technological advances – for example, they express much greater concerns about nuclear development (e.g., Mobley and Kilbourne 2013). Second, women are underrepresented in science. Globally, only 28.8% of the world’s researchers were women as of 2014 (UNESCO 2017).

Our larger research question asks: what are the factors that inhibit or facilitate successful engagement of stakeholders regarding policy decisions that entail risk, controversy, and science? For this paper, our specific research question is: what is the narrative that surrounds “science” in discussions of such wicked problems with women, and how can this narrative inform the success or failure of stakeholder engagement processes?

Method and Data

The data has been collected via forty-three in-depth, individual interviews (each approximately one hour in length) with women from Saskatchewan, Canada who are engaged in the nuclear sector. Participants represent a range of perspectives: industry, government/policy, and community; in favour of and in opposition to nuclear sector activities; urban and rural. They also ranged in terms of age and years of experience. Saskatchewan, Canada is the second largest uranium producer in the world, and though it does not host a nuclear reactor, three of its communities have recently considered hosting a nuclear fuel waste repository. Thus, nuclear topics are salient.

A qualitative method is appropriate because the research question is exploratory. Participants were recruited through the researchers’ networks, cold calling, and snowball sampling. The interviews were semi-structured, following a conversational approach, and exploring women’s experiences of being engaged in, as well as attitudes towards, nuclear topics. All interviews were transcribed and have been analyzed using thematic analysis (Braun and Clarke 2006), which seeks to establish patterns of meaning, identified not by frequency but rather by importance in relation to the interview and all other interviews.

Summary of Findings

Five key themes emerged in what the women told us. Science is (1) complex. An important feature of science – particularly the science inherent in contentious policy issues – is that it is complicated. Science is both (2) fact and fiction. It can be biased and dynamic over time, which makes arriving at a single truth about a phenomenon problematic.

Yet, in spite of these challenges recognized by the women, science is undoubtedly a basis for both (3) power and (4) trust. This power comes from the perception that science allows for more accurate analyses of benefits versus costs of risky technologies, and also because scientific knowledge is perceived as persuasive and – when unbiased – able to engender trust.
At the same time, science – and all of the assumptions that surround it – can be a key source of tension amongst stakeholders because it places people in one of two groups: rational versus irrational, knowledgeable versus emotional, supporter versus opponent. In addition, the implicit assumptions and explicit language that accompany this dichotomy often belittle and denigrate those who lack scientific understanding. The resulting tone of disrespect is a momentous obstacle to achieving successful engagement in the context of wicked problems.

Key Contributions

A paradox emerged. Our participants connected science to power and trust, and one could infer that – because science is revered – it should also garner respect. But, because science in contentious policy issues is also complex and dynamic, our participants shared how it divides the educated from the uneducated. The dichotomies of the expert rational supporter versus the ill-informed (sometimes even dumb) emotional opponent suggest lack of respect. Respect – regarding a relationship partner to be valuable and worthwhile (Grover 2013) – requires we recognize people fully (Cremer and Mulder 2007) in both cognitive and affective ways (Yorks and Kasl 2002).

Respect minimizes anger and increases mutual understanding and collaboration (Miller 2001). Previous research suggests trust is critical to stakeholder engagement (Lawrence 2002). We suggest respect also matters. In the end, if the science meant to guide evidence-based decision making drives disrespect and impedes engagement, no problem can be solved. To facilitate engagement around science-based policy issues, we need to think deeply about how the narratives in which we embed discussions of science convey respect or lack of respect. From a theoretical perspective, this research contributes to science-based policy, risk research, and stakeholder engagement fields by placing respect as an important construct.

References are available on request.
Using Social Marketing to Prevent Young Westerners’ Vulnerability Toward Violent Radicalization

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Keywords: content analysis, communication appeals, prevention of violent radicalization, media literacy

Description: The purpose of our research program is to prevent youth’s radicalization by promoting the use of critical thinking toward online violent content. To attain that objective, we first conducted a content analysis of the materials jihadi and right wing groups use to reach out to young westerners on social media.

EXTENDED ABSTRACT

As young people have expanded their use of Instagram, Twitter, Facebook, Snapchat and other social media, (Alhabash et al. 2015; Conway, 2017; Lenhart et al. 2010), everyone from marketers to radicalized groups have seen this expansion as an opportunity to better engage this segment of “consumers” (Kepel, 2015; Koehler, 2014; Thompson, 2011). The challenges in controlling the speed with which pro-violent content are spread online may contribute to youth’s vulnerability toward radicalization. For the purpose of the research, radicalization is conceptualized as the process by which individuals and groups come to adopt «extremist» belief systems and endorse or commit acts of political violence (Center for the Prevention of Radicalization, 2016; Borum 2011). While there has been an explosive growth in the use of social media by radical groups including jihadi and right-wing groups, the nature and associated effects of pro-radical groups’ messages on digital media has to date been understudied (Center for the Prevention of Radicalization, 2016). Our research program, funded by the Canadian Social Sciences and Humanities Research Council (SSHRC), addresses this significant research gap by testing the potential of a family-based media literacy curriculum to prevent youth’s online radicalization in Québec and France. At the end of the 4-year program, the validated curriculum will be field tested in Québec and if more funding is secured through the Canadian government’s Resilience Funds, the family-based curriculum will be implemented at the national level.

Study Objectives

To accomplish this general purpose, we pursue 3 related objectives. First, we aim to understand the message appeals radical groups use in their online communication to engage these vulnerable «consumers». Second, we examine the process through...
which these online communications may help shape youth’s attitudes, beliefs, and expectancies related to violent behaviors. Armed with a better understanding of this process, we develop and test the effect of two preventive measures on youth’s decision making related to violent radicalization. The two preventive measures are: a training on parental mediation for caregivers and a media literacy training targeted toward youth to promote their critical thinking. Currently, strategies to prevent youth’s radicalization include public educational programs that focus on improving capacity prevention (Public Safety Canada, 2014). Despite a reported overall positive outcome, the effect of these interventions seem to be limited by the pervasive counterinfluences in the environment including media-technology. Therefore, it is important to empower youth with the skills to successfully navigate the media environment as it affects their attitudes and behaviors.

The research program is based on a strong and well-developed theoretical framework, the Message Interpretation Process – MIP model. With a foundation in social cognitive theory and decision-making theory, the MIP model (Austin and Meili 1994; Pinkleton, Austin & Van de Vord, 2010; Pinkleton et al., 2012; Radanielina-Hita, 2014), provides a framework for understanding how consumers process mediated messages and how parental mediation behaviors may help develop critical thinking skills about these messages through media literacy. The MIP model posits that decision making is partly rational and emotional. Emotionally pleasant appeals may interfere with the rational decision process, leading «consumers» of online violent communications to be drawn to and to develop positive attitudes toward glamorized and fictitious depictions of radical groups’ cause. From a social marketer point of view, this process should be interrupted as early as possible through media literacy educations. Media literacy typically emphasizes the values of critical inquiry and viewer autonomy in regard to messages, leading to greater skepticism about those messages. The research team is at its first year of funding and so the current paper reports the preliminary results of the first objective that is to understand the communication strategy used by different types of radical groups including jihadi and right wing groups.

How Social Media Has Changed Radical Groups’ Communication Strategy

Technological advances have changed the way youth experience media. By making it easier to share one’s opinions with the click of a button, the social media architecture could contribute to an increase in youth’s exposure to “virtual violence” (Boyd and Swanson 2016). The American Academy of Pediatrics (2016) defines virtual violence as all forms of violence that are not experienced physically, in a computer mediated environment. Beyond simple exposure, the AAP expressed concerns about the fact that children are experiencing virtual violence in more realistic ways than ever before. However, little research has examined first-hand communication from proponents of jihadi radicalization (Bloom, Tiflati & Bloom, 2017).

The first step of the current research program was thus to gain access to Telegram which has become the social media platform used by jihadi recruiters. Telegram users may take part in a wide range of behaviors including posting comments, photographs or videos promoting their cause and even asking for financial help to fund their activities. One of Russia’s largest social network, Telegram works in a different way than other social networking sites (SNS) like Facebook or Twitter. One can only follow radical groups’ channels through invitation links (Bloom, Tiflati & Bloom, 2017) making it challenging for academics to get access to their content and analyze jihadi groups’ communication strategy. Despite Telegram’s secretive nature, channels and accounts may however be closed so it was important to click on the links as soon as we received them. We have also been removed from some channels as we could interact with other users on the platform as part of the requirements from our Ethics committee. The majority of channels on Telegram are in Arabic with a small percentage in English and French. As the research team is starting to get links to French and English channels only now, the preliminary results reported in the extended abstract are based on the analysis of one jihadi website in Arabic, and one Right Wing website in English (the Vanguard forum).

Methodology

To identify the message appeals used by radical groups in their online communication, we adapted a coding scheme used in the research on the promotion of responsible behaviors (please appendix). As no coding scheme for jihadi online contents currently exist, we asked coders to add new themes when necessary. Based on the preliminary results, the Arabic Jihadi platform used all 16 types of message appeals at least once. On the other hand, the Vanguard forum did not make use of appeals 3 (tangible benefits), 5 (interactive method to engage people with radicalization), 7 (altruism), 8 (guilt, shame), 14 (dreams/fantasy), and 16 (concern). The top five appeals among jihadi recruiters include argument (31.9%), tangible benefits (19.5%), pride (14.2%), dreams and fantasy (14.2%). Refutation and fear appeals came next each making up 6.2% of the content. As far as the right-wing website is concerned, the top five appeals include argument (30.6%), refutation (16.7%), fear appeals (15.7%), anger (9.3%) and disgust (7.4%).

Discussion

The current paper presented a descriptive study of the message appeals used in radical groups’ online communications. The current study is part of a larger research program that seeks to address the effect of social media on youth’s vulnerability to radicalization. The research program is one of the few to content analyze first-hand jihadi material and develop a me-
dia literacy curriculum to counter these messages. This is an important and much needed and is in line with Canadian government policy who pledged $35 million to develop programs that «challenge violent radical narratives and promote critical thinking». Due to the challenge to getting access to first-hand online communications, the research team was only able to present preliminary results based on 2 platforms (Arabic Telegram and Vanguard).

As a result of an ever-present digital environment and the ability of young people to actively follow, produce, and disseminate any content, parents and public policy makers are looking for innovative ways to help reduce the impact of this virtual violence on individuals’ behaviors. The outcomes of objectives 1-3 may clarify the extent to which family-based media literacy curriculum may enhance the success of educational efforts to prevent radicalization delivered by well-established organizations in local communities. The partnership between academic researchers and these local organizations will also ensure the sustainability of theoretically-sound curricula in local communities including at-risk neighborhood. The research is relevant to public safety because it will provide a deeper understanding of how to help young people more successfully navigate the media environment as it affects their attitudes, beliefs and propensity toward violent radicalization.

*References are available on request.*
Modality Matters: How the Operationalization of Disclosure Influences Consumer Choice

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Keywords: information, disclosure, intervention, consumer welfare, decision making, behavioral economics

Description: Novel methods of information disclosure (for example, a phone conversation) have positive impacts on attention to the disclosure.

EXTENDED ABSTRACT

Research Question
Does the operationalization of disclosure impact consumers’ attention to (un)disclosed information?

Method and Data
Four hypothetical studies conducted on Amazon Mechanical Turk. Approximate n per condition = 100. Outcome variables are continuous; results of ordinary least square regressions are presented. The final study was pre-registered using aspredicted.com.

Summary of Findings
The way disclosure is operationalized may have a dramatic impact on consumer choices. In four studies, we demonstrated that a traditional, visual disclosure produced considerably less skepticism of withheld information than audio, chat and even a simple scripted disclosure conversation.

Key Contributions
We demonstrate that common methods of disclosure (for example, hygiene letter grades for restaurants displayed in a phone application) produce less normative behavior than to novel methods of disclosure (chat conversations, phone conversations, and scripts) that contain the same information. This modality-based attention effect has important implications for policy, advertising, and consumer welfare.

References are available on request.
Don’t Watch Me Read: How Mere Presence and Mandatory Waiting Periods Affect Consumer Decisions with Disclosures

Alycia Chin, Consumer Financial Protection Bureau
Dustin Beckett, Consumer Financial Protection Bureau

Keywords: disclosure, mere presence, waiting period, informed decisions, mortgage

Description: We examine two factors that we show affect informed consumer decision making: the mere presence of an observer (which decreases informed decision making), and the introduction of a mandatory waiting period (which increases it).

EXTENDED ABSTRACT

Research Question
What are the effects of (1) mandatory waiting periods and (2) the mere presence of an observer on consumer responses to disclosures?

Method and Data
We have three studies. The first two are laboratory experiments using newly-collected data. The third is an analysis of a survey data set of homebuyers.

Summary of Findings
In Study 1 (N = 192), we find that receiving a disclosure in relative isolation with a mandatory waiting period leads to an increase in informed decision making from 5% to 35%. In Study 2 (N = 216), we find that conditional on having a waiting period, introducing an observer decreases informed decision making from 33% to 13%. In Study 3 (N = 3124), we examine survey data from recent homebuyers who report receiving their mortgage disclosures during a mortgage closing meeting or beforehand. Homebuyers who receive their documents at closing are less likely to ask questions about their disclosures.

Key Contributions
Our primary finding is that the mere presence of an observer can decrease informed decision making in response to disclosures.

References are available on request.
Less Confused, Naturally: Common Advertising Techniques Reduce Source Confusion

Eric DeRosia, Brigham Young University

Keywords: trademark law, confusion, advertising

Description: This research implicates individual differences in omission bias as a driver of decreased vaccine intentions and provider trust resulting from a heightened anticipation of moral culpability for action versus inaction. The findings highlight a novel source of patient vulnerability—concerns about the potential moral culpability that comes with taking action.

EXTENDED ABSTRACT

Research Question

(1) Is consumer confusion inhibited by distraction?
(2) Is consumer confusion so sensitive to distraction that confusion is inhibited by natural, everyday advertising activities undertaken by managers in their effort to draw attention to an ad and increase ad-liking?

Method and Data

Five separate studies are reported. Each study is a between-subject experiment with non-students (n = 200). The manipulation and stimuli are fundamentally different for each study: the addition of game-based interactivity and animation to a web-based ad (study 1), the addition of emotive text to a print ad (study 2), the addition of emotive pictures to a print ad (study 3), the addition of visual metaphors to a print ad (study 4), and the addition of vivid, fast-paced editing to a video ad (study 5).

Summary Of Findings

Collectively, the five studies support the hypothesis that source confusion is so sensitive to distraction that natural, everyday marketing activities undertaken by managers are sufficiently distracting to inhibit consumer confusion. In the litigation context, the traditional threshold for a court’s finding of infringement is approximately 20% of consumers, so the effect sizes observed here (ranging from 13 to 19 percentage points) are very large in this domain.

Key Contributions

This research makes a contribution to a long-standing theoretical debate. Across the scholarly literature on trademarks literature, there has been a long-standing debate between so-called “apologists” (i.e., those who believe trademark protection for senior marks is insufficient and should be enlarged) and so-called “restrictionists” (i.e., those who believe trademark protection is too broad and should be constrained). The findings reported here suggest that the natural, normal actions that are commonly undertaken by managers in the marketplace have the effect of inhibiting consumer confusion, which offers new support to the “restrictionist” point of view.

In addition, these results suggest that in real-life settings, the extent to which consumers are confused by a potentially infringing junior mark may be overstated if confusion is measured among consumers who are considering only a product package in isolation rather than considering advertisements used in the marketplace. Such an overstatement is especially problematic for studies that are conducted to inform testimony offered by expert witnesses in infringement cases in federal court.

References are available on request.

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A Qualitative Analysis of Dual Use Behaviors Among Smoker-Vapers

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Keywords: ENDS, e-cigarettes, electronic cigarettes, tobacco, smoking cessation

Description: Many e-cigarette users continue smoking; unpacking their complex dual use motivations reveals shifting from smoking to exclusive vaping is often difficult and may require stronger policy interventions, such as differential excise taxes or usage restrictions, to change the relative appeal of smoking and vaping, and catalyze full transition.

EXTENDED ABSTRACT

Research Question
Many smokers who adopt vaping continue to smoke, a practice known as “dual use”. Given even very low-level smoking greatly increases the risk of serious illness, it is important to probe how dual use arises and what interventions could prompt full transition to exclusive vaping. We explored how dual use of electronic nicotine delivery systems and smoking evolves, particularly the smoking attributes dual users retain and their movements between smoking and vaping contexts.

Method and Data
We conducted in-depth interviews with 20 participants aged 18 and over who reported both smoking and vaping at least once a month. Participants were recruited using social media and community networks. The interview guide probed motivations for vaping uptake, transition barriers, and smoker and vaper identities. We managed the data using NVivo 11 and analyzed the interview transcripts using a thematic analysis approach and a rigorous dual coding process.

Summary Of Findings
Although nearly all participants took up vaping to quit smoking, many found vaping lacked the authenticity of smoking. Physical factors such as the hand and mouth feel of smoking, and the more intense nicotine hit, led several to continue smoking. Other, less pervasive, motivations for dual use included managing smoke-free restrictions, particularly the cost of tobacco. Participants also found complete transition difficult; several reframed their initial goals from quitting to reducing their smoked tobacco use, while others dual used to manage peer group norms and vaped when with non-smokers but smoked when with smokers.

Key Contributions
We make three key contributions. First, policy makers could mandate specific advice that potential vapers receive at the point of purchase to manage the belief that smoking will replicate vaping and help them set appropriate sensory expectations. Second, we identify interventions that could support transition from smoking to exclusive vaping, such as providing guidelines on how to calibrate current smoking with nicotine in e-liquids. Third, we suggest that policies, such as differential taxes on smoked tobacco relative to ENDS, could promote exclusive ENDS use.

References are available on request.

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Consumers’ Propensity to Adopt Marijuana Products: Attitudes and Ethical Orientation

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Keywords: marijuana use, consumers’ attitudes, consumers’ ethical orientation

Description: This research attempts to examine consumers’ propensity to adopt marijuana products, focusing in their attitudes towards marijuana consumption and their ethical orientation.

