Poster submissions

1. **Normative Influence in the Anti-Vaccine Movement**

   **Lindsay A. Chilek & Amanda Mabry**  
   **Stan Richards School of Advertising & Public Relations**  
   **The University of Texas at Austin, USA**

   Vaccination choices are associated with the belief that trusted individuals around you are getting vaccinated. Utilizing the Theory of Normative Social Behavior, this research investigates the effect that descriptive norms, injunctive norms, outcome expectations, group identity, ego involvement, and motivation to comply have on parents’ vaccine decisions regarding their child(ren).

2. **Impact of Tourists’ Shopping Experience on Consumer Satisfaction and Loyalty: An Empirical Study on Tourists’ Consumer Behavior in Retail Industry**

   **Ge JunWei & Joseph Sy-Changco, University of Macau, Macau**

   Consumption of tourists in retail industry is an important economic resource for a city that relies on tourism. There are plenty of researches on tourism industry, treating tourists as service consumers and neglecting them as tangible products buyers. To overcome this research gap, this paper will examine tourists’ shopping experience in retail section and its influence on perceived consumer satisfaction. We hypothesize Sense, Feel, Think, and Relate experiences of tourists in shopping activities affect cognitive and affective satisfactions. Consumer loyalty has been confirmed to have tight connection with profitability. However, it needs further research on whether the tourists can be encouraged to create loyalty on shopping sites or brands in a tourism spot. The research will answer the question of whether providing a higher level of unique shopping experience for tourists is valuable in upgrading tourist satisfaction, increasing positive word of mouth, attracting repeat purchases, and differentiating a firm from its competitors.
3. **Online sensory breadth experiences trigger consumers’ impulsive behavior**

Tseng-Lung Huang, Lin Yuan Chen & Cheng Li Chien  
Yuan Ze University, Taiwan

Sensory breadth experiences, such as visualization, haptic experiences, and self-location, are critical in an online try-on environment. This research adopted an affective appeal perspective to clarify the relationship among sensory experiences, concrete affects, and behavioural intentions in an online try-on context. This study employed augmented reality interactive technology (ARIT) in an online clothes-fitting context and invited online consumers to use ARIT for trying on online apparel and then complete a questionnaire. One hundred sixty-eight valid questionnaires were collected and partial least squares path modelling was used to test hypotheses. The results showed that sensory breadth, by arousing a concrete affect, induces impulse-buying intentions and willingness to pay price premiums for online shopping. The feeling of para-social presence diminishes the influence of a concrete effect on willingness to pay price premiums. Gender differences moderate the relationships between sensory experiences and concrete affects and between concrete affects and price premiums.

4. **How to trigger consumers’ online website love and information technology identity**

Tseng-Lung Huang, Lin Yuan Chen & Cheng Li Chien  
Yuan Ze University, Taiwan

This study adopted the perspective of self-referencing theory to investigate how brand love and information technology identity are formed in an online retailing environment. An online clothes-fitting and shopping context and task-oriented laboratory method were employed. A total of 232 valid questionnaires were collected; structural equation modelling was used for hypothesis testing. The results indicate that rehearsability and consumers’ sense of ownership control in an online retailing environment form positive brand love and information
technology identity, with mental imagery rendering a complete mediating effect. In addition, the scenario with augmented reality interactive technology (ARIT) exhibits a moderating effect on the formation of online brand love and IT identity. Such findings fill the gap of research into the role of mental imagery in an online retailing environment.

5. The need for innovative marketing strategies when selling an “obsolete” product. A case of independent record labels.

Anita Radon, University of Borås, Sweden
Malin Sundström, University of Borås, Sweden

In a transforming retail sector digitization has boosted innovation and new self-service technologies within stores all over the world. However, innovations within retailing are seldom successful if they are not built on true consumer value. This research gives the example of innovation in marketing and distribution strategies when shifts in technology have transformed a whole business as is the case with the music business.

6. Advertising impact on financial outcomes: What is advertising spending really worth?

Rozsa Pasztory, Commonwealth Bank, Australia

This paper offers a stock take approach of the impact of advertising expenses on the firms’ financial performance. Using meta-analysis (34 effect sizes from 21 studies) it suggests the effect is weaker than that for consumer response or sales. We also found decreasing effectiveness since 2000, converging to 0.
7. Customer centric innovation processes and timing to deliver renewed value in mature and declining industries: A case study of the graphic arts industry

Thomas Mejtoft, Digital Media Lab, Umeå University, Sweden
Åsa Yderfält, Centre for research on Economic Relations (CER), Mid Sweden University
Sara Mejtoft, Digital Media Lab, Umeå University, Sweden

Quick and powerful strategic changes in conjunction with fast innovation cycles have made it hard to sustain competitive. The objective of this longitudinal case study paper is to discuss and analyse the use of customer centric open innovation processes to change the competitive posture of a mature and declining industry.

