AMERICAN MARKETING ASSOCIATION

2022 AMA MARKETING AND PUBLIC POLICY CONFERENCE

The Role of Marketing in Imagining a Better Post-Pandemic World: Addressing Structural Disparities, Sustainability and Social Change

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PROCEEDINGS

Volume 32

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2022 Marketing & Public Policy Conference Awards

Best Conference Paper

"Mothers with Empty Arms: Marketing, Stigma, and Bereaved Mothers"

Elizabeth A. Minton, University of Wyoming
Cindy Xin Wang, California Polytechnic State University
Carissa M. Anthony, Drexel University
Alexa K. Fox, The University of Akron

Brenda M. Derby Memorial Award

"It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perceptions"

Cory Haltman, The Ohio State University
Rebecca Walker Reczek, The Ohio State University)
Cait Lamberton, University of Pennsylvania

Welcome to the 2022 AMA Marketing & Public Policy Conference!

We are excited to be able to greet many of you in person in Austin, Texas, and look forward to engaging in productive dialogues on issues we are all passionate about, both in person and in the virtual portion of our conference. We are pleased that our hybrid conference has 245 attendees, reflecting the importance of research at the intersection of marketing, public policy, and well-being.

Since its inception, the Marketing & Public Policy Conference (MPPC) has been a conference for research focused on greater social good. When we started to plan this conference a few years ago, we had all hoped that we would be emerging from the COVID-19 pandemic, which is still ongoing globally. Nonetheless, our focus on imagining the role of marketing as COVID-19 shifts, we hope, from being a pandemic to an endemic, specifically focusing on ways to address and mitigate structural disparities and to promote sustainability and social change are still timely and important. Consumers, businesses, and policy makers continue to grapple with weighty questions, including concerns around job security, finances during periods of higher than usual inflation, caregiving, health concerns, and more. The research presented throughout the entire conference helps suggest paths forward for our community and fosters hope that work for well-being and social change is deeply important.

This conference is a place where many of us get to engage in high-quality scholarship and conversation with our community. Mentorship has always been a bedrock of MPPC, and we are piloting new programs to foster inclusivity at this conference. For those who attend in person, we hope you sign up now to attend one of our dine-arounds on Friday night.

We especially thank Nick Ragone and Chris Manley from Ascension for graciously agreeing to provide our keynote talk. We are very excited to have keynote speakers who are passionate about conducting cutting edge research on consumer health and well-being in the health care industry. We know you will enjoy the blend of theory and practice in their work, and hope that this keynote will spur ideas for future academic/industry collaborations.

We want to acknowledge the years of dedication and work that have made MPPC the outstanding conference that it is today. We thank all the volunteer reviewers, special session organizers, and hundreds of authors from around the world who submitted their research. We greatly appreciate the support we received from the rock star staff at AMA, and we are particularly indebted to Hannah Finkelstein and Monica Gerhardt. We look forward to the sessions and learning more from this incredible community.

Sincerely,

The Conference Cochairs

Stacey Finkelstein (Stony Brook University, College of Business), Ann Mirabito (Baylor University, Hankamer School of Business), and Marie Yeh (Loyola University Maryland, Sellinger School of Business)

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Special Session

TITLE: LEVERS OF POLICY AND GOVERNMENT IN DIGITAL ENVIRONMENTS

Co-Chairs:
Monica LaBarge, Queens University
Kristen Walker, California State University Northridge
Courtney Nations, University of North Florida

Description: This session delves into the current and future realities and impacts of digital spaces on society and considers the levers of policy by key stakeholders that influence digital environments.

EXTENDED ABSTRACT

As governments increasingly utilize technology (e.g. devices, platforms, applications, IoT, algorithms, artificial intelligence) and outsource some of the typical work to intermediaries, this session stimulates discussion around several topics and questions:

- What policies are (urgently) needed given the reliance and expectation of the convenience technology by consumers?
- How might increasing digitalization affect the structure and function of organizations, regulations and even economies?
- How have government organizations shifted their pace to "keep up" with technology and at what "stage" is technology adoption by government?
- How will outsourcing tasks and responsibilities to third parties play a role in policy development and regulatory oversight?
- In a digital environment that demands compromise, who determines whose needs or rights are most critical? In what ways does policy favor consumers versus organizations, or vice versa?
- How do policymakers view their responsibilities in protecting consumer privacy?
- What are potential long-term outcomes and ramifications of developing policy to regulate digital environments? What are long-term goals?

Digital Exchange Compromises: Teetering Priorities of Consumers, Organizations, and the Iron Triangle

Societal well-being is challenged by the complexity and intangibility of the compromises inherent in digital exchanges. We examine the factors that drive the current tensions that exist between consumers and organizations in digital exchanges, as well as how and why interest groups, lawmakers, and bureaucracy (also known as the iron triangle) seek to mediate these exchanges through policy and regulation. We offer a conceptual model depicting the delicate balance of interests between consumers and organizations in the digital environment, including the foundational role of the iron triangle. By explicating the nature of these relationships, we illustrate the various tradeoffs faced by all parties and provide a comprehensive framework to facilitate holistic assessment of the factors underlying these ubiquitous, yet complex digital relationships. This framework serves as a lens to help guide business and regulatory policymaking and as a platform for identifying future research opportunities.

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Market Power and Digital Business Ecosystems: Assessing the Impact of Economic and Business Complexity on Competition Analysis and Remedies

Digital business ecosystems (DBEs) reflect the culmination of progressive changes in business models and organizational structure over the last 40 years. The ubiquity of many large DBEs in our economy, society, and political system is troubling, as is their significant market power, which is the subject of competition investigations in the U.S. and abroad. But the DBE business model, which far surpasses other models and structures in its scope, scale, and complexity, remains largely under-analyzed. DBEs feature unique economic, technological, and business characteristics that increase their opacity to consumers, competition enforcers, and lawmakers. These include information as the currency of exchange and a range of market failures such as positive network effects, information asymmetries around user data and privacy, and data externalities. As the "engine" of commerce and growth in DBEs, cloud computing technology adds further complexity to the analysis of market power. This is particularly true of data analytics, supported by artificial intelligence (AI) and machine learning, which powers the DBE "value proposition" of maximizing user engagement and monetizing user data. Our analysis examines the unique characteristics of DBEs and assesses their implications for competition enforcement and policy. This analysis raises numerous questions around the adequacy of conventional competition analysis in evaluating market power concerns.