EXTENDED ABSTRACT

Several states have legalized marijuana sales in the United States. Colorado is one of the most notable cases. As a result, decriminalization of marijuana has created some interesting scenarios within the United States. Colorado borders three states that have cannabis prohibition: Utah, Wyoming, and Nebraska (Ferner, 2014). People from other states visit Colorado to consume legalized pot, fueling “Marijuana Tourism” in the state (Weed, 2015). Consequently, marijuana consumption has grown to such proportions that certain state law enforcement agencies where marijuana is still illegal, no longer go out of their way to arrest consumers returning home with their purchase. Increasingly, it is legal to consume or purchase marijuana products in some states (within the United States) but remains illegal in others. This anomaly provides an interesting framework for researchers to ask the following questions:

Research Question

Research Question 1: What are consumer attitudes towards the adoption of marijuana products?

To answer this question, theory-based consumer attitudes towards the adoption of marijuana products were surveyed. Because this type of consumption is related to illicit goods, an ethical examination of such adoption is performed focusing on the ethical orientation of consumers, that is, how these consumers form ethical judgements and make ethical decisions when evaluating the purchase or adoption of marijuana products. Thus,

Research Question 2: What is the ethical orientation of consumers evaluating the use of marijuana products?

To answer this question, the way consumers form ethical judgements and make ethical decisions when evaluating the consumption of marijuana products is studied.

Method and Data

Two studies were conducted. The study of attitudes towards the propensity to purchase marijuana products used a self-report survey to examine what attitudes influenced marijuana users’ propensity to purchase or adopt these products. Respondents were asked their reasons to purchase or acquire marijuana products. Then, the Theory of Reason Action was used (Fishbein and Ajzen, 1975) to investigate specific consumer attitudes, subjective norms, and propensity to consume marijuana products.

The study of consumer ethical orientation used a methodology comparable to the one developed by Hunt and Vasquez-Parraga (1993), in which managers were answered two types of questions after reading a scenario reflecting a manager’s moral or immoral standing (deontological evaluation) in combination with positive or negative consequences (teleological evaluation). The four possible combinations (moral-positive, moral negative, immoral-positive, and immoral negative) generate a quasi-experimental design to evaluate the respondents’ ethical judgment and intention to reward or punish the action in the scenario. Ethical judgment is measured using a seven-point Likert scale from very ethical to very unethical. The intention to reward or punish the action in the scenario is measured with an ordinal set of rewards from the highest to lowest in combination with a set of punishments from mild to strong, with a neutral point in between both sets.

MBA students were recruited to distribute the four versions of
the questionnaire to their adult friends or family members, aged 25 and older. A pool of 159 useable questionnaires were gathered, the answers analyzed, and the outcomes discussed.

**Summary of Findings**

Regression analysis is performed to test four hypotheses. H1 posits that consumers’ attitudes about the consumption of marijuana products have a direct and significant impact on consumer’s propensity to purchase or adopt these products. The effect of attitudes on the propensity to adopt marijuana products is significant (beta=.425 at p<.0001) in support of H1.

H2 posits that consumers’ subjective norms about the consumption of marijuana products have a direct and significant impact on consumer’s propensity to purchase or adopt these products. The effect of subjective norms on the propensity to adopt marijuana products is also significant (beta=.349 at p<0.0001; R2=.378 with F=43.686 at p<.0001) in support of H2.

H3 posits that consumers evaluating the purchase or adoption of marijuana products rely more on deontological evaluations than on teleological evaluations in forming their ethical judgments. The beta showing the effect of deontological evaluations on ethical judgement is highly significant (beta=.674 at p<0.001). The beta showing the effect of teleological evaluations on ethical judgment is also significant but to a much lower degree (beta=.096 at p<0.001) The total effect of both variables, deontological and teleological evaluations, on ethical judgement is strong (R2=.459 with F=58.994 at p<.0001) in support of H3.

H4 posits that consumers evaluating the purchase or adoption of marijuana products rely on ethical judgments or teleological evaluations to guide their intention to reward or punish the action in the scenario. Ethical judgments carry a moral evaluation in the intention, whereas teleological evaluations alone do not require a moral reasoning. The beta showing the effect of ethical judgement on the intention is highly significant (beta=.627 at p<0.001). The beta showing the effect of teleological evaluations is also significant to a lower degree (beta=.258 at p<0.001) The total effect of both variables, ethical judgment and teleological evaluations, on intention is strong (R2=.483 with F=64.370 at p<.0001) in support of H4.

**Key Contributions**

The results suggest that attitudes are highly contingent on the favorability or the unfavourability of the act of purchasing or acquiring a marijuana product, and that subjective norms are influenced by consumers’ peers. The results illustrate that both attitudes and subjective norms about the consumption of marijuana products have a significant impact on consumers’ propensity to purchase or acquire these products. The research also illustrates that deontological evaluations dominate consumers’ ethical judgement, whereas ethical judgment (for the most part) and teleological evaluations (to a lesser degree) impact consumers’ intention to reward or punish the action in the scenario.

As the legalization and decriminalization of marijuana goods increases, opportunities to purchase or acquire marijuana products will increase. Consumers will face pressure from their peers and incentives from celebrities to consume these illicit products. As a result, consumers may often face ethical dilemmas that will require them to perform deontological and teleological evaluations to form ethical judgements that can influence their intention to purchase or acquire a marijuana product. Lacking such influence would left their intention and decision-making at the mercy of pure consequences. Pure consequentialism becomes often unethical.

*References are available on request.*
The Consumer’s Journey from Adaptive to Maladaptive Consumption: The Case of Online Gamers

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Alejandra Rodriguez, Oklahoma State University

Description: This research explores connected consumption behaviors in the context of online gaming and seeks to better understand the process for experiencing maladaptive consumption.

EXTENDED ABSTRACT

Research Question
Over 65% of US households have at least one person who games for three or more hours per day. While online gaming offers many personal and social benefits, such connectivity can create an imbalance in consumer lives as they move deeper into gaming and the virtual world. What underlies consumers’ behavioral transition from adaptive to maladaptive consumption in an online gaming context? How do marketers influence such transition? This research explores connected consumption behaviors in the context of online gaming and seeks to better understand the process for experiencing maladaptive consumption. Our focus is on the behavioral transition of moving from adaptive to maladaptive consumption. When we explore the maladaptive end of the consumption continuum, we do not focus on the point of dependence. It is during an early transitional state that consumers are likely to experience some level of harm while also having the ability to regain some control. Deterring maladaptive consumption at this transitional stage may ultimately prevent the harm from becoming a behavioral addiction. Consequently, the process by which adaptive behaviors transition to maladaptive is relevant to consumers, marketers and policymakers focused on lessening harm to oneself and society.

Method and Data
This research uses netnography and in-depth interviews to explore maladaptive behavior in the online gaming community. The initial phase of the study using an online blog enabled the researchers to study online consumers in their natural environment. The blog provided access to posts about gamers’ behavioral habits. Posts were from current and past gamers, as well as members of their social network. The blog consists of several thousands of posts and is over 100 pages in length. During the second research phase, we conducted in-depth interviews with gamers to better understand how they viewed their consumption behaviors over the lifecycle of their involvement with different types of online games. Twenty semi-structured interviews were conducted with gamers recruited from a gaming club and an online gaming webpage. The interviews began with informants describing the online games they played, the extent in which they gamed, the persons and communities they connected to when playing, and how these behaviors had changed over time. Probing questions attained additional insights into points of adaptive and problematic behaviors as well as strategies used by consumers and firms to shift behaviors between these stages. NVivo software was used to analyze the data.

Summary Of Findings
Adaptive, everyday consumption of online games begins harmlessly but can evolve into maladaptive behavior. As intensity and frequency of gaming increases and harm occurs, consumers move towards maladaptive consumption. This process can be driven by goals or habitual behaviors that result in a struggle

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between a salient desire to be part of a gaming community and the opposing force of self-control to maintain balance in life. This tension sets off a battle to restrain engaging in the behavior as a means to prevent or reduce potential harm. Informants describe increased usage behaviors as commonly driven by marketing forces. Marketing forces can be seen in the product design and marketing itself, such as strategic launches, staged product design, and built-in incentives (or punishments). The gaming environments and communities also offer social and personal rewards, which increase desire and usage. Desire is a strong motivating force in consumption. In contrast, self-control is the capacity to change one’s response in line with ideals and expectations or to support long-term goals. Informants describe losing control of consumption behavior while desire takes over, moving consumers toward maladaptive consumption. Signals appear that caution consumers to the impending harm and that behaviors are becoming maladaptive.

Key Contributions
This study investigated the behavioral transition of moving between maladaptive (excessive) and adaptive (normal) consumption. We explore the process leading to maladaptive behavior and associated harm in hopes of understanding and ultimately preventing these damaging outcomes. This is an initial study that focuses on the maladaptive end of the consumption continuum and identifies some potential triggers which encourage individuals to take note of the harmful impact of that behavior on their lives. We find evidence for the competing underlying desires and regulating self-control mechanisms driving the progression toward harmful consequences. Our evaluation of both the blog posts and in-depth interviews finds that based on different motivational structures, the gamer’s desire to increase usage and the lack of self-control to decrease such consumption behaviors can adversely affect his/her life through various types of harm. Given the evidence for maladaptive behavior and harmful consequences from this initial study, future research is needed to further understand both consumers’ intense motivations for engaging in maladaptive gaming and marketers strategies for promoting play at both adaptive and maladaptive levels.

References are available on request.
Using Reward Programs as Public Policy: Insights from a Field Experiment on Subway Trains

Nan Yang, National University of Singapore

Keywords: reward programs, subway congestion, randomized controlled trials, field experiment, intrinsic and extrinsic motivation, habit formation

Description: Using a field experiment, we show that travel-credit-based reward programs are effective in attracting rush hour commuters to travel pre-peak.

EXTENDED ABSTRACT

Research Question

In this study, we demonstrate that reward programs — a marketing mix well tested in for-profit environments — can serve as an effective policy tool to reduce rush-hour demand. We further compare the effectiveness of alternative program structures and shed light on how to design such a program in public policy settings.

Method and Data

We set up a field experiment in Singapore, a city state with a comprehensive subway network (named as Mass Rapid Transit, or MRT). We recruited 475 regular morning commuters to participate in the experiment. These commuters’ Pre-treatment Average Entry Time to the subway network, or PAET, fell into the morning peak window. During a period of 10 weeks, those randomized into treatment groups were enrolled in one of four reward programs, which were all designed to encourage pre-peak travel by rewarding subway entries that were sufficiently earlier than individuals’ PAET. After the 10 weeks of the reward period, we tracked the participants’ trips for another six months to examine whether the programs motivated persistence in early travel. From participants’ smart travel cards, we obtained measurement-error-free records for up to one year’s worth of subway trips spanning before, during, and after the reward period, which warranted a difference-indifferences analysis.

Commuters in treatment groups randomly received one of the following four rewards: Treatment Group 1 (TG1), a full rebate of subway fare when commuters entered at least 30 minutes before their individual PAET; TG2, benefits in TG1 plus a S$ (Singapore dollars) 0.5 rebate when they entered at least 15 minutes, but less than 30 minutes, before their PAET; TG3, benefits in TG1 and TG2 plus additional cash bonuses when the number of 30-min-ute-and-above shifts reached some milestone; and TG4, benefits in TG1, TG2, and TG3 plus weekly email updates on travel patterns and accrued rewards. Those assigned to the control group received no reward and paid normal subway fares at all times.

Summary Of Findings

Using a difference-in-differences model, we find that a full fare rebate that averaged 1.6 Singapore (≈ 1.2 U.S.) dollars per trip shifted 4.1% of the trips to at least 30 minutes earlier, which contributed to easing overcrowding. During the reward period, a linear reward program — defined as one in which the reward per trip stays constant, even if commuters make more early trips — is less effective in encouraging shifts than a nonlinear program with additional bonuses. However, the relative effect sizes reverse after the discontinuation of monetary rewards, which is consistent with the hypothesis that the nonlinear reward program with additional bonuses may “crowd out” commuters’ intrinsic motivation to travel off-peak.

Key Contributions

Comparison among four randomly assigned reward programs offers two suggestions for how to design an effective program in public policy settings: First, a good program should mitigate the crowding-out effect from extrinsic rewards to intrinsic incentives. Second, a good program should offer an intermediate reward for goals that can be achieved by many. Our experimental results have greatly impacted the redesign of Singapore’s Travel Smart Rewards (TSR) Program.

References are available on request.
Poster Sessions
The Strategic Role of Social Marketing in Public Health Programs: A Literature Review

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Deborah Aka, Covenant University

Keywords: social marketing, intervention strategy, behavioral change, public health paradigm, country context factors

Description: This study assesses the strategic role of Social Marketing in the implementation of Public Health Programs in a bid to develop comprehensive Social Marketing Model that will integrate the Public Health objectives in specific country context.

EXTENDED ABSTRACT

Marketing philosophy, methodology, principles and practice have been applied to social issues including public health programs, which has led to the emergence of social marketing. The application of marketing principles and techniques require organisations activities to be focused on the customer or beneficiary. This has led to the emergence of public health paradigm providing comprehensive framework for identifying target groups, setting objectives, identifying causes of related behavioural issues and developing policies to ensure positive change. As such, social marketing has been seen as just an intervention strategy in public health programs. Review of the literature reveals that the framework for implementing public health programs is still lacking across different boundaries as regards target audience communication, specific country environmental factors and behavioural change factors. This paper proposes a comprehensive social marketing model which provides platform for effective integration of frameworks, goals and change behaviours peculiar to public health promotion for specific programme objectives and country context.

Research Question

What strategic role does Social Marketing have on Public Health Programs?

Summary of Findings

The framework for implementing public health programs is still lacking across different boundaries as regards target audience communication, specific country environmental factors and behavioural change factors.

Key Contributions


References are available on request.
Alternative Food Consumption (AFC) Adoption and Low SES Youth Food Well-Being: From Precontemplation to Maintenance

Wided Batat, University of Lyon 2

Description: Using the transtheoretical, or stages of change, model (Prochaska, Norcross, and DiClemente 1994; Peter and Honea 2012), we want to understand how young people transition from precontemplation to contemplation, action and maintenance of AFC, specifically a vegetarian diet.

EXTENDED ABSTRACT

Research Question

We hypothesize that food literacy, economic resources, food experience, and food ideology may be preponderant factors to the adoption of a vegetarian diet and may differ in terms of weight and relevance across the stages of change. We also hypothesize that allocentric factors (institutional, sociocultural, and situational) may enable or disable the adoption of a vegetarian diet according to stages of change.

Summary of Findings

The identification of allocentric and idiocentric factors alongside with stages of change allows for the possibility to affect change, transformation, and improvements in young consumer well-being through adapted public policies, marketing actions, and communication campaigns to promote healthy and sustainable eating to achieve increased wellbeing, social justice, and sustainability. The results of our research will offer guidelines to social marketers regarding the relevance of idiocentric and allocentric factors according to each stage of change in order to facilitate the adoption and maintenance of healthier and sustainable eating behaviors among young consumers.

Key Contributions

This research will exemplify the overall mission of marketing and public policy researchers in four ways. First, we empirically show how allocentric and idiocentric factors of AFC adoption affect low SES young consumer well-being according to different stages of change. In fact, Block et al. (2011) make a call for more marketing and public policy research in the area of FWB by taking a holistic approach. Second, we conduct this research in the context of a particular AFC (i.e. vegetarian diet), in which low SES young consumers may have obstacles and barriers that prevent them from adopting healthy and sustainable eating behaviors. Third, this research may be of a great benefit to social marketers who can use our results to promote sustainable and healthy behaviors among low SES young people by considering the relevance of each stage of change and thus guide young people towards the real adoption of responsible behaviors to achieve collective wellbeing (e.g. Peter and Honea 2012).

References are available on request.

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The Healthy and Sustainable Bugs Appetite:
Factors Affecting Entomophagy Acceptance and Adoption in Western Food Cultures

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Keywords: food well-being (FWB), insects, alternative food consumption (AFC), entomophagy

Description: This article introduces Entomophagy as an Alternative Food Consumption (AFC) capable of contributing to food-well being (FWB) among Western consumers and identify the key factors related to the acceptance and adoption of insects and insects-based foods are identified.

EXTENDED ABSTRACT

Recent years have recorded an increase in alternative food consumptions (e.g. vegetarian, vegan, locavore, organic, insect-based diets) as food scares and consumer concern over food safety and the impact on the environment have become more important. Work in public policy and marketing (e.g. Block et al. 2011; Batat et al. 2017) has recently called for new directions in food consumption in order to achieve sustainability, healthy eating, and food well-being among consumers. Alternative Food Consumption (AFC), defined as any food consumption with a sustainable impact on the economy, the environment, health, and social well-being (Batat et al. 2017), contributes to this call, especially due to the growing level of criticism towards mainstream food consumption and the urgent need to re-evaluate the way we eat and produce food, and to find new sustainable alternatives of meeting that demand (Batat et al. 2017).

Entomophagy (or insects eating) is one of these alternative food consumptions that might be adopted by consumers in Western food cultures to deal with sustainability and health issues. This research is aiming to advance the acceptance and adoption of entomophagy as instance of Alternative Food Consumption (AFC) in Western food cultures. Specifically, we propose a conceptual framework that researchers, policymakers, and food industry can use to develop policies to help Western consumers advance healthy and sustainable eating habits through the identification of key factors affecting the acceptance and adoption of insects in their diet that will help marketing and public policy makers to set up educational programs and strategies to promote entomophagy as a sustainable and healthy food practice within different Western food cultures and thus help consumers to achieve their food well-being. Furthermore, according to international organizations, there is an urgent need to re-evaluate the way we eat and produce and find new sustainable ways of growing food to meet the food and nutrition challenges of today’s growing population, especially in developed and industrialized countries where the percentage of protein consumption derived from meat (65%) is higher than developing countries. The U.N. Food and Agriculture Organization report, published in May 2013, promoted entomophagy by emphasizing the benefits of eating insects, which will contribute to promoting human health, creating jobs, and improving the environment. Entomophagy therefore contributes positively to the environment, health, and livelihoods (Van Huis 2013).