8. Environmentally Responsible Consumption: Identifying Underlying Themes

Sudhanshu Gupta, Indian Institute of Technology Madras, India
Richa Agrawal, Indian Institute of Technology Madras, India

Present study aims to identify themes underlying environmentally responsible consumption. A qualitative study, using primary data from semi-structured interviews and secondary data from blogs, was undertaken for the same. Several themes across the three stages of the consumption process i.e., purchase/acquisition, usage and disposition, were identified.

9. The Effects of Perspective Taking on Prosocial Emotions and Intents

Canice Man Ching KWAN, Robert S. WYER, Jr., Xianchi DAI
The Chinese University of Hong Kong

Conceptualizing perspectives into three types — the victims, an involved observer and a disinterested observer, we investigate how perspective influences prosocial intents via its effects on prosocial emotions. We
show that taking the perspective of victims or involved observers boosts empathic distress, but only the latter elicits high guilt and prosocial intent.

10. Who Values the Organic Consumer? Integrating Schwartz Value Theory with Signaling Theory

Sirpa Kortelainen, University of Jyväskylä
Marjo Siltaoja, University of Jyväskylä
Petteri Puska, University of Vaasa
Merja.Lähdesmäki, University of Helsinki
Sami Kurki, University of Helsinki
Harri Luomala, University of Vaasa

We examine the mechanisms working behind consumption choices that signal prosocial behavior. By combining Schwartz value theory with the signaling theory we ask, who values prosocial consumer? We found out that respondents’ positioning in the Schwartz value circle is highly significant regarding their favorable evaluation on an organic meat consumer.


Kimmy Wa Chan, Hong Kong Polytechnic University, Hong Kong
Stella Yiyan Li, City University of Hong Kong, Hong Kong
John Jianjun Zhu, University of Hong Kong, Hong Kong

With the theory of the path-of-least-resistance, we propose a novel moderated-mediation mechanism underlying crowdsourced ideas implementation decision. Using data collected from a leading crowdsourcing community, we examine the impacts of idea novelty on firms’ implementation decision with a contingency approach and provide managerial implications in improving crowdsourcing process.
12. Exploring the Impact of Financial Resources on Shape Preference

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong
Lei Su, Hong Kong Baptist University, Hong Kong
Rui (Juliet) Zhu, Cheung Kong Graduation School of Business
Gerald Gorn, Hong Kong Polytechnic University, Hong Kong

Three experiments showed that participants who perceived themselves having more financial resources exhibit higher preferences towards angular-shaped products, compared with participants with less perceived financial resources. This effect is mediated by a heightened desire for competence among more resourceful participants, and moderated by product usage occasion.


Yi-Mu Chen, I-Shou University, Taiwan
I-Hsin Wang, Eastern Michigan University, USA

The current study explores consumers’ ethical beliefs affect their opportunistic behaviours and emotional experiences in a cinema setting. The results show that when consumers with a higher level of ethical belief, their judgment will be favor with cinema’s policy, and their opportunistic behaviours will be lower.

14. Children intention to consume unhealthy food: Online marketing communications via social network sites

Paramaporn Thaichon, S P Jain School of Global Management, Australia
Thu Nguyen Quach, Swinburne University of Technology, Australia
This study endeavours to investigate the impact of the online marketing communications via social network sites on children intention to consume unhealthy food in the Australia. It explores children’s view of marketing communications, eating habit and peer pressure in relation to the intention to consume unhealthy food.

15. Being Unhappy but Trying Again: An Examination of Diverging Service Failure Effects across Full-Services and Self-Services

Sören Köcher, University of Dortmund, Germany
Renate Buber, Vienna University, Austria

This research documents a systematic difference in customers’ responses to dissatisfying service outcomes across services provided by a service employee (i.e., full-services) and services which require customers’ participation (i.e., self-services). Whereas service reusage intentions strongly depend on service satisfaction in the full-service context, this effect is attenuated for self-services.