Gregory T. Gundlach, Professor, University of North Florida
Riley T. Krotz, Assistant Professor, Texas Tech University
Diana L. Moss, President, The American Antitrust Institute

Artificial Intelligence in the Government: Responses to Failures and Social Impact

Artificial Intelligence (AI) is pervading the government and transforming how public services are provided to consumers—from allocation and adjudication of benefits, to law enforcement, risk monitoring and provision of services. Despite technological improvements, AI systems are fallible and may err. How do consumers respond when learning of AI's failures? In twelve preregistered studies we document a robust algorithmic transference: algorithmic failures are generalized more broadly than human failures. Rather than reflecting generalized algorithm aversion, algorithmic transference is rooted in social categorization: it stems from how people perceive a group of non-human agents versus a group of humans—as out-groups characterized

by greater homogeneity than in-groups of comparable humans. Because AIs are perceived as more homogeneous than people, information about one algorithm has higher inductive potential and is transferred to other algorithms at a higher rate than information about a person. Assessing AI's impact on consumers and societies, we show how the premature or mismanaged deployment of faulty AI technologies may engender algorithmic transference and undermine the very institutions that AI systems are meant to modernize.

Chiara Longoni, Assistant Professor, Boston University
Luca Cian, Associate Professor University of Virginia
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References are available upon request

MARKETING, POLICY AND COVID-19: EVOLVING PERSPECTIVES OF WELL-BEING IN THE AMERICAS

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Key Words: COVID-19, Policy Responses, Best Practices, Community Well-being

Description: Roles of public policy and marketing in contributing to quality of life and community well-being, during and following pandemic in select countries of North and South America

*Authors listed alphabetically, after Session Chair

COVID-19 has been devastating, killing more than 5.5 million people (WHO 2022); financial losses may exceed $20 trillion: especially tragic numbers when one considers investments in policies and preparedness would have cost less than $40 billion (World Economic Forum 2020). This special session assembles scholars studying the impact of COVID-19 on national marketing systems and communities in them. Applying a framework first introduced in the *Journal of*

Public Policy & Marketing (Shultz et al. 2012), and further developed for uniquely distressed contexts around the world (e.g., Shultz, Rahtz and Sirgy 2022), each team of authors assessed responses to the pandemic in their home country; specifically, Argentina, Brazil, Canada, Colombia, or the USA. Emphasis was placed on the dynamics of markets, marketing, policy and well-being, including both failures and successes in the system; leadership effectiveness among Catalytic Institutions (e.g., businesses, governments and NGOs), grassroots initiatives by Citizen-Consumers, and Constructive Engagement with stakeholders throughout the system to discern best practices for pandemic relief. An overview of findings for each country will be shared, followed by general discussion, including opportunities for future research.

References are available upon request

SPECIAL SESSION PROPOSAL

Markets Most Impacted by Marketing/Public Polity Intersectionality: Cannabis Marketing in a Highly Regulated World

Chairs and Discussion Leaders
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Overview
The USA provides a fascinating backdrop to study how emerging public policy measures affect the consumption and marketing of a formerly illegal and stigmatized product: cannabis. There is probably no other market or product, traditional or emerging, that is more ideally suited to be examined through the lens of public policy than cannabis. Unlike other "controversial" or "stigmatized" products or markets, cannabis began its market and consumption journey as an illegal product obtained through illicit channels. As a result of the loosening or changing of laws, public policies are being simultaneously created and shaped as manufacturers, wholesalers, and retailers race to enter the marketplace to fulfill a substantial consumer demand. Cannabis is currently described as a "grey market" industry, due to the lack of federal law governing its use and distribution in the U.S. As Camors, Chavez, and Romi (2020) point out, "cannabis policymakers (city council members and mayors) and industry participants (producers, processors and retailers) face many risks and uncertainties (Romi et al., 2019). Yet, even in the face of such risks, the consequence of adoption and success provide significant economic and social benefits to states... (pg. 1)."

Prior marketing research has examined the complex dynamics involved in the transition of this market from stigmatized and illegal to attaining legitimacy. Regulatory legitimacy is necessary but insufficient for market legitimacy; normative approval and cultural understanding are also required, and these entail a process of legitimation shaped by the market's historical counter-normativity, parallel and adjacent markets, and the coordinated efforts of producers to reframe the market as acceptable (Ertimur & Coskuner-Balli, 2015; Giesler, 2012; Humphreys, 2010; Kjellberg & Olson, 2017; Wilner & Huff, 2017). Marketing actors play a key role in assuaging contestation; branding strategies and marketing communications of cannabis producers can legitimize brands and their consumption (Coskuner-Balli, Pehlivan, & Hughes, 2021), and the material properties of products can enable consumers and the public to perceive the market as acceptable (Huff, Humphreys, & Wilner, 2021).

Objective
The objective of this session is to continue the seminal work published in *Journal of Public Policy and Marketing, Journal of Consumer Research, and Journal of Marketing Management* to introduce this community to the many opportunities afforded by studying cannabis and public policy. While several excellent articles have begun to tackle this complex topic within marketing, the cannabis market provides the potential for an extremely fruitful research program for marketing academics of all stripes.

Format
Our session will be a bit of a hybrid; we will have short paper presentations from scholars and will facilitate a discussion with audience members that are interested in this topic. Because the discussants are also paper contributors, they will not present additional insights; instead, they will facilitate the discussion.

Potential Audience Interest
This session will be of keen interest to researchers interested in real-world opportunities to study the intersection of marketing and public policy in an evolving and dynamic market. Researchers interested in issues of market legitimacy, consumer-driven market formation, equity, and inclusivity in a modern context will also attend.

The chairs of this session are in the process of creating a book proposal on cannabis and would like to be able to give audience member the opportunity to submit abstracts for potential inclusion.

Key Issues
Destigmatization
Legalization and legitimacy
Introduction and reproduction of capitalism in a previously illicit market
Impact of sexism, racism, and classism on the formation and participation in cannabis markets
Relevant stakeholders

Contribution
This session will make an important contribution to the discipline because it presents academics with an exciting opportunity to conduct research that begins to address the myriad complexities that cannabis production and consumption creates for cannabis consumers, cannabis retailers, cannabis industry advocates, environmental policy makers, local community residents, federal supporters, and societies at large.

Presentation Overviews

The Role of Retailers in Market Legitimation: An Examination of the Regulated Cannabis Market in Ontario, Canada

Aimee Dinnin Huff (presenting), Sarah J. S. Wilner, Ashlee Humphreys

Our study employs institutional theory (Scott, 2008; Thornton, Ocasio, & Lounsbury, 2012) to examine how legal retailers contribute to the legitimation of this still contested market.