Although insects are considered as a sustainable (Testa et al. 2016), nutritious, and healthy (Belluco et al. 2013) alternative food in Western food cultures (Europe and North America), Western consumer acceptance and adoption of insects as food and as a sustainable alternative to conventional protein source is constrained by a number of obstacles (House 2016). Existing works on Western consumer attitudes towards insects as food have a large emphasis on consumer psychology and the influence of individual cognitive dimension on food choice (e.g., thoughts of disgust) without considering the sociocultural and contextual factors (House 2016; Batat 2016; Batat et al. 2017) which can influence people’s attitudes towards the adoption of insects as a new food and an alternative source of protein.
House (2016) argues that research into Western consumer acceptance of insects as food should not only focus on the role of individual cognition in food choice, but the expense of social or contextual factors is important to understand how consumer acceptance of entomophagy is shaped and framed.

In order to identify the key factors influencing the acceptance of entomophagy as AFC, this research provides a summary of the core motivators characterizing the acceptance and adoption of insects and insect-based foods in Western food cultures. Specifically, we identify the key factors influencing the acceptance of entomophagy as food consumption in Western food cultures and based on the extant literature by Batat et al. (2017) we provide an Entomophagy framework that includes both idiocentric and allocentric factors considering the adoption of insects and insect-based foods in Western food cultures.

We propose a conceptual framework that researchers, policymakers, and the food industry can use to develop policies and strategies to help Western consumers advance healthy and sustainable eating habits through the acceptance of insects and insect-based foods within their food practices. Introducing entomophagy and enhancing its acceptance and adoption in the Western context needs to take into account the relevant factors we identified in the acceptance (cultural perception and profile, neophobia, and food taboos) to overcome the negative perceptions of insects and insect-based foods in Western food cultures and adoption phase (functional, situational factors, experiential, and ideological factors) to encourage Western consumers to consider them as part of their diet and food experiences.

Our aim was to define and explain key factors and their roles in the acceptance and adoption phase and to provoke additional thoughts and research questions in order for entomophagy to be considered part of the food well-being paradigm (Block et al. 2011). The key factors enhancing the acceptance and adoption of entomophagy should stimulate thinking about ways Western consumers’ food practices can be transformed. For example, through changing the negative perceptions of insects and insect-based foods by marketing practices and with policy initiatives that promote knowledge about insect categories, their positive impact on the environment, their nutritious aspects, and their taste.

Our research contributes to creating new knowledge that simulates debate among public policy and marketing scholars about entomophagy as novel food in Western food cultures. The focus on key factors related to its acceptance and adoption on Western food cultures calls for empirical evidence to be tested in the marketplace using possibly different insect categories and other novel foods. We believe entomophagy has the potential to generate societal benefits, since its appeal at the social (hunger in the world), environmental (reducing meat consumption and its impact on ecology), and health (less calories and nutritive food) level. Further, our framework should stimulate thinking about ways we can change consumers’ negative perceptions of disgusting food. Marketers and policy makers can achieve it by making their practices more efficient in terms of promoting sustainable AFC as well as with efficient policy initiatives focused on supporting AFC, including the regulation of insect introduction.

The theoretical contribution of our research is to identify, define, and explain key factors of entomophagy acceptance in Western food cultures. Moreover, we aim to demonstrate its conceptual value and provoke additional contributions to research on FWB (Block et al. 2011) by adding a holistic, historical, and sociocultural perspective of novel and alternative foods. We extend the AFC framework offered by Batat and colleagues (Batat et al. 2017; Batat 2016) by identifying key factors related to insect acceptance and adoption. Future studies in marketing and public policy should focus on entomophagy as healthy and sustainable food consumption through research on reframing the categorization of insects, reshaping insects (e.g., testing state of matter: insects as liquid, gas, and solid), renaming insects (e.g., earth food – like sea food – rather than insects) and to make insects and insect-based food more acceptable and thus enhance the adoption of entomophagy in the daily diet of Western consumers.

References are available on request.
Yes, Materialism Is Public Good: Making a Case for Improved Well-Being

Theresa Billiot, Cameron University

Keywords: social comparisons, materialism, status consumption, conspicuous consumption, moral good

Description: Social media enables social comparisons based on materialism that leads to consumption behaviors that provides moral good by improving one’s well-being.

EXTENDED ABSTRACT

Research Question
Purpose is twofold: (1) provide a conceptual model to illustrate the social media effects of social comparisons on materialistic consumption behavior and (2) offer a rational argument on how materialism provides positive duties by boosting well-being among consumers.

Summary of Findings
With the rise of social media, younger consumers will have digital access and greater exposure into other people’s materialistic lives, in which they can compare themselves. This access and exposure to materialism are important to recognize because it serves as motivation and as a trigger to reach goals (Kasser and Ryan 1993). These goals may include obtaining psychological satisfaction, stemming from how youths view materialism as a source for happiness.

Therefore, if young consumers believe materialism will bring them happiness, and they compare themselves among others on materialism via social media, they can curb adverse emotions such as anxiety, loneliness, and depression through status consumption and conspicuous consumption. While critics may argue how marketers need to move away from promoting materialism because of its negative effects on well-being, this approach positions marketers in a never-winning battle because happiness is not stable since the brain is malleable and in a constant flux of change (Moller 2009). Therefore, what makes a customer happy today may not necessarily make them happy tomorrow.

Key Contributions
This paper proposes implications for ethic researchers to evaluate the good versus the bad within the context of promoting materialism on social media to young materialistic customers, especially because it taps into natural human instincts to socially compare ourselves. With marketers trying to provide some level of moral responsibility toward customers, while also aiming to achieve an organization’s economic duties, this study can provide a foundation for an active dialogue on how marketers of premium brands can provide both, at least to a certain degree. Simultaneously, marketers must determine if their messaging pushes consumers over the edge in terms of materialistic spending in order to achieve social status. Rather than pushing a “competition” to make someone differentiate his or herself, marketers can also push for “contentment” for a certain materialistic brand. For example, Burberry can design campaigns to influence individuals to be satisfied with Burberry without having a need to buy Gucci or Prada, which also develops brand loyalty. This can help customers become at peace with having Burberry, without cultivating impulses to buy other luxury brands.

References are available on request.
Why Do Consumers Shop for Groceries Online and How Does It Change Their Purchase Habits and Healthy Eating? A Cross-Cultural Approach

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Stephanie Jilcott Pitts, East Carolina University

Keywords: retail food environment, online, consumer motivation

Description: This study compares motivations for online grocery shopping across two consumer samples – one collected in the United States and one collected in Germany.

EXTENDED ABSTRACT

Research Question
Can we leverage the forces that drive online grocery shopping to create public good?

Online grocery shopping is a growing phenomenon both in the United States and around the world. A recent Nielsen Global Survey (The Nielsen Group, 2015) found that approximately one-in-ten respondents currently order groceries online and more than half said they would be willing to use these online options in the future. As more consumers move grocery purchasing from brick-and-mortar to online shopping, purchase habits are likely to change. Accordingly, research on the online grocery shopping environment is needed to understand how the market forces that are driving change in consumer decision making are influencing consumer behavior and health.

One way to address this question is through a cross-cultural lens. The influences we absorb from our families and the societies in which we grow and mature establish schemata and other mental constructs that drive norms and expectations that create the value sets that we employ to make consumer decisions. The aim of this study is to compare the motivations for online grocery shopping from participant data collected from two countries – Germany and the United States – and derive a theoretical framework that can further our understanding of how online grocery shopping behavior affects consumer health.

Method and Data
Two surveys, one conducted in Germany (n = 900) and one conducted in the United States (n = 162), include comparable questions on participant characteristics and reasons to use online grocery shopping. These studies were designed to compare people who shop for grocery online and in traditional brick-and-mortar stores to understand the factors that influence whether they shop for groceries online or offline. Eligible respondents were over 18 years of age, primary food shopper in the household, conducted the majority of shopping either online or in brick-and-mortar supermarkets.

Our analysis uses open-ended questions about motivations for shopping for groceries online along with closed-ended questions on participant demographics and household characteristics (age, sex, race/ethnicity [U.S. only], number of children in the home, distance to nearest grocery store) and online shop-
ping habits (online shopping history, length of time per online shopping visit, types of grocery purchased online).

**Summary of Findings**

Our approach employed a content analysis methodology with emergent coding (Hsieh & Shannon 2015). We examined participants’ responses to open ended questions about their motivations to shop online for groceries separately, for each sample. Responses were organized thematically and hierarchically. At the first level, responses were examined for themes related to motivations that influence consumer decision making. Themes may, for example, include economic factors such as time and cost, convenience, product availability, enjoyment, socialization, or perceived risks. At each step, the open-ended responses were assessed by two reviewers who will use an iterative process to achieve consensus in developing a coding typology; coders then applied the typology to the set of open-ended responses independently and compared coding reliability. The resulting typologies were used to examine patterns of online shopping motivations. At the second level, we compare findings across the two samples, identifying similarities and differences in reported motivations.

Results offer indications on how online grocery shopping influences and changes purchase habits and food consumption. In particular, we report motives with respect to health and derive a framework that can be employed in future research efforts aimed at understanding how online grocery shopping can influence consumer health.

**Key Contributions**

The anticipated growth of online grocery retailing is undeniable and likely to have significant impacts on public health. This study will allow us to generate a typology of motivations for online grocery shopping which will serve as a hypothesis generating framework for continuing research.

*References are available on request.*
Public Green Space and Sense of Community from Psychological Ownership Perspective

Miri Chung, Walsh University
Hillary Leonard, University of Rhode Island

Keywords: public green spaces, psychological ownership, sense of community, helping attitudes towards the community

Description: The current study extends research on sharing and consumption of public spaces from these two psychological ownership perspectives and explores how such perception provokes prosocial behavior.

EXTENDED ABSTRACT

Research Question
This research explores whether the collective psychological ownership of the public space (compared to the individual psychological ownership) leads to a greater sense of community, and sees if the sense of community leads to helping attitudes towards the community.

Method and Data
Structural equation modeling was used to test the hypothesized relationships. To verify the research model, we collected data from a total of 366 Rhode Island bike path users and measured their psychological ownership of the bike path, sense of community, and helping attitudes within the Rhode Island community. The current study took the measurements for each variable from the relevant literature; Psychological Ownership (Dyne, 2004), Sense of Community (Peterson, 2008), and Attitude towards Helping others (Webb, 2000).

Summary of Findings
Confirmatory factor analysis was performed to assess the factor structure of the research model. Each indicator’s loading on the appropriate latent variable was greater than 0.7 (p<0.01). The measurement model achieved a good fit with the data (Δχ²=208.883, df=71, p<.01, CFI=.957, TLI=.945, NFI=.937, IFI=.957, RMSEA=.073). The average variance extracted (AVE) values for all the study’s constructs were well above the threshold of 0.5 (Hair et al., 1998), and the square root of the AVE value for each construct was larger than the correlation coefficients with other variables (Chin 1998; Gefen et al. 2000). Consequently, both discriminant and convergent validity was achieved.

Given the acceptable fit demonstrated by the measurement model, the fit indices of the research model were acceptable (Δχ²=220.219, df=73, p<.01, CFI=.954, TLI=.943, NFI=.933, IFI=.954, RMSEA=.074).

As hypothesized, both individual psychological ownership (IPO) and collective psychological ownership (CPO) were positively related and significantly related to the sense of community (IPO: γ=.082, p<.05, CPO: γ=.281, p<.01). As expected, an examination of the Pairwise Parameter Comparisons for each path coefficient using a z-test at p < 0.05 yielded a significant difference between the CPO – Sense of Community and IPO – Sense of Community (Critical Ratios for Differences between Parameters = 2.373, P<0.01). Sense of Community is positively related to Attitude towards helping others in the community (γ=.492, p<.01). Taken together, these results support the hypotheses.

Key Contributions
This study contributes to emerging scholarship on collective consumption of public spaces and shared resources. The results of this study have implications for governing bodies that control funding and strategic planning for public goods. Knowing users of public goods have a stronger sense of community through collective psychological ownership, policy makers now have a road map to increase the sense of community among the members and devise initiatives that develops positive attitude to help other community members.

References are available on request.
Seating and Stigma: An Inquiry into the Influence of Appearance Self-Esteem and Environmental Cues on Consumer Responses to Seating

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Seth Ketron, East Carolina University

Keywords: conspicuousness, stigma, appearance self-esteem, health

Description: We investigate the premise that the environment can send subtle cues to consumers about the acceptability or lack thereof, about weight and body shapes.

EXTENDED ABSTRACT

Research Question
In the current research, we investigate the premise that the environment can send subtle cues to consumers about the acceptability or lack thereof, about weight and body shapes. We investigate how appearing more versus less conspicuous leads to differences in health outcomes. Across 2 consumption contexts, our results indicate the following. First, we find that for a doctor’s office, appearing less conspicuous (i.e., individual seating) can boost intent to revisit in comparison to appearing more conspicuous (i.e., a sofa). Second, in a restaurant, appearing less conspicuous increases caloric intake.

Method and Data
In study 1, 142 female MTurk panelists participated in a 2 (seating: divided versus bench) X 2 (ASE: high versus low) between-subjects design. Subjects were informed that their doctor’s office was considering changing seating options and wanted patient feedback on a new type of seating. Participants then viewed one of two randomly-assigned seating images, one divided into individual seats and the other designed in a bench style. Next, subjects indicated their intentions to visit the doctor’s office if this new seating were selected. Further, participants rated ASE with six seven-point Likert-type items.

In study 2, 220 MTurk panelists who indicated that they were dissatisfied with their weight and felt that they were too heavy participated in a 2 (crowdedness: high versus low) X 2 (table location: corner versus middle of dining room) X 2 (ASE: high versus low) between-subjects design. In this procedure, participants were instructed to imagine that they were visiting a new restaurant in town. Each subject was informed that the restaurant was either almost full (high crowding) or nearly devoid (low crowding) of patrons. Subjects were then presented with a list of menu items and asked to order a meal.

Summary of Findings
Across 2 consumption contexts, our results indicate that 1) for a doctor’s office, appearing less conspicuous (i.e., individual seating) can boost intent to revisit than appearing more conspicuous (i.e., a sofa); 2) in a restaurant, appearing less conspicuous increases caloric intake. More specifically, for a crowded doctor’s office scenario, individuals’ intentions to revisit a health care provider were significantly lower for low appearance self-esteem individuals as compared to high appearance self-esteem individuals.

When individuals with low appearance self-esteem perceive crowding to be low in a restaurant scenario, the selection of calories in a meal is higher than when they perceive a restaurant...
to be crowded. The relationship between an individual’s level of appearance self-esteem and the amount of calories selected in a meal is explained by both the interaction of perceptions of crowding in the environment and the location of a seating location along with the extent to which the individual views obesity as normal.

Key Contributions

Overall, the findings from this research indicate that characteristics of the marketplace environment can serve to cue lack of acceptance resulting in the experience of stigma and negative downstream health outcomes. Specifically, dependent upon an individual’s ASE, a healthcare provision environment may create experiences of stigma by communicating to individuals that their body size is deviant, negatively impacting revisit intentions. Likewise, our results suggest that a service environment can produce unintended negative consequences in low ASE individuals, specifically in terms of caloric intake. Overall, our findings suggest that environmental clues may have a negative impact on health outcomes and care should be given to educate consumers and service providers alike regarding the implicit communication inherent to the marketplace transaction.

References are available on request.
Customer Relationship Management in Indian Domestic Airlines: A Conceptual Framework

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Susmita Mukhopadhyay, Indian Institute of Technology Kharagpur

Keywords: customer relationship management, Indian domestic airlines, low cost carriers

Description: This study aims to identify effective CRM strategies towards the Indian domestic airlines from both airline as well customer point of view and to develop a conceptual model integrating CRM strategies.

EXTENDED ABSTRACT

Research Question

(i) What are the CRM strategies adopted by airlines for domestic passengers?
(ii) What are the most important CRM strategies from air passengers’ point of view?
(iii) How to understand/establish a relationship between relationship marketing with attitude and behavioural loyalty.

Summary of Findings
A conceptual model is being developed after being identify the important CRM strategies both from airline and air passengers’ point of view. The model gives an idea that how a relationship can be established between relationship marketing with attitude and behavioural loyalty. The model will be helpful to identify and establish a relationship between service quality, individual satisfaction and service recovery with relationship marketing. The model will not only be helpful for researcher by providing new scope for research but also will act as a key instrument for the marketers in the airline industry to build and maintain a strong relationship with its customers.

Key Contributions

(i) The proposed conceptual model will be helpful to identify effective CRM strategies in airline industry from both passengers’ as well as airline point of view.
(ii) The model will identify the relationship between service quality & CRM.
(iii) The study will bridge the knowledge gap in the research area of customer relationship management.
(iv) The paper will contribute to the understanding of attitude and behavioural loyalty among air passengers with respect to different CRM strategies.
(v) The model developed will act as a key instrument for the marketers in airline industry to establish a long term relationship with its customers.
(vi) The model will be helpful to identify and judge the productivity of the airline by measuring service quality, individual satisfaction and service recovery.

References are available on request.

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Strengthening Associations to Pictures vs. Words: The Case for Promoting Healthy Eating to Men

Sarah Evans, Queen’s University

Keywords: healthy eating, men, information processing, learning, implicit

Description: This paper examines the effects of associative learning on implicit attitudes towards healthy vs. unhealthy foods and subsequent food choice behavior.

EXTENDED ABSTRACT

Research Question

It is common knowledge that healthy eating is a protective factor against cancer, cardiovascular disease, diabetes and stroke; however, routine healthy eating behaviour remains low and this is particularly true of men. In addition, men do not respond as favorably as women to mass media campaigns promoting healthy eating. Past literature strongly supports positive implicit associations towards pictures and word names of healthy foods predict subsequent healthy eating behaviour. Media and campaign messages increase these positive implicit attitudes; however, research has not determined if these increases actually influence food choices. That is, no study has examined whether the change in associations to picture or word stimuli of foods increase the likelihood of making a healthy food choice. The purpose of this research is to determine whether messages promoting healthy eating to men should use more pictures or words to increase implicit attitudes towards healthy foods and increase healthy eating behaviour.