We focus on retailers' institutional work – the "practices of individual and collective actors aimed at creating, maintaining, and disrupting institutions" (Lawrence, Suddaby, & Leca, 2011, 52) – and how it contributes to legitimation. Retailers are expected to align with cultural and normative expectations (Arnold, Kozinets, & Handelman, 2001; Scott, 2008). In contested spaces, retailers can mitigate tensions through communications and physical premises that emphasize norms, values, and cultural myths (Arnold et al., 2001; Borghini et al., 2009).

To understand the role of retailers in legitimation, we examine the recreational cannabis market in Canada, which opened federally in 2018. Despite being at the vanguard of regulatory legitimation (it was only the second country in the world to legalize), the Canadian context provides a rich case study, because decriminalization was accompanied by the essential

disablement of the fundamental marketing tools: product form, packaging, branding and marketing communications. For example, packaging is standardized and communications are prohibited from any content "that associates it or any one of its brand elements with, or evokes a positive or negative emotion about or image of, a way of life such as one that includes glamour, recreation, excitement, vitality, risk or daring" (Government of Canada). Thus, because producers are deprived of conventional consumer marketing means, retailers are foregrounded as one of few resources available to consumers as they construct beliefs about specific brands, products and the market as a whole.

Using ethnographic observation of physical premises, websites and secondary data in industry publications, we find that retailers' collective (but not collaborative or cooperative) institutional work promotes legitimation in three ways. First, retailers' offerings are heterogeneous, targeting a broad swath of the population vis-à-vis variations in location, product assortment, store environment, pricing and customer service. This creates an heterogeneous territorial legitimacy (Humphreys, 2010), wherein the retailers' physical presence enables the public to perceive the market as more acceptable.

Second, their offerings are consistently ambidextrous (Ghaffaria, Jafarib, & Sandikci, 2019); each retailer navigates the contradictory logics of cannabis being simultaneously taboo and contemporary but in different ways. Third, retailers make strategic use of store design to establish their own legitimate brands, signal their cultural relevance, and to convey normative meanings in ways that are consistent with cultural values (Wilner & Ghassan, 2017). This use of design and branding is oriented to simultaneously establish the legitimacy of the market and establish a competitive position within it.

Our findings contribute to a growing body of work on the institutional work of market actors within a restricted context (Coskuner-Balli et al., 2021; Huff et al., 2021); provide rich illustration of the complex intersection between marketing and public policy in adult-use cannabis markets (Kelly, Berry, Comello, & Ray, 2021); and extend investigation beyond a US-centric model (Kees, Fitzgerald, Dorsey, & Hill, 2021) to more fully examine the dynamics at place in marketplace legitimation.

Whose Voices Should be Included?: Applying (and Critiquing) Stakeholder Theory in the Emerging Cannabis Market in the USA
Elena Elkanova (presenting)

Cannabis continues to be controversial: debates between advocates and opponents of legalization, new cannabis entrepreneurs and local communities, continue today. My research applies stakeholder theory to gain a better understanding of how the current cannabis industry includes and excludes certain market actors. Freeman (1994) views stakeholder theory as a way to "blend together the central concepts of business with those of ethics" (p. 409). A stakeholder theory lens can provide new insights for both marketing and public policy researchers. Among the stakeholders of cannabis industry are media, consumers, producers, distributors, workers of each sector in the industry, local communities, environmentalists, etc. Policy makers should be aware of how the policies are implemented, how the policies affect the stakeholders, and what hurdles different actors come across. The regulation process and adjusting policies should rely on constant feedback from the market (how the market responds to implemented policies and what can be improved).

What makes the theory appealing is that despite its popularity across various scientific areas such as strategic management, marketing, financial management, human resource management, organizational ethics, corporative governance, business performance, healthcare management,

information technology system management, it is not without its flaws. In particular, there is still no working stakeholder model or remedy to reconcile the conflicts of interest among stakeholders (Mainardes et al. 2011).

Tobacco policy is the most efficient illustration of how the interests of important stakeholders (consumers) were not considered in the past. Since the legal cannabis market is currently emerging amid rapid changes in legislation, there is a chance to design this industry based on lessons learned, evidence and justice. Unfortunately, public policy tends to be reactive rather than proactive (Kees et al 2020). The legalization process is happening as the industry emerges, which makes it even more challenging when establishing certain structures and safeguards to prevent the industry from discrimination and injustice. Kees et al. (2020) provide excellent guidance for public policy makers. What is missing is a discussion of how other actors access the decision-making structures that shape both marketing and public policy.

In this paper, I claim that it is impossible to establish comprehensive policies without a dialogue among stakeholders who might have conflicting interests and perspectives on legalization and business implementation. States where cannabis was legalized promised benefits from legalization to actors currently involved in business like erasing previous cannabis-related convictions, accessing financial institutions, and destigmatizing the practice of cannabis use. Nonetheless, these statements by state authorities and local policy makers might just be "lip service"; the evidence suggests that small entrepreneurs and current distributors are not benefitting from legalization. For example, many alcoholic beverage companies (e.g., Constellation Brands, Molson Coors, and Anheuser-Busch InBev) are afraid to lose their market share to cannabis products, so they invest in the cannabis industry to secure it (Olsen and Smith 2020). Second, the cannabis market is attracting new entrepreneurs who are rushing to rent premises for dispensaries and consumption sites in big cities (Margolies 2021), besides big retailers like Walmart and Amazon are also interested in this market (Adams 2018). The presence of such giants in the cannabis industry will eventually displace the current market actors who cannot compete with big retailers and their resources.

The evaluation of legalization approach and regulations should be based with regards to its potential positive and negative effects on various stakeholders. Some scholars predict negative social outcomes (Mabee 2019). For example, in Denver production of marijuana is only allowed in industrial zones that are neighborhoods of the working-class and communities of color. The development of cannabis production in these locations negatively affected these communities by increasing the cost of living (Mabee 2019).

The paper is in line with current research that explores the cannabis' public policy and consumer welfare implications (Kees et al. 2020); it extends the research by bringing other stakeholders and their welfare to the discussion. The study contributes to the existing body of knowledge by acknowledging the presence of various stakeholder groups with different motives and suggesting possible methods of stakeholder participation. It also serves as a case study that sheds light on the inherent weaknesses of stakeholder theory. The inclusion of and respect given to *all* potential stakeholders must be achieved if equity is to be achieved.