Method and Data

109 men were recruited from the University of Alberta campus. Participants implicit associations towards pictures and word names of apples and snackbars were measured before and after completing one of three associative learning sessions. The three associative learning conditions included a picture condition (Picture-AL), word condition (Word-AL) and control condition (Control-AL). These sessions paired “apples” with “healthy” and “snackbars” with “unhealthy” to strengthen the associations. Implicit associations were measured before and after using a picture version and word version of the Implicit Association Test (IAT). At the end of the session to measure behaviour, participants were asked to choose an apple or snackbar from a bowl on the table as compensation for participating. Data was analyzed using a binary logistic regression model. Participants who chose the snackbar were coded as 0 and participants who chose the apple were coded as 1. To determine the effect of change in IAT scores by AL condition on food choice, interaction terms were created. The interaction terms were computed by multiplying Picture-AL and Word-AL dummy coded variables by Picture-IAT and Word-IAT change scores. Changes were computed by subtracting the pre-test score from the post-test score.

Summary of Findings

Among those in the Picture-AL condition, for every one unit decrease in Word-IAT score change (i.e., less change) participants were almost three times as likely to choose the apple (p=.027). This means participants who underwent associative learning using picture stimuli had experienced a smaller change in associations to word names of apples and snackbars compared to the other AL sessions. These smaller changes significantly increased the likelihood of making the healthy choice. On the other hand, larger changes in associations to words had the opposite effect on behavior (i.e., less likely to make the healthy choice). It may be that participants who already had stronger associations to apples than to snackbars at pre-test experienced the least amount of change; therefore, resulting in their behavior reflecting their implicit tendency from the start.

For further information contact: Sarah Evans, doctoral candidate, Queens University (sarah.evans@queensu.ca).
**Key Contributions**

This research challenges the assumption that using pictures in messages promoting healthy eating are more effective than using words. It also demonstrates that changes in implicit associations are not always enough to influence food choice behavior. This is particularly so when the associations of interest have been previously well established (i.e., association to familiar foods). Lastly, it suggests that messages claiming one food is healthy and another is unhealthy may unintentionally strengthen the wrong kinds of associations and reverse pre-existing positive associations to healthy foods. Health messages promoting healthy eating to men should take into consideration how strong implicit associations already are when aiming to change behavior and avoid promoting healthy foods and negating unhealthy foods in the same message.

*References are available on request.*
The Effect of Marketing Strategy on Purchase Intention by Mediating Role of Marketing Channel, Digital Marketing, Branding and Advertising in Healthcare (Case Study: Cosmetic Surgery Clinics in Isfahan)

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Keywords: marketing strategy, marketing channel, digital marketing, branding and advertising, purchase intention

Description: The research intends studying the effect of marketing strategy on purchase intention by mediating variables (marketing channel, digital marketing and branding and advertising) in healthcare to address vivid problem in this industry.

EXTENDED ABSTRACT

The research intends studying the effect of marketing strategy on purchase intention by mediating role of marketing channel, digital marketing, branding and advertising in healthcare, a conceptual model was developed and tested. For this purpose, a main hypothesis and eight secondary hypotheses were developed and tested. The population includes cosmetic surgery clinic’s customer in Isfahan. By calculating the standard deviation and using sample size formula unlimited population Cochrane, proper sample size for the study was obtained 198 persons. Consequently, 214 questionnaires (20 questions) were distributed between consumers of cosmetic surgery clinic in Isfahan face to face. The usable returns numbered 198 for a response rate of approximately 92%. The reliability of questionnaire was also confirmed by the Alpha index of 89%. The questionnaire is divided into demographic and main questions for testing hypotheses. Collected data were analyzed by SmartPLS. The findings revealed that all of the research hypotheses were supported except Sixth hypothesis. Since, these days, doing cosmetic surgery has many fans, most of them prefer to follow the results of these operations by a real image or film in digital spaces; investigating about this issue could be rewarding.

Research Question

The world today is increasingly digital. At work, home, people are constantly connected through the internet via a variety of devices and networks. Digital technology has changed how consumers search for information, interact with each other, and buy products. The present study aimed to study the effect of marketing strategy on purchase intention of customers based on mediating role of marketing channel, digital marketing, branding and advertising. In addition, using dig-
Digital marketing to approach the customers by using the opportunities of digital media, to add a value to products and services, to widen the information channels and ultimately to improve the sales in healthcare industry. Since, these days, doing cosmetic surgery has many fans, most of them prefer to follow the results of these operations by a real image or film in digital spaces; investigating about this issue could be rewarding. We investigate this research questions:

How marketing strategy affects marketing channel, digital marketing and branding and advertising in cosmetic surgery clinics in today’s digital world?

How marketing channel, digital marketing and branding and advertising affect purchase intention in competitive business condition for cosmetic surgery clinics?

Method and Data

The sample was drawn from consumers of the 20 cosmetic surgery clinics of Isfahan. The target population was individuals who use cosmetic surgery clinic’s services via social media and digital devices. The questionnaire used was developed with items designed to measure the constructs required by model. By calculating the standard deviation and using sample size formula unlimited population Cochrane, proper sample size for the study was obtained 198 persons. Consequently, 214 questionnaires were distributed between consumers of cosmetic surgery clinic in Isfahan face to face. The usable returns numbered 198 for a response rate of approximately 92%.

Path analysis technique used for modeling plausible sets of causal relations among variables. Also, ANOVA used to do the analysis of variance between and within the groups to test null hypothesis. For example to compare the effect of marketing channel, marketing strategy and branding and advertising based on digital marketing. Also, to test survey model partial least squares method or PLS model and Smart PLS software were used. This method is used for calculating univariate and multivariate regression. So you may have multiple dependent variables. To create relationship between the dependent and independent variables, PLS creates new explanatory variables.

Summary of Findings

The results of the factor analysis by Smart PLS software based on the research questionnaire, load factor and t-values, also, show the questionnaire questions is appropriate since; in all items t-value amounts at 95% confidence level are greater than 1.96. As a result, significance at the 95% confidence level for all questions is less than 0.05. So it can be said that the questionnaire has required validity. Moreover, The results of the structural model test shows, variance (R2) for each latent- dependent variable exceeds 0.5, suggesting that overall model’s fit is suitable. Results shows, that all paths except path between marketing channel variables and purchase intention (significantly less than 5%) in the model are significant. Consequently, marketing channel cannot play the role of mediator between marketing strategy and purchase intention and did not have a significant impact on corporate image.

Key Contributions

Changes in technology and the health care ecosystem are increasing the patient’s role in decision making and reshaping their expectations from health care companies. In this regard, identifying new impressive factors, as digital marketing, to affect them is indispensable. Digital marketing technologies represent the best path forward because they allow healthcare businesses to modernize, streamline marketing efforts, and eliminate risk associated with human error.

On the one hand, this investigation helps health systems to persuade consumers to use their services in a specific way. As a result, it increases the revenue of industry to makeup its costs and develop its equipment. On the other hand, it helps consumers make informed decisions. In addition, branding and advertising by devising innovative ways cause to reach more consumers.

By using Digital Marketing Strategy healthcare industry can build deep customer relationships, and influence the digital path to purchase. Moreover, it has led to move healthcare industry away from traditional big budget advertising ways. The end result is a digital presence capable of guiding a user from awareness through conversion and a platform that allows the healthcare center to amplify its reach, resonance and conversion goals.

References are available on request.
Perceived Locus of Responsibility for Ensuring Dietary Supplement Efficacy and Safety Among US and Chinese Consumers

Andrew M. Forman, Hofstra University

Keywords: dietary supplements, perceived product risk, government regulation, product safety, Chinese consumers

Description: The study examines trust among US and Chinese consumers in the efficacy and safety of dietary supplements and where they believe the locus of responsibility lies for ensuring this efficacy and safety.

EXTENDED ABSTRACT

An increasing number of people, both in the United States and China make regular use dietary supplements, defined as including “sports performance products, weight loss medications, protein powders, and a variety of herbal remedies” (Nowak, 2010). This is giving rise to growing concern about the efficacy and safety of these products. Global demand for dietary supplements is driven by increased consumer awareness of the importance of preventative healthcare among an aging population (Gahche, et al, 2017). The industry has responded with a stream of product introductions that promise an array of enticing benefits, accompanied by extensive promotional support. On the other hand, negative publicity triggered by the periodic exposure of useless or unsafe products, calls the value of the category into question.

Consumers are in need of accurate and comprehensive information regarding the efficacy and safety of these products. It is important to understand which sources consumers rely upon for the dietary supplement decisions. Given differences in economic, political systems, and consumer marketplaces in the US and China marketplaces it is reasonable to question where consumers in each marketplace responsibility for protection against ineffective and/or unsafe products.

Research Question

Question 1: Do US and Chinese consumers perceive greater risk, in terms of efficacy and safety in the use of dietary supplements?

Question 2: Which dietary supplement-related information sources are trusted by US and Chinese consumers?

Question 3: Do US and Chinese consumers vary in the trust they place in dietary supplements to safely deliver on their product-based promises by the brand’s country-of-origin (US vs. China)?

Question 4: Do US and Chinese consumers vary in their perception of the entities (i.e., themselves, the manufacturer, the retailer, government agencies) that they trust to bear primary responsibility for ensuring the safe and effective use of dietary supplements?

Method and Data

Research instrument: Equivalent English and Chinese versions of a survey instrument were developed. Invitations to participate were sent by email. A total of 212 responses were collected; 94 for the English version and 108 for the Chinese version. Subjects were undergraduate and graduate students aged 19-26.

Summary of Findings

Question 1: Both groups rated the use of dietary supplements as moderately risky when used as directed. There was more concern that the products will not deliver promised benefits than that they were unsafe to use.

Question 2: While, neither American (mean=3.51) nor Chinese (mean=4.27) respondents rated online sources as highly reliable or useful, Americans placed more trust in online sources than their Chinese counterparts (p<0.01). While both Chinese and American respondents trusted their own personal experi-
ence, Chinese respondents rated it higher than US respondents in their decision to purchase dietary supplements (mean=2.2 vs. 2.83; p<0.01). Print advertising and salespersons were not evaluated as highly reliable or useful sources of information by either US or Chinese respondents. Americans placed more trust in print advertising than Chinese in purchase decisions (mean=6.34 vs. 6.77; p<0.05). Chinese put more trust in salespersons than Americans (mean=6 vs. 6.8; p<0.01). Both groups indicated trust in health professionals (e.g., physicians, dieticians). The government was trusted by both groups to ensure safety, but less so in terms of efficacy.

Question 3: American and Chinese respondents did not significantly differ in the trust placed in the safety and effectiveness of dietary supplements manufactured in US, with both rated as high. However, American and Chinese respondents differed in the degree of trust for supplements manufactured in China. Americans viewed Chinese manufactured supplements as more effective than their Chinese counterparts (p<0.05), while Chinese participants placed more trust in the products’ safety than did Americans (p<0.05).

Question 4: Respondents in both groups indicated they bore personal responsibility for ensuring the supplements they use are safe and effective. US respondents were more likely to rely on company (manufacturer or retailer) reputation than their Chinese counterparts (p<0.01) in choosing dietary supplements. While neither group saw government agencies as the guarantor of product efficacy, Chinese respondents assigned more responsibility to government agencies in ensuing quality and safety (p<0.01).

Key Contributions

This study sheds light on perceptions of US and Chinese consumers regarding the efficacy and trust placed in dietary supplements. Both American and Chinese consumers rely on personal experience and judgement in supplement purchase decisions. Further, online resources, print advertising and salespersons were not viewed as trustworthy by either group. US respondents were more likely to ascribe trust to based manufacturer and/or retailer brand image and reputation. Both groups rely on health professionals, including physicians and dieticians in opting to use dietary supplements.

Chinese respondents view Chinese-manufactured supplements as safer (compared to Americans), but also less effective. Chinese consumers also assign more responsibility to the government.

From the perspective of public policy, both Chinese and US respondents place a moderate amount of trust in government regulation to protect consumers from unsafe supplements. However, they shift the burden to themselves in judging the effectiveness of these products. In essence, this argues that consumers look to the government to shield them from harm, but not necessarily to serve as a substitute for their own judgment, formed by their own experience and input from key influencers, including health professionals. This argues that consumers may favor shared responsibility, where government agencies focus on setting and enforcing safety standards, but consumers judge efficacy based on informed personal judgement.

References are available on request.
How Does Online Grocery Shopping Influence Food Well-Being?

Florentine Frentz, University of Siegen
Graciela Carrasco, ESSEC Business School

Keywords: online grocery shopping, food well-being, consumer behavior, nutrition, policy-making

Description: We examined the effect of online grocery shopping on the food well-being of consumers by means of a qualitative study with 30 German participants.

EXTENDED ABSTRACT

Research Question

Online grocery shopping is a relatively new way of shopping for groceries that will potentially have significant impact on the lives of consumers, their relationship with food, and their overall food well-being. However, this impact is likely to include both positive and negative aspects. To fully capture and understand the influence of online grocery shopping on food well-being, more research is required. Therefore, this paper provides insights on the potential influence of online grocery shopping and how it influences and changes the food-related life of consumers and their overall food well-being. Furthermore, implications for researchers, policy-makers, online grocery providers, and marketers are given.

Method and Data

Previous studies have not yet considered the relationship between online grocery shopping and food well-being. Thus, it is reasonable use an exploratory approach to examine this new phenomenon with both breadth and depth, and to develop a deeper and more holistic understanding of it. Our qualitative study consisted of thirty individual think-aloud protocols involving online grocery shopping tasks to be performed by the participants, and subsequent interviews about this online grocery shopping experience, online grocery shopping in general and the possible impact it might have on the participants’ lives. The thirty participants were members of three different consumer groups for whom online grocery shopping is especially interesting due to their life circumstances: young professionals, parents, and the elderly. The fieldwork was conducted over a period of six months, with trials lasting up to 90 minutes.

Summary of Findings

Our research shows that the use of online grocery shopping changes the food-related life and overall food well-being of consumers. Online grocery shopping influences food socialization, food literacy, and food availability. Furthermore, it affects all well-being dimensions, but especially the physical, emotional, and social dimensions. These influences are of positive as well as negative nature. However, the manifestations of the influences partly depend on the respective consumer groups and the life circumstances of the individual consumers. Special attention has to be paid to vulnerable consumer groups, e.g., an elderly person might be enabled to buy their groceries independently again, but at the same time by using online grocery shopping they lose important social contacts which feeds into their already greater loneliness. Furthermore, an influence that is an advantage for one group can be a disadvantage for another group.

Key Contributions

This paper provides a first investigation of the relationship between online grocery shopping and food well-being. By applying an improved version of the food well-being framework (Block et al. 2011), we are able to capture how and in which ways online grocery shopping influences food-related experiences, how it affects food socialization, food literacy, and food availability, and how it influences the overall dimensions of (food) well-being, i.e., the physical, emotional, social, intellectual, and spiritual dimension. This paper gives valuable implications for research, policy-makers, online grocery providers, and marketers. It also shows that all involved stakeholders, including consumers, should work together to exploit the full potential of online grocery shopping and to reduce its disadvantages that negatively affect the food well-being of consumers.

References are available on request.

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Grief-Related Consumer Vulnerability: The Case of Funeral Planning

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L. Lin Ong, California State Polytechnic University–Pomona

Description: The main purpose of our research is to achieve a deeper theoretical understanding of grief-related consumer vulnerability and the loss of decision-making ability due to the added stress experienced while planning a funeral for a loved one.

EXTENDED ABSTRACT

Research Question
How aware is the typical consumer of the protections set in place by the Federal Trade Commission to prevent funeral service providers from taking advantage of vulnerable consumers, and how does their prior knowledge impact their satisfaction with their decision-making during the funeral planning, and the process as a whole?

Method and Data
Through semi-structured personal interviews, the authors qualitatively explore awareness of the Funeral Rule, and how many consumers experienced minor misunderstandings to significant violations of the Funeral Rule guidelines. We will discuss consumer perceptions of the funeral planning industry after exposure, and what issues arose during the planning process.

Summary of Findings
We believe that our conclusion from the research will show that there is a lack of awareness of the protections available for consumers planning a funeral, and that the consumers' level of understanding of the policies in place to regulate the funeral service industry will determine the satisfaction of the consumer with the funeral planning process.

Key Contributions
The findings will not be consolidated until all of the interviews have been conducted.

References are available on request.

For further information contact: Tania Gaxiola, Cal Poly–Pomona (tgaxiola947@gmail.com).
Ethical Climate and Job Satisfaction

Shahriar Gias, Nicholls State University

Description: This paper examines how organizational ethical climate and role conflict affects job performance as well as job satisfaction.

EXTENDED ABSTRACT

Research Question

H1: Salespeople’s perceptions of ethical climate are positively associated with job satisfaction.
H2: Salespeople job performance mediates the effect of ethical climate on job satisfaction.
H3: Salespeople’s perceptions of ethical climate are negatively associated with role ambiguity.
H4: Role ambiguity mediates the effect of ethical climate on job satisfaction.
H5: Role conflict is negatively associated with job satisfaction.
H6: Role conflict is positively related to role ambiguity.

Method and Data

Salespeople working for a global pharmaceuticals company operating in the United States were used for this study. This study employed a structural equation modeling (SEM) approach as the major statistical technique to analyze the hypothesized relationships.

Summary of Findings

This empirical study shows that ethical climate ensured by top management increases salespeople job performance and eventually increase job satisfaction. It also discusses the urgent need to lessen the role conflict and role ambiguity which help salespeople to perform their job more efficiently and effectively.

Key Contributions

The main contribution of this paper is to investigate how ethical climate affects the salesperson’s job attitudes and behaviors using a sophisticated data analytical tool.

References are available on request.
Me, Myself & I: When the New Me Kisses the Old Me Goodbye

Jaclyn Tanenbaum, Florida International University
Jayati Sinha, Florida International University
Wendy Guess, Florida International University

Keywords: stigmatization, self-discrepancy, maintaining weight loss, self-image perception, self-image congruency, stigma internationalization

Description: Over 80 percent of people who lose weight will regain it within two years; therefore it is imperative that we understand which consumers are likely to maintain their weight loss and which will be at risk for regaining the weight.

EXTENDED ABSTRACT

Research Question
This research seeks to identify circumstances in which previously overweight (stigmatized) individuals will engage in healthy behaviors which will help them maintain membership in their new non-stigmatized group, or will engage in less healthy behaviors that increase the likelihood of them reestablishing their membership in their old previously-stigmatized group.

Method and Data
The purpose of this study was to determine whether differences in self-image congruence impact consumer behavior to engage in either healthy or unhealthy behaviors, and examine if differences in self-image congruence were driven by the degree to which a consumer internalized their weight stigma.