Data will be collected using qualitative methodology and will use an interpretive approach to data analysis. The main sources of data are official reports, state documents and laws, fieldwork and observations, and interviews with both included and excluded stakeholders.

Women on the Margins (again): The Perplexing but all too Familiar Gender Dynamics in the Emerging Cannabis Market in the USA
Susan Dobscha (presenting)

Previous research on gender and cannabis focused on: 1) sex differences in how cannabis is consumed; and 2) stigma placed on women when attempting to enter the industry as entrepreneurs (Cuttler, Mischley, and Sexton 2016; Huffer and Cservenka 2021, Vargas and Trujillo 2012). Similar to such contemporary industries as professional sports and video gaming, the cannabis industry has unfortunately reproduced the sexist stereotypes that have long plagued traditional industries. It was believed early on that perhaps in such a new and nontraditional marketscape that perhaps women would be able to enter as equals with equal access to capital and equal respect from male participants (Livni 2017). Unfortunately, but not surprisingly, this utopian vision failed to materialize, despite popular press articles that pronounced the industry to possess a "lack of the patriarchal norms that are in other businesses (Camors, Chavez, and Romi 2020, pg. 6)" (Astre 2018; Erickson 2018; Linvi 2017; Picillo and Devine 2017). In 2017, Hupp declared the cannabis industry to be "blue ocean right now, blue sky. There's no reason for us to even treat each other like competition because the market is going be large enough that there is room for everyone right now (in Kind, 2015)." What is curious about her declaration is that she made it as the president of an organization named "Women Grow" which was specifically created to address gender inequities in the industry. Kittel (2018) critiques Hupp's proclamation by pointing out that "There are gendered and racialized differences in regards to risk, financial capacity, and domestic responsibility that influence women's access, which are largely ignored in the blue skies market discourse (p. 33)."

This research focuses on the barriers, perceived and real, that preclude women from achieving success in the retail cannabis industry. My approach and analysis is informed by ecofeminism, that branch of feminist theory that exposes structural inequities supported by the patriarchy that in particular align with pre-existing philosophical perspectives that historically oppressed women. In particular, ecofeminism allows researchers to see the inherent gender bias in previously accepted dualisms, in particular nature/culture. Women were historically placed in the role of caretaker of the family. This role eventually morphed into being assigned caretaker for the environment. By aligning women with nature, cultural institutions became less hospitable to women. Colonialism and capitalism have unfortunately only strengthened this belief. What is particularly interesting about the application of ecofeminism to the cannabis industry is that it has been socially constructed as earth-based, liberal leaning, and completely inclusive, which would make it a fruitful place for women entrepreneurs to thrive. While women have always tended to the land, they were once forbidden to own the land they tilled. In an industry perceived as "crunchy" (embracing a sustainable ethos), it seems contradictory that women are being precluded from accessing and thriving in the industry.

I will be using the feminist case method (Reinharz and Davidman1992) to gain insight into the actual experience of women cannabis retailers. A license was just awarded to a nearby dispensary that is run by all women. This site will be the location of my data collection. In addition, I will be analyzing podcasts and video interviews with women in the industry (over 100 hours, already curated) to gain a better understanding into why misogyny was so easily reproduced in a new industry that gender advocates initially held out hope of equity and inclusion.

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Competitive Paper

#PUTKIDS1ST: HEALTH PROFESSIONALS USING SOCIAL MEDIA FOR HEALTH ADVOCACY - FROM COLLECTIVE ACTION TO CONNECTIVE ACTION

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Keywords: Word of mouth, Electronic word of mouth, Public policy advocacy, Professional organizations, Pediatricians, Healthcare, #PutKids1st

This paper examines a framework of public policy advocacy by health professionals in the hashtag community, #PutKids1st, by exploring 4,322 tweets that feature the hashtag generated by 1,232 unique users drawn from the American Association of Pediatricians and its members.

EXTENDED ABSTRACT

Research Question

Professional advocates play an important role in influencing public policy through collective action and connective action enabled by their representative associations and social media. Through these voices, policymakers receive input and information from those who are often at the front line in dealing with public problems. The marketing discipline can assist policymakers in understanding the structure and behavior of markets and consumers and evaluating the responses to different government interventions (Trischler and Charles 2019). Electronic Word of Mouth (eWOM) is traditionally concerned with statements by potential, actual, or former customers about a product or company, which is made available to a wider audience via the

Internet. There is a dearth of research on the use of social media for public health advocacy by health professionals and their representative associations, and the antecedents of eWOM in this context. This paper seeks to help address this gap. By doing so it addresses recent calls for more transdisciplinary research in social media and health advocacy research and provides greater understanding on the role of source characteristics and message characteristics on message engagement and amplification.

Method And Data

Hashtags have been widely used in the context of advocacy (Saxton et al. 2015), health communications (Xu et al. 2015), and activism (Yang 2016). This study investigates the antecedents of eWOM in the context of public health discussion on Twitter by leveraging a dataset of 4,322 tweets (1,790 original tweets, 226 replies, and 2,306 retweets) mentioning the hashtag #PutKids1st as generated by 1,231 unique users during the calendar year of 2018. Original tweets were manually coded by the research team using a grounded theory approach (Strauss and Corbin 1997). 29 micro-level topics were identified and grouped into seven higher level topics, namely (i) Health (429 tweets), (ii) Nutrition (21 tweets), (iii) Safety & Security (258 tweets), (iv) Caregiving (282 tweets), (v) Early Education (5 tweets), (vi) Human Rights (12 tweets), and (vii) Other (783 tweets). Data was coded by two independent coders. All the variables mentioned above were included in two OLS regression models that had the natural logarithm of one plus the number of replies received by a tweet and the natural logarithm of one plus the number of retweets received by a tweet.

Summary of Findings

Among the seven topics that were identified, Health (1,086 tweets), Caregiving (857 tweets) and Safety & Security (573 tweets) were the most prominent. However, 783 tweets (approx. 44% of the tweets in our sample) fell under the category “Other" and therefore could not be linked to any of the topics included in our coding framework. These messages mostly aimed to encourage people to vote or expressed messages of gratitude toward pediatricians and healthcare professionals more generally. Human Rights (39 tweets), Nutrition (38 tweets) and Early Education (14 tweets) only featured on a limited number of tweets. Within the three prominent accounts 6 topics, access to healthcare, keeping families together and gun control were significant topics of discourse. The results suggest that the only significant factor that had an impact on the number of replies received by a tweet was the Early Education topic.

Key Contributions

This paper proposes and tests a source-message framework as a model for assessing the effectiveness of professional advocacy and electronic word-of-mouth. This paper provides insights into how advocacy campaigns and messaging can be designed and coordinated to optimize engagement and re-transmission, and as a result increase reach.

Kraft and Furlong (2019) define public problems as "conditions the public widely perceives to be unacceptable and that therefore require intervention." Professional advocates play an important role in influencing public policy through collective action and connective action enabled by their representative association and social media. Professional advocates, such as the AAP and their members, represent both an opportunity to leverage and a risk to mitigate. While stakeholders, such as pediatricians have predictable interests, the altruistic nature of those interests combined with their position in society limits potential counterarguments from policymakers and public health communicators. It is extremely difficult to argue with the proposition that society should

put kids 1st. The use of the #putkids1st slogan and hashtag by the AAP and pediatricians provides useful theoretical and practical insights for public health communicators and policymakers seeking to achieve societal consensus and bridge political divides.

References are available upon request.

A BRAND-NEW DAY: HOW COMMITMENT AND TRUST IMPACT PERCEIVED MOTIVATION OF A FIRM'S EFFORTS TO DO GOOD

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Keywords: Brand Activism, CSR, Virtue Signaling, Trust, Commitment

Description: The purpose of this study was to understand how the level of commitment to a cause signaled that these efforts were intrinsically or extrinsically motivated (i.e., virtue signaling) when a company communicates through a traditional CSR or a Brand Activist lens.

EXTENDED ABSTRACT

Research Questions

As consumer expectations for brands to "do good" increase, companies are engaging in more corporate social responsibility (CSR) and Brand Activism (BA). However, these efforts sometimes backfire as consumers question companies' motives.

The current research hypothesized that the extent to which a company's efforts are perceived as being extrinsically motivated (i.e., "virtue signaling") or intrinsically motivated (i.e., genuinely prosocial) was a function of (1) how committed they seem to the cause, and (2) the transparency with which they share information regarding these efforts. It was proposed that trust in the company was the mediating process underlying the proposed effects, where a "committed" company should foster more trust regardless of transparency; a less committed company should elicit less trust *unless* engaging in more transparent communication of its efforts.

The specific research questions were as follows. First, when a company is communicating about their social responsibility position, what drives trust or skepticism? Second, does level of commitment impact perceived company motivation? Next, can transparency be compensatory for commitment if perceived commitment is low? Fourth, does trust mediate the relationship between commitment and perceived motivation. Finally, do these outcomes differ when communicated in a traditional CSR versus a Brand Activist manner?

Method and Data

To test the hypotheses, three experiments executed via online surveys investigated the impact of commitment and transparency in the context of CSR and Brand Activism on consumer trust and assumed company motivation.

In Experiment 1 (n=248), a content analysis revealed that participants trusted companies that put forward tangible actions and were skeptical of firms that only seemed to be making claims that were void of proof.

The results of Experiment 2 (CSR, n = 252) found that perceived commitment had a *slight* positive direct effect on trust (β=.14, LLCI: 0.012, ULCI: 0.268, 90%). For this experiment in addition to and Experiment 3 (discussed below), when transparency was tested as a moderator, its impact was found to be insignificant.

The results of Experiment 3 (Brand Activism, n = 245) replicated those of the previous experiment *but* with much stronger effects. When trust was included as a mediator, the relationship between commitment and motivation was shown to be significantly mediated by trust for intrinsic (LLCI: 0.113, ULCI: 0.424, 95%) and extrinsic motivation (LLCI: -0.132, ULCI: -0.027, 95%). Interestingly, relative to control, low perceived commitment led to

significantly lower trust and extrinsic motivation while high commitment maintained trust and perceived motivation.

Summary of Findings

The results of the three experiments suggest that companies engaging in CSR and Brand Activism efforts do so with some risk: perceptions of low commitment to a cause can impair trust toward the company and, in turn, lead consumers to view these efforts as self-serving. Furthermore, the results suggest that high perceived commitment does not enhance trust and motivation but, instead, maintains the default expectations consumers have of firms engaging in CSR and Brand Activism efforts, as evidenced by the comparison to control conditions. Together, results suggest that firms have little to gain and much to lose if they mismanage their CSR and Brand Activism commitment. Transparency, thought to be a moderator of the relationship between commitment and trust and motivation, was not.

The current research suggests a new business–consumer environment with CSR and Brand Activism operating differently and CSR generating fewer inferences. One reasonable rationale could be that greater CSR visibility resulting from the communication of efforts has lesser influence than Brand Activism, which is new and action oriented.

Statement of Key Contributions

The current work extends the relevant literature by exploring traditional CSR communication and Brand Activist communication, and specifically, the extent to which perceived commitment influences perceptions of intrinsic and extrinsic motivation is a function of trust and transparency.

To date, much Brand Activism research has been qualitative and theoretical. However, the growing number of companies and brands taking an active stance calls for a better academic understanding. By comparing CSR and Brand activism quantitatively, this research illuminated whether effects move in a similar manner. Given the differences found between the otherwise identical Experiments 2 and 3, future researchers should consider treating CSR and Brand Activism differently, as the latter's potentially more controversial approach may heighten the effects elicited by relatively tamer CSR.

From a practical standpoint, the data in this research suggests that firms could suffer when engaging in Brand Activism if they come across as uncommitted, a deficit that transparency alone may not be able to prevent prevent. The implication for managers and decision makers is that especially when taking on a prosocial stance, they should be prepared to show proof and action lest they risk trustworthiness, and subsequently perceived intent and future engagement.

ADMINISTERING AID IN THE FACE OF SCARCITY: DOWNSTREAM HOLISTIC IMPACTS ON CONSUMERS

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Keywords: Resource scarcity, aid regulations, perceptions of justice, program participation, vulnerable populations

Description: Across three studies, this research looks at aid programs from the beneficiary perspective, by examining the interactive effects of aid regulations around effort and benefits on the beneficiary's perception of justice and program participation.

EXTENDED ABSTRACT

Research Question

To assist individuals facing resource scarcity, safety net programs (e.g., Food Stamps) and charity programs (e.g., Feed America) have been established. However, these programs face challenges, e.g. not being fully utilized, and these programs can be heavily regulated impacting the effort and benefits of the programs. Research has shown that resource scarce individuals can respond differently depending on situational factors. Thus, the question then arises: how do aid regulations impact cognitive, emotional, and behavioral reactions to aid programs when individuals are facing resource scarcity? While researchers have investigated certain challenges associated with aid programs, my research expands upon the holistic effects — cognitive, emotional, and behavioral — of aid programs on the individuals.