Summary of Findings
Results showed that self-image congruence is an important factor in identifying when consumers are more or less likely to engage in healthy habits. Among high BMI change consumers, those whose actual self-image was congruent with their perceived self-image were more likely to engage in healthy behaviors that help them keep the weight off and maintain membership in their new, non-stigmatized group (healthy weight consumers). In contrast, consumers whose actual self-image was incongruent with their perceived self-image were more likely to engage in unhealthy behaviors that put them at risk for regaining weight and reestablishing membership in their previously stigmatized group (overweight consumers). There were no such effects for those in the low BMI change group. Results also showed these effects were driven by weight stigma internalization.

Key Contributions
Among those who lost weight, over 80% of them will gain it back within 2 years (Voss 2010). By identifying a critical factor that increases the likelihood of these consumers engaging in unhealthy habits that could cause them to regain weight, this research can help reduce this saddening statistic. Health marketers, policy makers, and weight loss support groups can use these findings to develop post-weight loss strategies that help at risk consumers increase their self-image congruency in order to make healthy choices that help maintain membership in their new non-stigmatized group (healthy weight consumers).

References are available on request.

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Creating Accessible Marketplaces: Including Disabilities as a Topic in Marketing Education

Carol Kaufman-Scarborough, Rutgers University

Keywords: disabilities, inclusion, education

Description: This research proposes that marketplace inclusion for consumers with disabilities may be increased through regular substantive discussion of accessibility in marketing education.

EXTENDED ABSTRACT

Research Question

As policy researchers, it may be unclear whether students in marketing are taught about inclusion of persons with disabilities in public spaces such as restaurants, shopping venues, and malls. However, on any given day, approximately 20 percent of the U.S. population may experience some level of consumer challenges due to one or more disabilities. While progress has been made following the enactment of the Americans with Disabilities Act in 1990 (Baker 2006; Kaufman-Scarborough 1999; Stephens and Bergman 1995), there is more to be done. This study suggests that a critical gap exists in business education. That is, if disabilities studies are not regularly and deliberately included in our business courses, designers of the built environment may unwittingly design venues that are not accessible to all. Persons with disabilities and their needs may not be routinely considered in discussions of market segmentation. They may be relegated to a brief mention, a photo of someone using an assistive device, or a rudimentary discussion with little depth and insight. Such is not enough to provide the background and understanding needed for a broadened consideration of accessibility.

Summary of Findings

Consumer inclusion based on ableism, or a preference for persons who are “able-bodied,” tends to create privileged access for persons who do not have disabilities. Such a normative expectation of non-disability (Williams and Mavin 2012) would assume that all shoppers are equally eligible to receive shopping information, although they may experience variations in their perception, attention, and retention. Persons who are limited in mobility, sight, hearing, and various types of cognitive processing have been likely to experience both consumer exclusion as well as a lack of inclusion. As a result, students and business professionals may learn to create messages using an implicit “ableist” assumption that the public can see, hear, and attend to messages in roughly identical ways. In actuality, the very design elements chosen to attract some consumers may detract and distort messages so that they are confusing and incomplete (Ross and Creyer 1992). Thus, marketplace messages may unintentionally exclude persons with disabilities due to the lack of familiarity with their specific information processing styles and needs.

Key Contributions

A critical study of academic inclusion in our courses may uncover an unaddressed problem contributing the inaccessibility that still exists. Rather than legislating inclusion regarding existing and future businesses, an alternative effort can start with education of future businesspersons to expect that consumers with disabilities will regularly participate in public market spaces. Their increased understanding can potentially contribute to increasing the level playing field for all consumers.

References are available on request.
Marketing and Public Policy: A Paradigm Research in Developing Markets

Gundala Venkata A. Kumar, Institute of Public Enterprise
Swetha Chavali, Institute of Public Enterprise

Keywords: marketing, public policy, developing markets, environmental transformation, paradigm shifts

Description: Marketing is basically worried about the exchanges between an association and its condition, ecological investigation assumes an imperative part.

EXTENDED ABSTRACT

Research Question
The present commitment manages the general population strategy segment.

Summary of Findings
Notwithstanding when physical, monetary, and social hindrances are generally low, showcase education remains a test. Individuals focused for improvement help or venture must have the important comprehension and abilities to take an interest in and make commitments to promoting tries that will create alluring financial pointers.

Key Contributions
Past references, people, products and their allied services.

References are available on request.

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User Responses to Online Tracking and Policy Implications for Privacy Protection

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Keywords: online tracking, privacy protection, policy implication, user response

Description: This study aims to analyze the perceptions and online tracking behavior of Korean users, to draw up policy implications to protect users’ privacy, and to provide a basis for a cooperative dialogue between the government, corporations, and consumers so user privacy can be adequately protected in this period of rapid evolution of online tracking.

EXTENDED ABSTRACT

Research Question
1. What are users’ perceptions, attitudes, acceptance, and rejection intentions of online tracking?
2. What are users’ preferences for online tracking regulations?
3. What are the policy implications for user privacy protection in online tracking?

Methods and Data
Both qualitative and quantitative methods were designed to understand users’ responses to online tracking. We explored users’ responses and opinions about online tracking through focus group interviews of 20 participants. We then conducted a self-administered online survey to verify the validity and objectivity of the results of the qualitative research and to provide a basis for policy implications. Data were collected from June 30 to July 4, 2017 and a total of 645 completed responses were used for the analysis.

Summary of Findings
First, users were not clearly aware of what information about themselves is being tracked and used by whom, where, and for what purpose.

Second, users are emotionally and behaviorally negative about online tracking and intend to actively block online tracking by using ad-block software or by deleting cookies.

Third, users regarded the right of choice and control as the basic principle of personal information in online tracking and as very important. However, they recognized that these rights were not really guaranteed and would be formal, even if guaranteed.

Fourth, when setting up online tracking, users prefer to configure privacy preferences in the browser rather than going to individual sites, to opt-in rather than opt-out, legal and policy regulation rather than self-regulation, and pre-regulation rather than post-regulation.

Key Contributions
This study provides basic data about users’ perceptions and opinions about online tracking and suggestions for user privacy protection in online tracking. The important thing to be considered when collecting and utilizing user information is that the preference for a privacy setting may be different for each user, and it can change according to the situation even for the same user. Therefore, the focus of discussions on privacy consent and control should change to an effective way to reflect the diverse user preferences, rather than focus on the dichotomous approach of consent and opposition. This study contributes to both policy and industry by suggesting effective measures to develop online tracking to maintain a balance between protecting and utilizing personal information of users.

References are available on request.
Skeuomorphism and Gambling Behavior

Matthew D. Meng, Utah State University
R. Bret Leary, University of Nevada–Reno

Keywords: gambling, control, skeuomorphism, flat design

Description: Skeuomorphism (i.e., a design concept in which a digital item is made to represent its analog counterpart, even if this representation serves no actual purpose in the function of the product), compared to flat design, can increase gambling behavior.

EXTENDED ABSTRACT

Research Question
Can digital gaming interfaces mimicking their real-life analog counterparts change the perception of the game and, in turn, the amount gambled? We investigate this question by exploring the concept of skeuomorphism, defined as “an element of design or structure that serves little or no actual purpose of the product in the new material but was essential to the object being made in the original material” (Basalla 1988 in Page 2014: 2). Specifically, we explore whether the inclusion of these non-essential links to physical objects in the digital gambling realm can lead to greater illusion of control in the minds of the gamblers, resulting in a greater amount gambled.

Method and Data
Participants were recruited through MTurk and randomly assigned to one of two conditions (Skeuomorphism vs. Flat Design). After completing an ostensibly unrelated task, all participants were given the option to earn and gamble a bonus $0.20. Participants in the Skeuomorph condition were told they were to play a simple dice game (with an accompanying spinning dice gif) and asked to choose which number (1-6) they think the die will stop on. Those in the Flat Design were told they were to play a simple numbers game and asked to choose a number from 1-6 that they think will be randomly generated. All participants then indicated how much they would like to bet from their bonus ($0.00-$0.20). This was used as the dependent variable.

Summary of Findings
Our results suggest that the use of digital designs made to mimic their real-life counterparts can actually lead to greater amounts gambled. Specifically, the presence of the skeumorph, compared to a flat design, increased the amount gambled by 22%.

Key Contributions
Our initial study shows that the design of a digital good can influence gambling behavior, which, to our knowledge, is a novel finding worthy of further investigation. This is important, given the reliance of the gaming industry on digital gaming technologies. As a policy implication, being aware of influence that digital interfaces that mimic real-world equivalents can have on behavior can help protect problem gamblers and other consumers.

References are available on request.

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Mindful Consumption: A Grounded Consumer Perspective

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Francisco Villaroel Ordenes, University of Massachusetts
Begum Kaplan-Oz, University of Massachusetts

Keywords: mindful consumption, text mining, segmentation, grounded consumer theory

Description: The paper examines consumer understanding of mindful consumption using a mixed method approach utilizing text mining segmentation and qualitative research.

EXTENDED ABSTRACT

Research Question
As the literature in the area of mindful consumption grows (e.g. Bahl et. al 2016; Sheth et. al 2010), it is interesting to note that the consumer perspective on the role of mindfulness directed toward consumption behaviors has not been extensively measured or evaluated. Gaining consumer insight on this issue is important for companies who want to practice mindful marketing and conscious capitalism (Grewal et al. 2017). In addition, the consumer perspective is also valuable for policy makers who might want to put forth regulations to help facilitate needed change in the area of sustainability (Hill and Martin 2014).

We investigated the following research questions. (1) What are consumers’ understanding of mindfulness and mindful consumption? (2) Is there consumer heterogeneity in their understanding of these concepts? (3) What is the relationship between mindfulness practices, such a meditating, and mindful consumption activities?

Method and Data
We conducted a national M-Turk/Qualtrics survey of 500 adults was to measure consumer understanding of the terms mindfulness and mindful consumption. To gather information about consumers’ understanding of mindfulness we asked respondents, “Please take a few minutes to thing about the concept of mindfulness and then list 10 words that you associate with the concept of mindfulness. Please remember that there are no right or wrong answers, we are merely interested in your opinion.” To gather information about consumers’ understanding of mindful consumption we asked respondents, “Please write 500-750 words about what you think it means to be a mindful consumer. Please describe your opinions in detail and provide as much detail as you can.” We also asked respondent to indicate in which type consumption activities (mindful and not mindful) they participated.

We used text mining techniques to extract insightful information regarding the concept of mindfulness and its implications for business. After removing stop words (e.g., a, the) and lemmatizing words (e.g., caring = care), we found 1,405 unique terms offered to describe mindfulness, reflecting a long tail. There is some confusion in the marketplace, for a portion of the consumers, as to what mindfulness actually entails. However, across key sub-groups there was some consistency for the top 10 terms: aware, awareness, thoughtful, meditation, calm, attention, peace, caring, thinking, and focus. We then used text clustering (Lee and Bradlow 2011) to identify subgroups of consumers according their definition of mindful consumption. Next, we used text mining for topic extraction (Tirunilla and Tellis 2014) at a sentence level to derive latent topics of mindful consumption. Qualitative analysis was conducted within each cluster and topic level to better understand consumer views on mindful consumption.

Summary of Findings
From this analysis, we identified three segments that reflected distinct summary consumer views of mindful consumption. We labelled these segments as (1) Customers First, (2) Firm
Observers, and (3) Informed Consumers. The topics extracted were, (1) Aware of life and Choices (2) Firms role with people and Environment, (3) Price and Quality Tradeoffs with Mindful Consumption, (4) Recycling and taking care of the environment, (5) Research when shopping, (6) Shopping. The Customer First segment consistent of 29.5% of topics about shopping, and 24.0% of topics about price and quality tradeoffs. The Firm Observer segment was 40.4% about the Firms role with people and the environment. The Informed consumer segment’s topics were 28.1% about awareness of life and choices and 20.6% about research when shopping. Demographically the Customer First segment skewed older than the other two segments. The Informed Consumer segment had a higher concentration of males than the other two segments. A qualitative analysis of the text within the segments lent further richness in describing the fundamental differences among the way consumers view mindful consumption. Further analysis of consumers who practiced mindfulness through meditation found they were statistically more likely more likely to engage in mindful consumption activities than those consumers who did not meditate.

This research provides a unique consumer-based view into mindfulness and mindful consumption. We note that there is more communication needed to inform some consumer groups about the concept of mindfulness. Respondents properly conveyed some key aspects, while others are not getting through. Based on our text mining results, we find there are multiple approaches to mindful consumption that vary by consumer segment and result in different market behaviors. We offer suggestions for policy makers to help clarify and reinforce market behaviors that will improve consumer welfare among the various identified segments.

References are available on request.
A Text Mining Segmentation Approach to Understand the Role of Privacy (or Lack of) in Consumers’ Lives

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Francisco Villaroel Ordenes, University of Massachusetts
Alec Slepchuck, University of Massachusetts
Begum Kaplan-Oz, University of Massachusetts

Keywords: consumer privacy, text mining, new segmentation approach

Description: The paper examines perceptions of privacy in consumers’ lives with a text mining segmentation approach.

EXTENDED ABSTRACT

Research Question
Privacy continues to be the issue of our time, which changes constantly with the advancement of technology (Milne and Bahl 2010, Martin and Murphy 2017). In order to assess the role privacy plays in broader society, one starts with the psychology of privacy from a consumer perspective. Yet, understanding the consumer psychology of privacy requires grappling with “the vast number of highly nuanced ways that consumers can interpret privacy laden questions.” Martin and Murphy 2017, p. 144. Survey research measuring privacy has flaws (Braustein, Granka, Staddon 2011) and can be influenced by design elements. To this effect, researchers suggest indirect question designs. The privacy research area has developed privacy concern scales (Malhotra et al. 2004), yet it narrows the range of issues explored. Qualitative research has problems too. This paper employs a text mining approach, which produces new consumer insights.

The purpose of this research is to segment consumers by the way they view privacy in their life. Unlike other segmentation approaches that have used surveys questions (Kumaraguru and Cranor 2005) or conjoint analysis models (Milne and Gordon 1994), we employ a text mining approach with open-ended consumer responses. Further, in an attempt to not dehumanize consumer responses by focusing only on focal business exchange relationships (Hill and Martin 2013), we frame our qualitative data collection broadly in terms of the impact of privacy on consumers’ lives.

Method and Data
We conducted a national M-Turk/Qualtrics survey of 500 adults was to measure consumer attitudes and market behaviors with respect to privacy. The survey began with an open-ended question that as consumers: “What comes to your mind when you think about privacy?” Please answer this question by writing your thoughts in 500-750 words in the box below. Please describe your opinions in detail and provide as much detail as you can. Then it asked respondents questions from the Malhotra privacy concern scale. Other questions gathered information about social media practices and specific privacy violations they might have experienced.

We then used Knime software and text-mining techniques to analyze the paragraphs written about privacy. From this analysis of the written paragraphs, we formed five segments that reflected distinct summary consumer views of privacy. We also analyzed data at the sentence level to derive specific privacy topics. To further profile the clusters, we ran multinomial regression models showing the relationships of the sentence topics and demo-
graphic backgrounds, with the segment memberships. Following this, we explored the relationship between Maholtra’s privacy concern scale items to the segment membership.

**Summary of Findings**

The segments were (1) Sharing Information, (2) Tracking violations, (3) Protecting Individual Information, (4) online hacking, and (5) Living with Privacy Harm. We also analyzed data at the sentence level to derive specific privacy topics. They were (1) Age of technology, (2) human rights, (3) information for businesses, (4) information hacking and firms, (5) law and government, (6) my family and life, (7) my house facilities, (8) social media advertising. The sharing information cluster consisted of 40.5% of the topics about information for business. The tracking violations segments consisted of 19.3% information for business; 15.3% age of technology, and 14.7% law and government. The protecting individual information segment consisted of 22.1% law and government, 21.9% information for business, 17.8% human rights. The online hacking segment consisted of 20.6% information hacking and firms, 14.6% my house facilities, 13.1% social media advertising, and 13.0% my family and life. The last cluster, living with privacy harm consisted of information for business 30.0%, age of technology 18.3%, and my house and facilities (15.5%) and my family and life (13.3%).

Overall, we found that sentence topics and demographics were statistically significant discriminators of the segments. However, the privacy concern scales items, for the most part, did not serve as statistically significant discriminators.

The results showed a rich and nuanced view of the different concerns that consumers groups held about how privacy affected their lives. They show how context and contrasting concerns of technology and social aspects of life were at odds. Some fears about privacy are in the same vein as online security issues, with a heavy emphasis on the role of third parties. Other fears extend to a wide spectrum of technologies’ influence on consumers lives. Overall, these findings differ from the traditional views that only consider the exchange relationships that consumers have with focal marketers. The use of text mining to analyze the privacy concerns of consumer highlight the importance of considering human (and not necessarily just marketing) concerns.

*References are available on request.*

Natalie A. Mitchell, Merrimack College
Tony Stovall, Towson University
Cassandra Davis, Wayne State University

Keywords: weight stigma, African American women, cultural capital, public policy

Description: This paper explores cultural capital used to combat weight stigma among African American women.

EXTENDED ABSTRACT

Obesity is prevalent in America. Nearly 40% of American adults are obese (CDC, 2017). The implications of morbid obesity have serious health consequences, including diabetes, high blood pressure, and heart disease. Within the African American (AA) community, obesity rates and its subsequent consequences, are more severe (CDC 2017). Accordingly, prior research suggests obesity rates among AAs have risen faster than other ethnic groups, having the highest rates of obesity (48.1%) in America (Ogden et al. 2014), and that AAs are more likely to suffer from obesity-related illnesses. Further, AA women have the highest rates (82%) of being overweight or obese compared to other groups in the U.S. (CDC 2017).

Health advocates and public policy makers consider consequences of obesity are problematic. Aside from the physical impact, obese people face discrimination (Puhl and Huer 2009) and negative psychological outcomes influencing self-esteem, body image, and health-related behaviors (Puhl and Huer 2009). Prior literature suggests obese consumers engage in a variety of coping mechanisms to manage weight stigma (Puhl and Brownell 2006). For example, obese consumers may ignore stigma, rely on social support, or engage in self-protection strategies.