To explore this question, I examined aid regulations in the context of resource scarcity. I proposed the lack of participation in programs is the result of heavy regulations requiring

individuals to invest higher effort to reduce their resource scarcity but providing them little beneficial resources. Furthermore, I proposed individuals will perceive those situations as less just, which will influence participation in programs. Lastly, I proposed that heavily regulated programs can make individuals anxious as they are unable to reduce the threat to their resource security even with high effort.

Method And Data

This research examined how aid regulations impacted participation in programs, perceived justice, and state anxiety. First, a secondary data analysis examined the impact of aid regulation on resource scarce individuals experiencing food insecurity due to a lack of income. Then, a set of lab studies examined the impact of aid regulation on resource-scarce individuals experiencing food insecurity due to a pandemic.

Study 1 was a secondary data analysis of a federal government aid program (SNAP) that aimed to test for an association between effort and actual participation rates among individuals with different income levels and therefore different benefit levels. Study 2 was a controlled lab experiment that manipulated cognitive effort and benefits both with two levels: low versus high. Study 3 was another controlled lab experiment that varied the type of effort so that it was focused on time effort versus cognitive effort. Measurements for perceptions of justice, participation intent, and state anxiety were taken, and data was analyzed using ANOVA and Hayes PROCESS. Across the studies, it was found that aid regulations around effort and benefits reduced participation intent. It was also shown that this was mediated by the perception justice, and marginal effects were shown regarding state anxiety.

Summary of Findings

Resource scarcity continues to be a problem and may arise for a number of reasons, such as sudden, traumatic situations (e.g., COVID-19 pandemic). When experiencing resource scarcity, individuals begin to struggle to survive and to gain access to basic resources. To help those facing these circumstances, safety net and charity programs can be useful when utilized. However, these programs face numerous issues including better understanding beneficiaries' reactions around aid and how to holistically improve well-being. Thus, this research aimed to examine some of these challenges in the context of how aid is regulated and how those regulations impact resource scarce individuals.

I found that individuals, who were offered lower aid benefits but exerted higher effort to become eligible for aid, had reduced intent to participate in programs and lowered perceptions of justice, which mediated their intent to participate in aid programs. I also found that individuals who were offered aid that presented less benefits and required higher effort to become eligible experienced marginally higher state anxiety. Ultimately, this research finds that harsh aid regulations impact individuals' cognitive, emotional, and behavioral reactions. Additionally, this research provides meaningful managerial insights for charity and government organizations by illustrating how to better regulate programs.

Key Contributions

This research examined the holistic impact — cognitive, emotional, behavioral — of aid programs on resource scarce individuals by looking at the interactive effects aid regulations around effort and benefits on perceptions of justice, state anxiety, and participation in aid programs. Thus, this research provides insight into how non-profit organizations and policy makers can regulate aid to increase participation in programs and improve psychological

reactions to aid. Aid programs should examine their current processes for administering aid. For example, each U.S. state should consider how to best manage the SNAP program. Depending on how a state manages its independent option, it could be creating additional effort on individuals and decreasing the likelihood that they participate in a program they need.

Additionally, this research helps to fill gaps in the literature by: 1) adding to the work on helping behavior by highlighting the disconnect between provider and beneficiary perceptions of justice and looking outside of the traditional donor context to review at how programs are regulated, 2) expanding on the theories tied to recipient reactions to aid by examining holistic reactions to aid regulations when facing resource scarcity, and 3) overall adding to the research on the challenges associated with aid programs.

AFFORDING DISPOSAL CONTROL: THE EFFECT OF CIRCULAR TAKE-BACK PROGRAMS ON PSYCHOLOGICAL OWNERSHIP AND VALUATION

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Keywords: closed-loop economy, circular economy, disposal behavior, recycle, sustainability.

Description: The current paper reveals that consumers indicate a greater willingness to pay and greater loyalty to the firm when considering circular disposal at acquisition and participating in a firm's circular take-back program.

EXTENDED ABSTRACT

Research Question

The circular economy, a "closed-loop" system designed so that products flow back into the production cycle after use, presents a fundamental shift in consumption, where considering disposal happens during or even before making the purchase decision. Companies like Adidas, Patagonia, H&M, and IKEA are embedding circular principles into their marketing strategy and implementing circular take-back strategies that allow consumers to bring products back to them so that they can be put back into the production cycle.

Based on prior research, we know that people are strongly averse to creating waste and that wastefulness is aversive enough to motivate people and to influence consumer behavior (Arkes 1996; Bolton and Alba 2012; Donnelly, Lamberton, Reczek and Norton 2017; Sun and Trudel 2017; Trudel and Argo 2013; Trudel et al. 2016). We investigate whether making

consumers think of disposal at acquisition through the promotion of take-back strategies increases product valuation. We base our hypothesis on the basis that participating in a take-back program uniquely affords increased perceived control over the product by allowing for a product to be fully utilized and allowing consumers to avoid the self-threat of being wasteful (Bolton and Alba 2012; Trudel, Argo, and Meng 2016).

Method and Data

We tested our main effect in an online study where a total of 300 respondents ascribed a significantly higher value to a product promoted in a circular take-back program ($28.93, SD = 9.23) vs. without the circular program ($26.07, SD = 8.24; $F(1, 299) = 7.984$, $p = .005$).

It is possible however, that consumers ascribed more value to the product because of a general halo effect of the brand engaging in a sustainable initiative. We rule out this possibility in a subsequent study with 590 respondents, where participants attributed a significant higher value to a product promoted in a circular take-back program ($28.58, SD = 9.42) vs. on a donation to curbside recycling campaign ($25.69, SD = 9.51; ; $t(586) = 2.89$, $p = .008$); vs. a campaign on CSR diversity commitment ($24.93, SD = 8.42; $t(586) = 3.65$, $p = .001$).

In a serial mediation study, we show that participants in the circular disposal condition reported greater willingness to pay ($\beta_{circular_ad}$= 9.42, SE = 3.63, 95% CI = [3.63; 17.95] and loyalty ($\beta_{circular}$ ad= .10, SE = .04; 95% CI = [.042, .184]) for the sofa because they experienced more disposal control and in turn more psychological ownership over the product.

Summary of Findings

Across a variety of products and using externally valid take-back program promotional materials, we show that people ascribe more value to the same product when they expect to participate in a circular take-back products. Underlying the increase in product valuation and loyalty, is the affordance of additional disposal control that is unique to circular take-back programs which increases the capacity for the product to garner psychological ownership.