AA women’s bodies are perceived differently interculturally, exploring cultural capital associated with AA women’s bodies offers a new perspective that is lacking in marketing literature. Given the intersectionality of race, gender, and body size, more research in understanding how these intersecting identities impact AA women and their creation and production of cultural capital may offer meaningful marketplace insights (Gopaldas, 2013). Furthermore, theoretical understanding of the complexities associated with AA women and their bodies is understudied in marketing literature. As such, insights may emerge concerning health attitudes and behaviors of AA women and how AA women navigate the marketplace.

Summary of Findings

Cultural capital refers to skills, knowledge, tastes, and preferences derived indirectly from family background, class heritage, common experiences or common attributes (Bourdieu 1986). This paper proposes that, like Bourdieu suggests, the cultural capital, of fat, is embodied in nature and symbolic in practice (Bourdieu 1986). Using Bourdieu’s “taste of necessity” hypothesis, allows us to better understand the struggle of lower classes in the quest to develop taste to distinguish themselves from others (Bourdieu 1984). We propose that the African American community has found a way to capitalize on what may have at one time been a “taste of necessity” (i.e., larger bodies) and converted that into a sort of cultural capital within their own community. In this sense, AA women’s rejection

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of idealized beauty standards prioritizing Caucasian women and Caucasian bodies, has led to the glorification of shapelier, larger bodies with the AA community. Literature regarding AA women and body size suggests that AA women prefer larger than average bodies (Hesse-Biber et al. 2004; Boyington et al. 2008; Antin and Hunt 2013), perceive larger bodies as more attractive (Hesse-Biber et al. 2004; Boyington et al. 2008; Antin and Hunt 2013), and more likely to attract mates (Hesse-Biber et al. 2004). All of which suggest that AA women believe that larger bodies carry an advantage within the AA community.

Key Contributions

Despite the growth of research concerning AA women, body size, and the lived experiences of overweight AA women, few studies have considered the marketplace as both a manifestation and a product of the intersectionality of these identities. In view of this gap, the following propositions are suggested to advance future research inquires:

1. AA women engage in a variety of coping strategies to minimize, tolerate, and reduce dissonance and achieve positive selves. Many of these coping strategies arise and advance in the marketplace.

2. AA women actively practice body acceptance but may prefer certain larger body parts (breasts, thighs, buttocks) and body shapes. Understanding the difference between acceptance and preference may aid in the development of specialized health message appeals.

3. AA women have taken advantage of both body size acceptance and body size/shape preferences by identifying and exploiting entrepreneurial opportunities.

This research takes a marketplace perspective to understand how AA women experience and frame their acceptance, appreciation, and aspirations for non-idealized bodies. Three sets of propositions outline issues, factors, and considerations that may have both theoretical and practical implications for marketing and public policy. Due to the exploratory nature of the study and the limited prior research, additional investigation should span both qualitative and quantitative methodologies.

Notwithstanding the potential of cultural capital found in obesity among AA women, it is understood obesity still may lead to health risks. Given the nature of the cultural capital found in AA communities, it is important for marketing public policy makers to consider the following when developing advertising combating obesity among AA women: 1) cultural-sensitivity in advertisement messaging, 2) AA women’s genetic make-up is inherently different than other bodies, and 3) the proliferation of food deserts in AA communities. These suggestions are offered as previous campaigns targeting AAs were criticized for stigmatization and public bullying (Keneally, 2012). Public policy makers are challenged to develop strategic efforts to address obesity, while ensuring cultural-sensitivity.

References are available on request.
Luxury Branding Influences on Stigmatized Consumers

Natalie A. Mitchell, Merrimack College

Keywords: marketing communications, product placement, stigma, luxury, consumer behavior, poor

Description: The current research explores how stigmatized consumers internalize exposure to luxury marketing communications.

EXTENDED ABSTRACT

Increasingly, the luxury goods market continues to grow at a rapid pace, with a 5% increase estimated at $1.2 trillion in 2017 (Bain, 2017). Luxury brands are now exposed to consumers from varying backgrounds, and not just the elite. Increased accessibility and wider circulation of luxury products to meet consumer needs and wants, prompted mass luxury marketing (Nueno and Quelch 1998). The promotion of luxury brands convey status and exclusivity (Phau and Pendergast 2000). Marketers have sought new strategies to capitalize on the growing market by way of non-traditional advertising techniques and targeting aspirational consumer segments, through “masstige,” (mass prestige) (De Barnier et al. 2012). Masstige marketing categorizes luxury brands based upon luxury level, and includes lower price points. An example includes luxury retailer Nordstrom’s, and its sister discounted store, Nordstrom’s Rack.

Another strategy of luxury branding includes product placement. Consumers are exposed to nearly 3,000 marketing communications messages daily (Henke and Fontenot 2011; Rumbo 2002; Speck and Elliott 1997). With the abundance of marketing, consumers experience fatigue and grow disgruntled from excessive messages (Rumbo 2002). Zipping and zapping through advertised messages are tactics consumers use as advertising avoidance. In turn, marketers are tasked to find new ways to promote brands to combat advertising avoidance efforts. One approach is the integration of branding in television programming, sometimes referred to as product placement. This phenomenon has grown exponentially in recent years through the emergence of reality television (Christodoulides Michaelidon and Hsing 2009). However, when luxury brands are integrated in programming, such as reality television on cable television, to a much broader audience, the brands are exposed to non-traditional luxury consumers and may incite unexpected consequences. Examples include Burberry worn by a Big Brother contestant, or Christian Louboutin, featured in Bravo’s Real Housewives franchise (Jackson and Shaw 2008). The viewing audience includes less elite consumers, whom likely would not be exposed to luxury brands otherwise. Some of these consumers are economically-depressed and stigmatized based on their race, class, or even gender, and may react differently than the intended target audience. While marketers may find product placement of luxury goods beneficial, potential public policy issues may occur as well.

Research Question

The current research explores how stigmatized consumers may react to exposure to luxury marketing communications, and offers future research questions to explore. One type of stigma is marketplace stigma. It involves labels, stereotypes and devaluations by commercial stakeholders (consumers, companies, institutions) and their offerings (products and services) (Mirebito, et. al, 2016). Stigmatized consumers, in this abstract, are characterized as possessing discrediting attributes of “character blemishes” (e.g. poor) and tribal associations (e.g. race), who may view programming with luxury branded messages subtly devaluing poor and black viewers (Gooffman 1963). The proposed research questions interrogate potential behaviors that may emerge after experiencing envy depicted through luxury brand messages in programming.

Scholars describe envy as a negative emotion connected to an appraisal that “occurs when a person lacks another’s superior quality, achievement, or possession and either desires it or wishes that the other lacked it” (Parrott and Smith 1993 p 906). Such appraisals function as social comparisons, which is quite common in consumer culture, and is amplified through market-
ing communication. Research indicates exposure to marketing communication and the promotion of desired lifestyles spur envy (Belk 2011). This is likely also true, and perhaps heightened, when luxury brands are featured as product placement in television because of the visual and verbal nature of the brand, which strengthens the stigma impact and message (Russell 1998).

The way envy may be manifested through luxury brand messages is supported by the Stigma Turbine (ST), a conceptual framework displaying how stigma is exacerbated and blunted through forces within a sociocultural context in the marketplace (Mirabito, et. al 2016). Two of the blades in the ST – marketplace stigma and individual stigma – provide theoretical reasoning specifically for this abstract. For example, a luxury product may be shown in a television scene with a privileged cast member or character, who is also white, and may remind viewers who are of color and impoverished of their stigmatized status, representing marketplace stigma performed by the television show. Afterwards, stigmatized viewers may take action by internalizing the experienced stigma, which leads to negative evaluations, producing emotions of envy, and depicts individual stigma.

**Summary of Findings**

Given the dynamics of stigma, and how it is exacerbated due to the intersection of stigma identities, race and social class, research specifically studying how luxury marketing communication influences stigmatized consumers is limited. The integration of the envy concept offers a unique approach to study the relationships between stigmatized consumers and their emotional state and subsequent consumer behavior. Implications of such television programming could potentially shed light on public policy concerns impacting consumer behavior.

Therefore, the following research questions presented outline future opportunities to understand the impact of envy and luxury branded messages integrated in mass media and public policy implications.

- **RQ1**: How is envy promoted through luxury branded messages to stigmatized consumers?
- **RQ2a**: What are the implications of stigmatized consumers being exposed to luxury branded messages promoting envy?
- **RQ2b**: How do those implications lead to unexpected consequences related to poor self-evaluation and potential criminal activity?
- **RQ3**: What role does the Federal Communications Commission play in regulating product placement in reality television to potentially better manage emotions of envy?

**Key Contributions**

This research will exemplify the overall mission of marketing research. The current research underscores how the marketplace, directly and indirectly, may promote stigma to stigmatized consumers. The research questions centering on public policy issues are timely given the proliferation of reality television and luxury marketing. Secondly, more research would also help explore best practices in regulating luxury branded messages and product placement without further stigmatizing consumers based on socio-economic and racial status. Future research could offer both theoretical and empirical implications for marketing and public policy professionals.

*References are available on request.*
The Moderating Effects of Environmental Knowledge and Concern on Consumer Responses to Green Claim Quantity

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Keywords: green claim quantity, environmental knowledge, environmental concern, objective knowledge, green product adoption, product liking

Description: This research finds that consumers who are both knowledgeable and concerned about environmental issues held significantly greater liking toward a product that made a relatively higher number of environmental attribute claims, providing both a more nuanced, and conflicting story in relation to prior work on green claim quantity.

Research Question
Do increasing environmental knowledge and concern attenuate or reverse the positive effect of green claim quantity on product liking?

Method and Data
We ran an experimental pilot study on Amazon’s Mechanical Turk (N=130, 59.2% female). A treatment check and attention checks were used to clean the data. In this study, we manipulated the proportion of green claims made about a cleaning product. In the low condition, 2 out of the 10 total claims were green. Non-green claims were performance based, such as “cuts through soap scum”. In the high condition, 7 out of the 10 total claims were green. Proportion was used to rule out density effects. We measured product liking as our primary DV via 3 items (e.g. “I could see myself using this cleaner”) (α=.91). Objective knowledge was measured via a 10 question, open-ended vocabulary quiz. Environmental concern was measured using the New Environmental Paradigm scale (α=.91).

We ran a moderated moderation using Preacher and Hayes Process Macro in SPSS (Model 3). The claims variable was contrast coded, and the other variables were mean centered. Positive main effects of claim quantity β=.22, t(122)=2.44, p<.05 and environmental concern β=.33, t(122)=2.81, p<.01 were found on product liking, while a negative main effect was found for objective knowledge β=-.14, t(122)=-3.38, p<.01. There were no two-way interactions. These results were qualified by a three-way interaction β=.12, t(122)=2.36, p<.05. Specifically, for the conditional effects of the claimxknowledge interaction on product liking, Low concern: β=-.06, t(122)=-1.28, p=.20. Mean concern: β=.03, t(122)=.63, p=.53. High concern: β=.12, t(122)=2.02, p<.05. Reported conditional effects are at the mean and one SD above and below. All reported coefficients are unstandardized.

Summary of Findings
In this research, we found:

*Positive main effects of green claim quantity and environmental concern on product liking.
*A negative main effect of objective environmental knowledge on product liking.
*A significant three-way interaction, such that: when participants were highly concerned, they liked the...
product with a relatively greater amount of green
claims significantly more as their objective knowl-
edge increased.

**Key Contributions**

Environmental knowledge and concern are frequently studied, yet we do not know their effects on a common way marketers make green products more visible, green claim quantity. Past work on green claim quantity found a negative effect, citing consumer skepticism as a likely cause. This research provides a more nuanced perspective. The three-way interaction demonstrated that highly knowledgeable, concerned consumers responded more favourably to the high claims condition. This finding went against our research question and prior theory. This finding provides evidence of the healthy skepticism environmental education can provide which doesn’t lead to blanket negative reactions towards high green claim quantity. Understandably, knowledgeable, concerned consumers have the motivation and ability to differentiate between green products, but may be initially skeptical as a safeguard. Lastly, the positive main effect of claim quantity suggests that ceteris paribus, claim quantity can serve as a heuristic consumers likely utilize, and firms can take advantage of.

*References are available on request.*
Transparency in the Non-Profit Sector: Meaning and Inferences from the Donor and Non-Profit Perspective

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Keywords: transparency, non-profit, policy

Description: Understanding how stakeholders in the non-profit sector conceptualize and make inferences about transparency.

EXTENDED ABSTRACT

Research Question
There has been much debate regarding the meaning of transparency in an organizational context and among existing literature. Furthermore, there has been little discussion about the meaning of transparency for both donors and not-for-profit organizations. The literature has defined the construct of transparency as being composed of information disclosure, clarity, accuracy, and accountability (Ball 2009; Schnackenberg and Tomlinson 2016). Studies on determinants of transparency in non-profit organizations has focused almost exclusively at the disclosure of financial information (Behn, DeVries, and Lin 2010). From the perspective of donors and non-profit organizations; the following two questions are investigated in our research: What is the meaning of transparency? And, how is transparency inferred?

Method and Data
The qualitative study used individual in-depth interviews with two imperative stakeholder groups – community philanthropists (8) and non-profit organization representatives (8). The semi-structured conversational interviews asked participants to describe their previous involvement and relationships with non-profits and explain specific instances when transparency was evident and instances of a lack of transparency. Interviews were recorded, transcribed, and analyzed using a thematic analysis (Braun & Clarke 2006) in NVivo.

Summary of Findings
Exploratory findings suggest that transparency in the non-profit context is a two-dimensional construct comprised of openness and accountability. Both stakeholder groups interviewed – donors and non-profits – mentioned the importance of timely and accurate financial statements for legal and regulatory reasons; as reported in Behn, DeVries, and Lin (2010). But, financials and salary disclosure were not as important as reputation, vision and values, trust, impact, process, information, and people/relationships for increasing perceptions of transparency.

Key Contributions
The findings can help governmental and practitioner policy makers understand the demands of donors and the public in regard to transparency, while avoiding failed policies such as Bill C-470 and, ideally, increasing donor and public support. (Bill C-470 was Canadian legislature proposed to increase transparency in the Canadian non-profit/charitable sector by proposing amendments to the Canadian Income Tax Act).

References are available on request.

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Instagram Pics and Objectified Chicks: Exploring Cross-Cultural Representations of Female Bodies on Branded Social Media

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Keywords: social media, body ideals, objectification, fast fashion, cross-cultural advertising

Description: This paper explores how women’s bodies are portrayed through visually-driven social media marketing targeted toward young female fast fashion consumers across cultures.

EXTENDED ABSTRACT

Traditional advertising media (e.g., magazines, television, movies) influence how women view their bodies (Grabe, Ward, & Hyde, 2008). However, previous studies do not account for the prevalence and importance of social media among today’s adolescent and young adult consumers. Retail stores utilize social media as a form of advertising because it is inexpensive, easily modifiable, and accessible by many viewers (Gensler, Volckner, Liu-Thompson, & Wiertz, 2013). According to the Pew Research Center, 76% of all female internet users actively use social networking sites, which are most popular among young adults, ages 18-29. This age range coincidentally mirrors the age range when women are most susceptible to negative body image (Prieler & Choi, 2014).

Recent research has begun to explore the connections between social media advertising and women’s body image. For instance, a study of 350 Australian and American women, ages 18-25, found that the more consumers looked at models on Instagram, the more likely they were to be unhappy with their own bodies (Fardouly, Willburger, & Vartanian, 2017). Additionally, Halliwell, Dittmar, and Howe (2005) found exposure to ultra-thin media models increased body image concerns among women, but in contrast, exposure to average-size models created a sense of body relief among participants. Thus, diverse body representation is healthier for consumer well-being, yet no studies to date explore how women’s bodies are represented on branded social media.

Research Question

The purpose of this study is to explore representations of women’s bodies in visually-driven social media marketing for popular fast fashion brands, across cultures. Specifically, we aim to answer the following research questions:

1. To what extent are women’s diverse body types represented in social media marketing images targeted toward young female fast fashion consumers across cultures?
2. How are women’s bodies portrayed through social media marketing images targeted toward young female fast fashion consumers across cultures?

Method and Data

This study follows a netnographic approach to data collection and analysis (Kozinets, 2002). Instagram serves as the primary site for data collection given its popularity among teen and young adult women, ages 18-25, who are also the target market for fast fashion brands (Staff, 2014; Klein, 2015). To capture a cross-cultural sample, we selected nine fast fashion brands with different countries of origin. The brands are as follows: Forever 21 (United States, 13.9m followers), H&M (Sweden, 23.3m followers), Zara (Spain, 22.1m followers), Topshop (Britain, 8.3m followers), Primark (Ireland, 4.9m followers), Uniqlo (Japan, 1.1m followers), Miss Selfridge (United Kingdom, 4.86k followers), Imperial Fashion (Italy, 1.17k followers), and Lucky Chouette (Korea, 7.53k followers). Our Instagram dataset consists of two collection periods to capture potential differences in seasonal advertising: February 2017 and July 2017. For each brand, the most recent 50 posts were captured during each collection period. Data were manually download-
ed, including media (e.g., image, video, boomerang), captions, tags, and hashtags. This study utilized qualitative content analysis methods to code and analyze the visual data for perceived body type of models (Schroeder & Zwick, 2004; Schroeder & Borgerson, 1998). Two independent coders examined the data, coding for body type in addition to characteristics of the images (e.g., model positioning, symbolic interaction). Based on the data, we identified four body types, which we separate into two categories: Category I (Thin, Athletic) and Category II (“Thick-thin,” Plus-size).

Summary of Findings

Through analyzing the visual data, two distinct themes emerged. First, a dire lack of diversity exists among the female body types represented within branded fast fashion posts across cultures. Out of the 900 images collected, 696 total female models were present, but only 4 female models featured would classify as a “plus-size” body type. Additionally, all 4 plus-size models came solely from Forever 21 images. This suggests that Western-influenced brands are incorporating more diverse female body types over other culture’s fast fashion brands, but it is still only an extremely small percentage of total female models. These fast fashion brands aim to provide the average consumer with an array of practical, affordable clothing, but are neglecting to promote their products in all sizes available to their consumer base.