Results reveal that participating in a circular take-back program influences valuation, spending, and loyalty. An increase in psychological ownership when participating in a circular take-back program underlies the difference in product valuation. Specifically, the additional disposal control uniquely afforded by circular products, increases the capacity to garner psychological ownership.

Experimentally manipulating antecedents of psychological ownership (i.e., the degree of control over the product and the self-identity link with the product) attenuates the observed differences in valuation. As supporting evidence, using field data consisting of 2368 consumers participating in a retailer's take-back program, we show that clients who participated in a take-back program increase spending over time.

Key Contributions

Our research makes two important theoretical contributions. First, we contribute to the psychological ownership literature and identify a product affordance, disposal control, that is unique to circular take-back program products, which increases the capacity to garner psychological ownership. Prior work has shown that physically controlling products by

touching (Atasoy and Morewedge 2017; Peck and Shu 2009) or controlling when, how, where, or how much a product is used (Baxter, Aurisicchio, and Childs 2015), can garner psychological ownership. We introduce disposal control as a determinant of psychological ownership. Second, we add to the literature on disposal behavior and sustainable consumer behavior (e.g., Donnelly, Lamberton, Reczek, and Norton 2017; Trudel and Argo 2013; Trudel et al. 2016; Winterich, Nenkov and Gonzales 2019) by considering the effects of circular strategy on consumer decision making.

Our findings have implications for managers debating whether or not to implement circular take-back strategies that make consumers think about disposal at acquisition. Our findings are also relevant for government and policymakers trying to encourage companies to implement EPR (Extended Producer Responsibility) schemes. Our research shows that companies can benefit from implementing circular take-back programs because it affords consumers increased disposal control which they value.

AN EXAMINATION OF DIGITAL ACCESSIBILITY WITH SOCIAL MEDIA: OPPORTUNITIES, POLICY IMPLICATIONS, AND FUTURE RESEARCH

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KEYWORDS: Marketing, Social Media, Digital Accessibility, Disabled Consumers, Public Policy

DESCRIPTION: The purpose of this examination is to explore how younger consumers with disabilities access social media and how existing public policy regarding accessibility does not provide enough guidance for proper implementation.

EXTENDED ABSTRACT

Digital media, particularly social media, has transformed how people communicate and it has continued to evolve rapidly, especially with younger users. Despite the widespread use of social media, it remains inaccessible for millions of users with hearing or visual disabilities, a reality that has led to lawsuits against many brands. Consumers with such impairments may either lack or have difficulties using assistive technology (i.e., screen readers, captioned videos with playback), experience problems operating keyboards, and/or encounter other obstacles such as poor color contrast in the digital media displays, they attempt to access. Consequently, these consumers are vulnerable in that they are not able to fully access the benefits of the marketplace to the same degree as consumers without such disabilities. Accessibility issues for vulnerable consumers are compounded when organizations do not incorporate accessibility features directly into their digital media-based offerings or rely on automated technology to add such features even though such devices may not accurately capture the relevant and necessary content in what has been posted in the digital realm.

Public policy guidelines regarding digital communication and accessibility specifically in social media are limited, out of date, or non-existent enforceable laws. Since the Americans with Disabilities Act (ADA) was passed in 1990 before social media platforms existed, there is a lack of

~~information on how brand advertisers should utilize accessibility features in their social media~~ content. In this research, we examined 829 social media posts selected by young adults that appeared on Facebook, Twitter, Instagram, TikTok and YouTube. Our findings enhance the understanding of which digital accessibility features (e.g., alternative text or closed captioning) were actually being implemented accurately in these posts, which ones were not, and why social media posts may be a ripe area for public policy consideration and advanced development.

An Exploration of the Characteristics of Social Media Influencers in the Health and Wellness Industry and the Impact of COVID-19

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Keywords: social nedia influencers, health and wellness, consumers, influence

Description: This study explores the way in which personal characteristics of Social Media Influencers (SMIs) impact their relationship with their audiences.

EXTENDED ABSTRACT

Building on the literature of relationship management, this study explores the way in which personal characteristics of Social Media Influencers (SMIs) impact their relationship with their audiences. Influencer education, gender, age and type were examined prior to and during the COVID-19 pandemic, which represents a period of extreme uncertainty. Based on a sample

of forty-two Influencers in the Health and Wellness industry over the time period from 2019 to 2020, we find that education level is positively related to audience impact, gender affects engagement such that female influencers have higher levels of influence than males; and types of influencer categories are differently related to audience impact. In addition, COVID-19, which represents an exogenous source of uncertainty, has a dampening effect on the relationships between influencer characteristics and their engagement with their social media audiences. Results provide insight into the role that influencer characteristics play in their engagement with audiences.

Research Question

What is the relationship between personal characteristics of Social Media Influencers (SMIs) and their impact on their audiences?

What impact has the COVID-19 Pandemic had on the relationship between personal characteristics of Social Media Influencers (SMIs) and their impact on their audiences?

Method and Data

The primary data used in this research study was published by MarketLine. It is a collection of influencer data on health and wellness measuring the influence rankings of Twitter influencers. Broken into two parts, GlobalData uses a three-step process to identify the top 100 influencers in Health and Wellness, then runs their proprietary Influencer Identification Framework algorithms to determine the Influencer Score.

Summary of Findings

Based on our sample of forty-two Influencers in the Health and Wellness industry over the time period from 2019 to 2020, we find that in 2019, one level increase in education level, increases audience influence by 8.22. As expected, gender was found to be negatively and significantly related to audience influence. In addition, COVID-19, which represents an exogenous source of uncertainty, has a dampening effect on the relationships between influencer characteristics and their engagement with their social media audiences.

Key Contributions

This paper provides an initial investigation into the impact of personal characteristics on the Health & Wellness marketing influencer's impact, both before and during the global pandemic. This research fills an important gap in the Relationship Management Theory literature by exploring the most impactful characteristics of SMIs prior to and during periods of uncertainty. In addition to the contributions offered to the academic community, this research may provide insight to practitioners such as marketing agencies, brands managers and PR agencies by providing a model useful for identifying the key characteristics of social media Influencers and quantifying their potential impact.

ANTECEDENTS AND CONSEQUENCES OF AN INCLUSIVE BRAND MARKETING STRATEGY

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diversity, inclusion, race, brand management

The proposed study seeks to define what it means to be a brand that is inclusive in its marketing actions.