Second, the nature in which the female models’ bodies are being portrayed reinforces objectification and sexualization, particularly among Western brands. Although Western-influenced brands tend to be slightly more inclusive of diverse body types, the female models portrayed tend to be more sexualized in nature, whereas eastern-influenced brands tend to display models more conservatively. However, both Western and Eastern-influenced brands were found to utilize an advertising technique called “dismemberment,” a process in which certain parts of the human body are highlighted and, in some cases, even transformed into objects to convey greater sex appeal (Greening, 2006). Brands, such as Forever 21, H&M, Topshop, and Zara, dismember female bodies by cropping pictures and zooming in on body parts that often hold a sexual reputation in society (i.e., torso, legs, chest, and butt). The data collection also suggests a new trend of using food as a fashion accessory. Stereotypical junk food that is known to be highly caloric--such as pizza, donuts, etc.--are being featured alongside images of very thin models. This advertising is essentially confronting female consumers with a paradoxical representation between keeping an “ideal thin body,” but also eating unhealthy foods regularly.

Key Contributions

Analyzing the present-day cross-cultural representations of women’s bodies among different branded social media calls to light the importance of understanding all aspects of fast fashion’s influence among female consumers ages 18-25. Fast fashion brands change and transition according to trends very quickly, and arguably, fast fashion should be able to adapt to the times as far as body image as well. However, our research suggests this is not the case. Despite selling clothes in a range of sizes, fast fashion brands continue to perpetuate body ideals deeply embedded in the fashion industry, regardless of culture. The objectification of women through advertising is a social injustice that is disregarded far too often. Crushing women’s constant comparisons of areas of their own bodies against those of the models featured on social mediums is necessary in order to attain universal comfortability of “being in your own skin.”

References are available on request.
Loved Ones as Influencers in Patient Decision Making With Off-Label Drugs

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Keywords: off-label drugs, pharmaceutical marketing, decision-making, patients

Description: This paper investigates the influencer’s (e.g., family member or caregiver) willingness to recommend that a loved one (patient) see a different doctor if an off-label prescription drug is suggested as a remedy for an illness.

EXTENDED ABSTRACT

Research Question

United States spending on prescription drugs in the last ten years rose from $250 billion to $425 billion in 2015 and could increase 22% over the next five years (IMS Institute for Healthcare Informatics 2016). With the increase in spending, a remarkable growth in prescribing drugs to patients “off-label” in the United States has also occurred (Larkin et al. 2014; Wittich et al. 2012). Off-label drug prescriptions are legal and viable option for healthcare providers (21 USAC. § 396; United States Food and Drug Administration (FDA) 2009). Thus, a large number of United States consumers (and their key influencers) are interacting with off-label drugs, and their effects, on a regular basis in the healthcare system. Interestingly, little research is evident regarding how the use of off-label prescription drugs by healthcare providers impacts patient decision-making. Important, and often forgotten, is the influence of the caregiver, family member or friend who visits the doctor with the person who is ill.

This paper investigates the influencer’s (e.g., family member or caregiver) willingness to recommend that a loved one (patient) see a different doctor if an off-label prescription drug is suggested as a remedy for an illness. We draw on the patient visit with the doctor as the context for influence. We consider the effect of influencer perspectives on medication as well as trust in their doctor-patient relationship. We incorporate relevant consumer decision-making theories that we hope will yield insights into consumer welfare in off-label drug marketing and healthcare contexts. These insights will help the provider-patient conversation and education among stakeholders so that the decision-making process becomes more efficient and effective.

Method and Data

Briefly, we solicited a sample of 154 United States adult consumers through Amazon Mechanical Turk and randomly assigned them to two scenarios. Participants began by reading a story in which they were supporting a loved one by visiting the doctor with that person. The respondents read that the loved one suffered from an ongoing, serious medical condition. All of the drugs the loved one tried to this point were approved by the United States Food and Drug Administration. However, in this visit, the doctor suggests that the loved one try an off-label drug to treat the medical condition. The respondents are told either that they have or have not had a chance to research the off-label drug before going to this doctor’s visit with their loved one and therefore they do or do not know a lot about it. Respondents are asked about the likelihood that they will recommend that their loved one see a different doctor. Other questions, including perceptions of the participant’s own relationship with their doctor, feelings about prescription drugs and health, as well as demographic questions conclude the survey.

Summary of Findings

Means, standard deviations and correlations are available. The relationships were tested using regression analysis with the controls. The manipulations were effective. R2 was .25. The interaction of influencer drug knowledge and perspectives on medication is positive and significant (.20, p < .05). Those who have an attitude that people should deal with pain without medications and know a lot about the off-label drug are much more likely to

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recommend a loved one switch doctors (thus avoiding the off-label solution). Those who deal well with pain themselves but do not know a lot about the off-label drug are much less likely to recommend that their loved one see a different doctor. Interestingly, those who do not know a lot about the off-label drug and do not themselves deal well with pain are more likely to recommend seeing a different doctor. In this case, the influencer’s fear of accountability to the loved one based on their suggestion empowers them to suggest a different doctor. For the controls in the regression, trust in one’s own doctor has a strong, positive effect on the influencer’s likelihood to recommend that a loved one see a different doctor (.28, p < .001).

**Key Contributions**

We found that an influencer is willing to project personal feelings toward medications onto a loved one in a healthcare decision-making environment. There are pros and cons to our outcome. Although time constraints are non-trivial in a doctor’s daily routine, it is important to understand the feelings/beliefs of the influencer when dealing with a loved one. In particular, children and elderly parents may be at risk. This is not to say that parents or caregivers for the elderly have bad intentions. Quite the opposite, there may be a certain degree of risk aversion and fear involved. Here, doctors have an opportunity to enhance trust and satisfaction as well as reduce patient switching. Switching behavior represents a true economic cost while possibly increasing the time of diagnosis and treatment for the patient. Relatedly, it is important for formal doctor education institutions to incorporate these contexts into training, beyond instruction in empathy and “bedside manner”. Finally, regulators have to date mandated what can and cannot be said in terms of marketing and in particular, off-label drugs. However, regulators have avoided doctor-patient discussion. Yet, a little public service marketing may go a long way toward informing influencers, especially in today’s digital age.

*References are available on request.*
Why People Invest in and How to Nudge Them Away from Overpriced Index Funds: A Population-Based Survey Experiment

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Keywords: behavioral finance, experimental finance, naïve diversification, ETFs, investment fee disclosure

Description: Why do people invest in and can behavioral interventions nudge them away from overpriced index funds?

EXTENDED ABSTRACT

Research Question
Most index ETFs track benchmarks such as the S&P 500 and are indistinguishable from one another in terms of performance. From a homo economicus perspective, price heterogeneity among almost-perfect substitutes should be negligible, if any. Yet, the price variance among these near identical index funds is growing, costing people approximately $7 billion in unnecessary fees (Cooper et al. 2016). Accordingly, we ask two research questions:

a) Why do people invest in high-priced (over-priced?) index funds when there are low-cost alternatives that are indistinguishable in terms of performance and holdings?

b) Would a change in how fees are displayed nudge people away from investing in high-fee index funds and avoid wasting their money?

Method and Data
The experiment was a 2 x 3 x 2 factorial between-subject design with a nationally representative sample of 2,206 respondents, administered by National Opinion Research Center (NORC) at University of Chicago. The experiment is incentive compatible and fully counterbalanced. Participants were asked to allocate a hypothetical $10,000 across three real S&P 500 ETF index funds. The funds were essentially identical except costs. One ETF was expensive (an expense ratio of 0.40%) whereas the remaining two were less costly (expense ratios of 0.09% and 0.04%). The ETFs were all indistinguishable in terms of their performance and portfolio holdings, with an average correlation between returns and the average similarity holdings score in all three funds were both greater than 0.99.

In the experiment, we experimentally manipulated three factors – fee format, graphical representation of performance and allocation constraints. For the first factor, participants were randomly selected to view fees in one of three ways: in absolute (dollars) terms or in relative (percentages) term or as the accumulated cost in dollars over 20 years. There is an ongoing conversation in the finance industry (e.g, Jack Bogle of Vanguard) and in policy bodies (e.g. the Security and Exchange Commission) that displaying fees in dollars would modulate price insensitivity because it makes the cost of investing more concrete and would nudge people away from overpriced investment vehicles. Showing the accumulated cost of investing over time may make the long-term cost of investing in overpriced commodities stronger than just displaying fees in dollars or in percentages and thus make it more likely to nudge decision-makers away from pricier alternatives. We tested these conjectures.

The second factor examines the effects of visual representation, comparing performance displayed as line graphs (growth of $10,000) with bar charts (prospectus year-by-year returns). Previous studies (e.g. Shah and Hoeffner 2002) recommended...
line graphs over bar charts when depicting trends, but could potentially encourage performance chasing and induce people to overly attend to minor differences in historical prices. The third factor is designed to detect fee sensitivity by negating the potential effects of naïve diversification by randomly selecting participants to either confine their allocation to only one ETF or were free to allocate across all three ETFs. Naïve diversification is a heuristic (rule-of-thumb) that people often rely on when making decisions under certainty; that is they tend to allocate resources equally across all available options, out of fear of making the wrong choice. When it comes to investing, naïve diversification often has negative consequences such as investing in inappropriate funds or allocating money to overpriced investments when there are cheaper indistinguishable alternatives. In a similarly constructed experiment that we ran previously using a sample from Amazon Mechanical Turk, we found a small but significant effect for preferences toward the most expensive ETF, consistent with “price-as-quality signal” and this factor is designed to disentangle price-as-quality signal from naïve diversification. We are interested to see if this effect that we previously found in a sample of Amazon Mechanical Turk remains in a nationally representative sample.

**Summary of Findings**

We have two preliminary results:

1. Changing how fees are displaying and/or how performance is represented do not have a significant effect on nudging investors away from investing in the most expensive ETF index fund. The ANOVA results shows that, on average, there is no significant difference in the amount invested in the most expensive fund across all experimental conditions (fee display: F(2,1024 = 1.454, p = 0.234); performance representation: F(1,1024 = 0.346, p = 0.557). The interaction between fee display and performance representation is not significant as well (F(2,1024 = 1.052, p = 0.350). This set of results indicate that changing how fees are displayed and how performance is represented may not be enough to nudge people away from overpriced commodities.

2. People are relying on naïve diversification to make investment decisions and may induce them to invest in overpriced index ETF funds. As mentioned earlier, the goal is to understand that if the option to diversify were ‘taken away’, would people, on average, choose the most expensive fund, indicating a preference toward price-as-a-signal of quality? Or conversely, do they exhibit sensitivity towards fees by choosing the cheapest alternative.

A one-way chi-square test results show that significantly more people chose the cheapest ETF, if they didn’t have the option to diversify (chi-squared = 113.09, p<0.001 with df = 2). The effect size (chi-squared = 0.23) indicates that this statistical relationship is non-trivial. Overall, we found evidence to support the notion that people are relying on naïve diversification to make investment choices, which in turn, overrides their price sensitivity.

In contrary to the literature that people are generally fee insensitive, we found evidence that shows that investors are sensitive to fees. However, on average, their reliance on naïve diversification as a heuristic for investing overrides their fee sensitivity, leading them to waste money on overpriced index ETFs. Unexpectedly, changing how fees are displayed, even showing the accumulated cost in dollars over time, does not appear to have a strong enough effect to nudge investors away from investing in overpriced index ETFs.

**Key Contributions**

**Policy.** Part of what motivates this study is that financial professionals and regulatory bodies are presently having a serious discussion on implementing a change on how fees are displayed, from the current standard of presenting fees in percentages to dollars instead. We bring empirical evidence to light on this ongoing policy discussion between industry and regulatory bodies, in hope of informing evidence-based and data-driven policy changes.

**Better Understanding on the Cognitive Mechanisms for Investing**

The literature on fee (in)sensitivity on investing generally points to the idea that investors are fee insensitive because they have a tendency toward performance chasing (Choi et al. 2010; Dominitz et al. 2008). However, upon closer look at the study, there are important confounds that are not controlled for. For example, in an influential study by Choi et al, they demonstrate that investors pay inordinate amount of attention to performance, even focusing on irrelevant characteristics such as annualized returns since inception date, which in turn, induces them to ignore the impact of fees. However, the participants in the experiment may not have the sophistication to know that variations in annualized returns since inception for index funds are due to variations in inception dates and not performance. Consequently, lack of knowledge is confounded with performance chasing. We rectify this in our experiment by explicitly demonstrating that the past performance of the index funds are indistinguishable and thus, effectively, controlling out the effect of performance chasing. We, thus, have a much better idea on the cognitive mechanisms for why people invest in overpriced commodities, even though there are cheaper indistinguishable alternatives available in the market.

**Improve Investor’s Outcome and Success.** Understanding why overpriced index funds continue to persist is crucial because it directly undercuts investor’s returns which negatively affects the probability of investor’s reaching their financial goals. Parts of the financial industry have profited by obfuscation and inducing choice paralysis upon unwitting or overwhelmed decision makers. This kind of “rent seeking” is an unhealthy byproduct of asymmetric information and bounded decision makers. Understanding more about the cognitive mechanism of decision makers that allow it to persist is useful to inform better policy to mitigate this unproductive transfer of wealth. The information structure and disclosures that are currently standard practice may be insufficient to nudge many people toward making better long-term investment choices, and identifying mechanisms that do improve behavior have clear policy applications.

References are available on request.
From Information to Action: A Qualtitative Study of Water Security Issues

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Keywords: social marketing, water security, information scarcity, qualitative methods

Description: We used qualitative methods to explore the public’s perceptions of water security in order to identify barriers preventing businesses, consumers, and public policy makers from improving water security problems in the United States.

EXTENDED ABSTRACT

Research Question
What are the barriers that consumers, business owners, and policy makers hold that prevent them from taking proactive steps in improving water security in a geographic area that routinely experiences water security problems?

Method and Data
Given that little research has been done in this area in marketing, we deemed a qualitative research design as appropriate. We have conducted eight in-depth interviews to date with experts in the field including business owners, non-profit leaders, hydraulic engineers (Flint, Michigan research team), former policy-makers, chemists, oceanographers, and environmental economists. The in-depth interviews have been transcribed, coded, and analyzed. We also plan to conduct more in-depth interviews and focus group discussions with local business owners and consumers in order to understand their beliefs, roles, and behaviors in water conservation and quality management.

Summary of Findings
Based on the interviews we have conducted so far, we found that the major source of the current problems come from the dissemination and utilization of the information related to water security. Please note that this is our preliminary results. We plan to collect additional data and hope to uncover more insights and will update the results and implication section accordingly.

We found that information related to water security is publicly available if the individual knows where to look. However, some of the water information is blocked by governments and regulators and has never reached the public after it is generated. Although some information is received by the government, business owners, and consumers, it might not pique their interest since the messages are not powerful enough. Those who are aware of the information may not be motivated to take actions to actually improve the water insecurity problems. We summarized several reasons for why water information does not lead to the action of improving water insecurity, including: blocked information, incorrect information dissemination, lack of awareness, lack of support and resources, lack of concern, and lack of motivation.

Key Contributions
In this study, we seek to understand the problems, barriers, and potential solutions that policy-makers can implement to mitigate water scarcity and security concerns. From our qualitative work done to date, we suspect that policy makers will need to work closely with different parties (e.g., information generators, government, business owners, and consumers) to improve the effectiveness of the dissemination and usage of water information. It appears that the information about water availability, quality, and future projections of availability and quality is currently available. Governments, businesses, and consumers must be able to be aware of this information, process it, and then act in order to create solutions. Currently, there are barriers to even receiving the information and then more barriers to taking action, as outlined above. We believe the solutions of these problems requires the joint efforts and co-creation of different parties. Actions are needed to be taken to reduce the bureaucracy and improve information transparency. Moreover, there will need to be an active social marketing campaign put in place to educate consumers and businesses. This will benefit consumer well-being and increase water security in communities as well as decrease costs to consumers/businesses, local utility companies, regulators and governments.

References are available on request.

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It’s My Party and I’ll Cry If I Want To: Self-Identity in Volatile Times

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**Keywords:** political shock, political activism, self-identity, motivation

**Description:** The purpose of this paper is to begin to explore reasons for motivation to engage in political activism and examine how this increase in activism impacts markets, products, and services directly and through policy change.

**EXTENDED ABSTRACT**

**Research Question**

What causes some people to change their behavior or to become more engaged when it comes to activism? How do people respond to a political shock or perceived disruption to the political status quo?

**Summary of Findings**

We propose a theoretical model explaining how a political shock can motivate consumers to engage in political activism. A disruption in the status quo may empower some consumers to identify with the change and emboldens them to publicly support the shock. For others, there may be a need to distance themselves from the shock and deal with the perceived threat.

**Key Contributions**

Understanding how political shock impacts consumers’ identities and leads to certain types of political activism behavior is important to understanding how self-identity is managed and changed. Additionally this paper argues that those who feel underserved and underrepresented by the current political environment provide opportunities for several different entities (e.g non-profit organizations, lobbyist, elected officials and individuals/organizations responsible for marketing and recruiting for social causes) to engage or recruit more people working on behalf of a cause.

References are available on request.

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When the Stars Do Not Align: The Impact of Online Customer Reviews on Consumer Health

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Keywords: online grocery shopping, online customer reviews, front-of-package nutrition labeling, consumer health

Description: This research examines the effects of customer reviews on consumers’ food product evaluations and purchase intentions in the presence of additional evaluative front-of-package (FOP) nutrition information.

EXTENDED ABSTRACT

Research Question
Online grocery shopping is becoming increasingly popular, reflecting Americans’ insatiable appetite for convenience. Given that many Americans over-consume unhealthy foods and under-consume healthy foods (Finkelstein and Fishbach 2010; Loewenstein 1996), it is important to understand the various signals that impact consumers’ food evaluations and choices at the point-of-purchase. This is particularly true in the context of online food shopping where consumers may rely on more and/or different cues than in traditional retail settings (e.g., online reviews of food products). Therefore, the purpose of this research is to examine the effects of customer reviews on consumers’ food product evaluations and purchase intentions. We also seek to determine whether another important product cue, front-of-package (FOP) nutrition labeling, interacts with online product reviews to affect these outcomes.

Method and Data
We conducted a 2 (Evaluative FOP icon: present vs. absent) X 3 (Customer reviews: high vs. low vs. control) X 2 (Nutrition profile: healthy vs. unhealthy) between-subjects online experiment. We recruited 365 participants nationally through Amazon Mechanical Turk. The median household income was $50,000 to $59,000, approximately 68% were female, and ages ranged from 22 to 77. Participants were shown a package of granola bars based on their assigned condition and answered the dependent measures of interest (product attitudes and purchase intentions), followed by a manipulation check.

Summary of Findings
First, our findings reveal that the evaluative FOP icon, alone, worked as intended and nudged consumers towards healthier choices (and away from less healthy choices). Additionally, higher (lower) OCRs, alone, led to more positive (negative) product attitudes and higher (lower) purchase intentions. These findings show that the FOP icon and OCR are each diagnostic when considered separately.

Next, there was an OCR X nutrition profile interaction, as high (low) reviews led to more positive (negative) product attitudes and higher (lower) purchase intentions for both healthy and unhealthy products. There were no significant differences between evaluations of healthy and unhealthy foods in either high or low review conditions. Together these findings suggest that OCRs override nutrition profile information when consumers are forming product attitudes and purchase intentions.

Lastly, we examined the OCR X FOP X nutrition profile interaction. We found that evaluative FOP icons help consumers differentiate between healthy and unhealthy food products regardless of review (high or low). When an evaluative FOP icon was present, high reviews led to more positive attitudes and higher purchase intentions of unhealthy products, but not...
of healthy products. Likewise, lower reviews attenuated attitudes and purchase intentions of healthy products, but not of unhealthy products.

**Key Contributions**

Despite its rapid growth, marketing academic research on online grocery shopping is relatively scarce. Further, to our knowledge, the relationship between FOP icons and online consumer reviews (OCRs) has not yet been explored. Consequently, this research aims to bridge the gap between theory and practice by providing insight into the interactive effects of FOP icons, OCRs, and nutrition profiles. Unhealthy may unintentionally strengthen the wrong kinds of associations and reverse pre-existing positive associations to healthy foods. Health messages promoting healthy eating to men should take into consideration how strong implicit associations already are when aiming to change behavior and avoid promoting healthy foods and negating unhealthy foods in the same message.

*References are available on request.*
Sex and Candy: The Influence of Sexual Content and Consumer Self-Perceptions on Ad Evaluations

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Keywords: advertising, sexual appeals, body image, self-perceptions, women in advertising, female objectification

Description: We examine whether negative consumer self-perceptions that arise from exposure to deal body types in advertising, and, specifically how sexy consumers’ evaluate themselves to be, influences their attitudes toward sexual appeals in advertising.

EXTENDED ABSTRACT

Research Question
Do consumer self-perceptions influence their attitudes toward sexual appeals such that a person that perceives themselves to be less sexy will have a more negative attitude toward sexual appeals?

Method and Data
We ran two experiments with subjects recruited from Amazon Mechanical Turk.

Summary of Findings
We find that a consumer’s self-perceptions, specifically their perception of their own sexiness, influences their attitudes toward sexual appeals. Consumers with lower perceptions of their own sexiness like sexual appeals less than those with higher perceptions of their own sexiness. This furthers research on sexual appeals and takes a deeper look at the distinct gender differences previously found in the literature in which males like sexual appeals more than females. Females, more so than males, have been impacted by the thin ideals portrayed in advertising, which we believe has manifested itself in gender differences in attitudes toward sexually themed ads found in extant research. However, by looking at the underlying mechanism, namely, self-perceptions, we are able to find results that are not gender specific. Both males and females are negatively impacted by ideals portrayed in advertising, and sexually implicit imagery of women is sufficient to activate these negative self perceptions in both men and women and result in lower attitudes toward the ads. Additionally, we find that negative attitudes toward sexually themed ads can extend to perceptions of the product quality and intentions to try a product.

Key Contributions
The current research provides a deeper examination of the underlying process driving gender differences in attitudes toward sexual appeals in existing research. The ideal body images portrayed in advertising has a negative impact on self-perceptions of both males and females and we examine how exposure to sexually implicit imagery of a woman in an advertisement impacts attitudes toward sexual appeals and the products that are being advertised.

Our results illustrate that this effect can be elicited on men and women by viewing implicit sexual imagery of a woman rather than nudity, ideal thinness, or the portrayal of someone of the same sex as the consumer viewing the ad.

References are available on request.

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Adult Candy Stores: Shopping for Stigmatized Products and Customer Experience in Marijuana Dispensaries

Samantha C. Velez, University of Wyoming

**Keywords:** marijuana, social status, retailing, experiential marketing, social identity, stigma, customer experience, legitimation, identification, store atmospherics

**Description:** This study investigates how marijuana dispensaries create a customer experience that provides guidance and validation for consumers with stigmatized consumption practices.

**EXTENDED ABSTRACT**

**Research Question**
How does the retail experience at marijuana dispensaries work to normalize a stigmatized and illegal substance?

**Method and Data**
In-depth interviews with consumers and retail associates at marijuana dispensaries and observation.

**Summary of Findings**
Carefully crafted customer experiences in retail settings where stigmatized products are sold must provide guidance and validation for stigmatized subgroups of consumers.

**Key Contributions**
This paper contributes to the marketing literature by identifying how retailers can enable guidance and validation of stigmatized consumer groups in retail spaces where consumers purchase stigmatized products.

*References are available on request.*

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Magically Rescued or Taking Control? An Examination of Messaging Aimed at Debt-Distressed Consumers

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Keywords: credit counseling, debt-relief, control, consumer debt

Description: The control directed and relief focused marketing messages used by the debt-resolution-credit-counseling industry differentially impact consumers depending on their concern about debt.

EXTENDED ABSTRACT

The consumer debt of Americans is growing and now stands at over $12 trillion dollars, of which more than $700 billion is credit card debt (Federal Reserve Bank of New York, 2017). While research has focused on factors contributing to debt such as problems valuing future income properly (Soman and Cheema, 2002), misplaced ideas linking power and money (Yamanchi and Templer, 1982), and the “high” feelings that some associate with credit card use (Hayhoe, Leach, and Turner, 1999), less work has addressed the content of debt related messages and how they impact consumers’ financial behaviors.

The debt-resolution-credit-counseling industry is a major source of debt related messages in the public domain. Previous scholarly investigations on this industry have focused on the behaviour of firms in their interactions with potential and existing clients (e.g., Ben-Ishai & Schwartz, 2014), levels of compliance with regulatory structures or legal restrictions placed upon the industry (e.g., Nelson, 2014), or the conflicts-of-interest inherent in the economic structure of the industry (e.g., Hunt, 2007; Schwartz, 2011). Investigations by regulatory bodies (e.g., Internal Revenue Service; Mayer, 2006; Federal Trade Commission; Nelson, 2014) and by lawmakers (e.g., United States Senate, 2005) have had a similar focus. However, little attention has been paid to the wider impact the debt-resolution-credit-counseling industry has on consumers through its advertising and marketing messages.

Research Question

Consumers are regularly exposed to messages from the debt-resolution-credit-counseling industry through advertising (e.g., radio, TV, outdoor). They may also be exposed through active online searches. Consumers in a credit crisis are not the only people who search for credit counseling, debt relief, or budgeting advice on the internet. Motivated by concern for a friend or family member in financial distress, general curiosity, or in anticipation of increasing financial pressures, a consumer may search the internet looking for information. They may not be considering using the services offered by firms whose websites they are viewing, but they do find themselves reading slogans like “take control of your debt” and “make your debt disappear”. What impact do such messages have on consumers’ financial behaviors?

The diversity within an industry that includes for-profit and non-profit firms combined with the diversity of terminology applied to their services (e.g., credit counseling, credit repair, debt counseling, debt relief, debt management, debt consolidation, debt settlement, financial coaching) makes for a plethora of conflicting messages from firms with conflicting agendas. The focus of our research is therefore twofold: (1) what slogans and headlines are used by the debt-resolution-credit-counseling industry (2) what impact do they have on consumers?
Method and Data

We conducted a content analysis of websites of 107 American (61 non-profit and 46 for-profit) and 135 Canadian (25 non-profit and 110 for-profit) organizations that offer credit or debt counseling services. Two coders examined the homepage contents and slogans to determine if they focused on relief or magic (e.g. You dream of being debt free, We make it happen; Enjoy life, leave the stress to us, etc.) or focused on control (e.g. Take control of your financial situation; Take control of your debt; Increase your financial knowledge; Create a personal action plan for success).

To follow up on this content analysis, we conducted an experimental study to investigate the effect of different slogans on actual consumers who may or may not have trouble managing their debt. This study was 2(Debt concern: No vs. Yes) x 2(Appeal: Debt relief vs. Debt control, N=268 MTurk participants). Towards the end of the survey participants indicated if they have been concerned about their debt levels. We created two sample webpages that focused on either control or relief/magic based on Study 1. Participants reported their likelihood to engage in debt counseling in the future (α=.90) as our dependent measure.

Summary of Findings

Results of our content analysis indicate that in both Canada and the USA the homepages of non-profits were more likely to focus on control than the homepages of profit companies (Canada t(132)=2.20, p<.05, USA t(104)=2.77, p<.05) and that for profit companies were more likely to focus on relief/magic as compared to non-profit firms (Canada t(132)=-4.11, p<.01, USA t(104)=-5.48, p<.01). The conclusions were the same when we considered only the slogans used on the websites.

A 2 x 2 ANOVA of our experimental study showed a main effect of debt concern (F(1, 264)=12.05, p<.01) that was qualified by a 2-way interaction between debt concern and appeal (F(1, 264)=5.14, p<.05). Results revealed that those who have experienced debt concern showed higher likelihood to engage in debt counseling after viewing the debt control webpage than in the debt relief condition (Mrelief=3.93 vs. Mcontrol=4.40; F(1,264)=3.77, p=.05). Those who were not concerned about their debt were not affected by the manipulation.

Key Contributions

In terms of our research questions, we have two primary conclusions. First, there are distinctly different types of messages used to communicate with consumers about debt services. Second, these messages seem to differentially effect consumers’ intention to seek help managing their debt based on their concerns over debt. Consumers concerned about their debt report being more likely to seek credit counseling services after exposure to control versus relief/magic messages. Future research should investigate the underlying mechanism for these findings and should examine how exposure to these differing messages impacts consumers’ spending and debt acquisition behaviors.

Our results have both managerial and policy implications. Credit counseling agencies may be able to drive higher take-up rates for their services by abandoning relief/magic focused messaging in favor of control focused messaging in their marketing communications. Policy-makers concerned with encouraging debt-distressed consumers to seek assistance may consider public service communications that likewise focus on control.

References are available on request.
Perseverance in Adversity: Using Counterfactual Thinking to Empower Dieters

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Keywords: health goals, counterfactual thinking, dieter, process-focused message, weight management

Description: This research highlights how consumers use their cognitive resources in a deliberative manner, strategically, to pursue healthy eating goals.

EXTENDED ABSTRACT

Research Question
In this research we explore how engaging in CFT following a dieting failure scenario might activate another cognition orientation and influence consumers’ persistence toward a health goal.

Method and Data
A 2 (CFT vs. control) x 2 (dieter vs. non-dieter) between-subjects factorial design was used. Following the CFT manipulation, respondents were asked to view and evaluate an ad, which focuses on process attributes (e.g., easy-to-use, use it anywhere, anytime) for a free online food and fitness tracking tool (i.e., MyFitnessPal.com). They were also asked whether they were on a diet or trying to lose weight. At the end of the study, respondents were asked if they were interested in participating in a follow-up study which required them to create an account, use the free service for two weeks, and report their experience. Two hundred and twenty-four respondents participated in the Phase I ad evaluation study, and 174 volunteered to participate in Phase II.

Summary of Findings
Phase I results showed an interaction effect: dieters who engaged in CFT evaluated the ad more favorably than those in the control condition. No effect was found for non-dieters. A similar pattern was replicated in Phase II. Dieters who engaged in CFT indicated that they were more likely to continue using the service for tracking after their first two weeks of use. This group also reported they used the online tool more often to (1) track other nutrients such as fat, protein, carbohydrates, and fiber; (2) use the recipe function; and participated marginally more in (3) the supportive online social community (i.e., blog, discussion boards) compared to dieters in the control condition.

Key Contributions
This research demonstrates that focusing on what went wrong for people who struggle with healthy eating may not always produce a backfire or rebound effect. Combining CFT strategically with process-focused health messages may empower them to pursue their healthy goals, even after a dieting lapse.

References are available on request.

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The Joint Effect of Types of SNSs and Tie Strength on User Experience

Xianfang Zeng, University of Calgary

Keywords: social network sites (SNSs), tie strength, user experience

Description: This conceptual framework proposes that user experience with social network sites (SNSs) is jointly affected by (a) the types of SNSs (i.e., informational vs. emotional) and (b) the strength of ties (i.e., weak vs. strong) between users.

EXTENDED ABSTRACT

Research Question
According to Pew Research Center (2017), about 70% of American adults use SNSs for the purposes of connecting other people and/or exchanging information. The current research provides an exploratory conceptual framework that captures the factors affecting user experience. The factors involve the types of SNSs and the strength of ties between site users.

Summary of Findings
For informational SNSs, users tend to have more favorable user experience when the strength of ties between them is weak (vs. strong); conversely, for emotional SNSs, users tend to have more favorable user experience when the strength of ties between them is strong (vs. weak).

Key Contributions
Previous research has explored various aspects of SNSs. Some scholars focus on the behaviors on SNSs, such as word of mouth (e.g., Trusov et al. 2009), and others dig into the functions of SNSs, such as connecting with friends and influencing other users (Chambers 2013; Trusov et al. 2010). However, relatively little research investigates how users evaluate their experience with SNSs. In this aspect, the present research adds some insights. The investigation about user experience is also of managerial importance. The main business model of SNSs companies is based on advertising. They keep user visits to make profits. The success of SNSs is heavily determined by the number and activity levels of their user members (Trusov et al. 2010), which is further influenced by the quality of user experience.

References are available on request.

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“Walk the Talk” is NOT Enough: From the “Doing” to “Being” Paradigm for Studying Consumers’ Perceived Green Authenticity of Companies

Xianfang Zeng, University of Calgary

Description: Within the “being” paradigm, this research proposes a conceptual model, investigating the factors contributing to consumers’ perceived green authenticity of companies.

EXTENDED ABSTRACT

Research Question

The current research examines what factors affecting consumers’ perceived green authenticity of companies.

Summary of Findings

Proposition One: When green actions match companies’ green claims, consumers may perceive that the companies have a higher level of green authenticity.

Proposition Two: When companies keep consistent among their past and current pro-environmental practices, consumers may perceive that the companies have a higher level of green authenticity.

Proposition Three: Consumers may perceive that the companies in environment-neutral (vs. -sensitive) industries have a higher level of green authenticity.

Proposition Four: C-C identification may moderate the effects of (a) the claim-action match, (b) consistency among green actions and (c) industry membership on consumers’ perceived green authenticity of companies.

Key Contributions

This research provides both theoretical and practical contributions. Theoretically, it elaborates on the concept “green authenticity”, and enriches the research about greenwashing. A growing body of literature has recently examined greenwashing that engenders much of the negativity (Nyilasy, Gangadharbatla, and Paladino 2014). Although authenticity-enhancing practices are rampant, there is a paucity of research about green authenticity. Practically, the present research suggests that, even without observing greenwashing practices, consumers may still react negatively due to a lack of perceived authenticity.

References are available on request.

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Impact of Market Claims and Efficacy Information on Perceptions of Direct-to-Consumer Prescription Drug Ads

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Keywords: market claims, efficacy information, DTC advertising, prescription drugs, consumer perceptions

Description: The purpose of this study was to examine the impact of market claims and quantitative efficacy information on perceptions of a direct-to-consumer advertisement for a hypothetical prescription drug.

EXTENDED ABSTRACT

Research Question
The purpose of this research is to examine the impact of market claims and quantitative efficacy information in direct-to-consumer (DTC) print advertising for prescription drugs. Little is known about the interaction between market claims and efficacy information on consumers’ perceptions of drugs. We examined the following research questions: 1) What effect do market claims (New, #1 Prescribed) have on perceptions of product risks and benefits? 2) Do perceptions vary by the presence of efficacy information, and by the efficacy level presented (a low or high efficacy level)? and 3) Does adding quantitative efficacy information change the impact of the market claim on perceptions of product risks and benefits?

Methods and Data
A between-subjects design was used where the two categorical independent variables were the type of market claim (“#1 Prescribed”, “New”, None) and efficacy information (High, Low, None). The experiment allowed the comparison of one experimental market claim condition to the control market claim condition (the ‘None’ condition) at all three levels of efficacy. The advertisement was for Nuramen, a hypothetical drug for diabetic nerve pain relief and included important safety information.

Participants with diabetes were recruited through an online consumer panel and 525 completed the survey. Participants were randomized to one of nine possible ads (one ad for each possible combination of efficacy information and market claim) and then asked about their 1) perceptions of the ad’s message and intent, 2) perceptions of the drug’s benefits (e.g., overall quality, effectiveness) and risks (e.g., side effects), 3) perception of doctors’ opinions about the drug, and 4) behavioral intention to use the drug. Analyses of variance were conducted to explore main effects for and interactions between efficacy information and market claims.

Summary of Findings
Regardless of the efficacy information, those who saw an ad with the #1 Prescribed claim reported that 1) the ad’s message indicated significantly higher effectiveness of Nuramen rela-
tive to other drugs, and 2) the drug’s side effects were significantly shorter-lived as compared to those who did not see a market claim.

Across all market claims, participants in the high efficacy condition reported that significantly more people would experience diabetic nerve pain relief with Nuramen, as compared to the low efficacy condition. Conversely, those in the low efficacy condition reported significantly higher ratings of product quality compared to the no efficacy condition across the no claim and New! market claim manipulations.

There were several significant interactions between the efficacy level and market claim. Those who saw the ad with #1 Prescribed and low efficacy information reported that the ad was conveying a lower likelihood of side effects as compared to those who saw the ad with only low efficacy information (no market claim). Similarly, those who saw the ad with #1 Prescribed and low efficacy information thought that doctors believed the product’s side effects were significantly less serious as compared to those who saw the ad with only low efficacy information.

**Key Contributions**

Including market claims, especially #1 Prescribed, and efficacy information in direct-to-consumer prescription drug ads does impact consumer perceptions of the ad’s intent, the risk and efficacy of the drug itself, and doctors’ opinions about the drug. These findings can inform the regulation of these types of ads to ensure that they present fair and balanced information to consumers.

*References are available on request.*