EXTENDED ABSTRACT

Research Question

In 2020, many brands took stands in solidarity with the protests against systemic racism occurring across the globe, with Fortune 100 companies pledging over $2 billion to support related causes. Thus, marketers have expressed heightened awareness and motivation to expand the diversity, equity, and inclusion (DEI) of marginalized people in their brands' marketplace actions. Despite brand efforts, there are no clear standards guiding managers on the actions necessary to make tangible progress towards racial equity in the marketplace. Indeed, many brands approach racial inclusion with maladroitness, fear of alienating traditional consumers, or an eye towards cultivating public goodwill. Yet, lack of inclusion can negatively affect companies in terms of reduced sales and stock price, negative publicity, and consumer complaints. Thus, the proposed study seeks to define what it means to be a brand that is inclusive in its marketing actions. Specifically, we define the construct of an "inclusive brand" and identify factors that drive the development of inclusive brands.

Method and Data

We draw upon literature in marketing and management disciplines on race in the marketplace and within the organization. Further, we use a theories-in-use (TIU) approach to derive insights on marketing practices and policies pertaining to marketplace racial inclusivity from marketing practitioners' proximity to these issues. The TIU approach involves eliciting the mental models used by marketing stakeholders of how things work within the marketing context (Zeithaml et al. 2020). TIU has been instrumental in introducing organic marketing theories and novel constructs. In this study, we conducted 31 hour-long interviews with Chief Marketing Officers, DEI leaders, and other marketing executives from varied consumer industries (apparel, entertainment, finance, advertising/media, retail, consumer packaged goods). The questions we posed include: What does it mean to be an inclusive brand?; What practices or actions help explain the reason for your rating?; What are some factors that hold back marketplace inclusion efforts?; What factors enable marketplace inclusion efforts?

Summary of Findings

Our review of the literature suggests that inclusive brand practices in the marketplace typically require internal and external organizational changes. Based on our interviews, a few themes emerge: (1) the importance of top management leadership commitment who may be motivated by the business and/or moral case or inclusive marketing practices, (2) the critical role of hiring inclusion-committed talent practices and working with inclusion-committed media and agency partners to carry out the inclusive practices, (3) the need for a dedicated and appropriate budget to carry out changes, (4) the use of market research practices focused on identifying current, future, and underserved customers, which can make both the moral and business case, and (5) the implementation of internal governance structures that assess the effectiveness of the practices

and are tied to performance outcomes. Drawing from these themes, we offer the following formal definition of an inclusive brand. *A brand that affords poor, marginalized, and under-represented consumers access to the marketplace (e.g. goods, services, marketing communications), demonstrated by the brand adjusting to fit their needs. The success of such brands is measured by consumers' perceptions of empowerment, acceptance, belongingness, equality, and respect by the brand.*

Key Contributions

Prior work provides insights on racism in the marketplace, highlighting the role of marketing's conveyance of messages and images to society. These findings, however, do not suggest how brands can reduce racism in their marketplace actions. The current research seeks to develop an operational definition of an "inclusive brand" and identify antecedents associated with inclusive branding. We expect that our framework will permit us not only to identify the practices relevant to inclusive marketplace actions but also, eventually, to examine the impact of such practices on a variety of marketing outcomes (e.g., customer choice, brand equity, sales).

References are available upon request.

BEHAVIOR CHANGE AMID SOCIETAL DISRUPTION: CONSUMER ADOPTION AND NEGOTIATION OF NORMS AND VALUES IN UNSETTLED TIMES

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Keywords: *Masks, COVID-19, Disruption, Norms, Values*

Description: This paper examines how consumers negotiate behavioral disruptions to social norms through a mixed-method, cross-cultural study of consumer mask wearing during the COVID-19 pandemic.

EXTENDED ABSTRACT

RESEARCH QUESTION

The global COVID-19 pandemic disrupted daily routines and rituals that normally sustain important shared meanings, identities, and relationships. This impacted market interactions through temporary and permanent service disruptions, masks and other protective equipment in customer service encounters, and social distancing protocols in retail, service and healthcare. In the face of such widespread disruption, how do consumers negotiate adoption of new behaviors or re-establish old norms and routines? Much of consumer behavior remains disconnected from conscious awareness or articulated values (Shove 2010), guided instead by unconscious social,

cultural, or physiological influences (Allen 2002; Bargh 2002; Williams and Poehlman 2017). Over a lifetime practice and observations of others' actions in context, people develop a "toolkit" of cultural resources (Swidler 2001, p. 104), which includes meanings, materials, and competences (Shove, Pantzar, and Watson 2012). Norms incorporate symbolic or emotional knowledge (meanings) and practical knowledge (competences) about how to do things in specific social contexts, shaping how people integrate meanings, materials, and competences into socially intelligible practices. During the COVID-19 pandemic, protective face masks became widespread but also highly contested and resisted in consumers' everyday lives. This creates public health threats that require continued marketing and public policy responses, but it also creates an opportunity to test sociological and psychological theorization about how cultural toolkits shape consumer responses to normative disruptions. To address this opportunity, we use a multi-method and cross-cultural analysis of mask wearing during COVID-19 to analyze how consumers navigate competition between old and new norms and accept and routinize new norms.

METHOD AND DATA

Our research utilizes qualitative and quantitative data that illuminate consumer behavior and experiences with masks at various stages of the COVID-19 pandemic. Our data include ethnographic participant observation in a range of market places (USA: 160+ hours from 9/20-10/20; China: 100+ hours between 9/20-12/20). Fieldnotes produced by researchers and student assistants document these observations in over 550 pages of fieldnotes (~200 pages [US]; ~350 [China]). Qualitative data also include in-depth Zoom interviews with 41 American consumers (12/20-7/21) and 36 Chinese consumers (10/20-9/21) about their customer experiences during the COVID-19 pandemic. Two US-based online surveys (MTurk, 10/2/20, n=388; Prolific,

3/31/20, n=500) and two China-based online surveys (Tencent WenJuan, 11/30/20, N=305; 7/14/21, N=516) included open-ended responses and quantitative scale measures. Qualitative data were analyzed using nVivo qualitative data analysis software. We began with open coding, revising our code list and narrowing our focus by comparing between theory, emerging themes, and additional data (Burawoy 1998; Emerson, Fretz, and Shaw 2011; Katz 2001, 2002). This paper draws on interpretive analysis of our qualitative data and descriptive statistical analysis of our survey data. Our qualitative data and analysis enable interpretive theory building, while our quantitative data compare the relative prevalence of emergent themes among a broader sample.

SUMMARY OF FINDINGS

We find that the addition of protective masks into previously settled and routinized market practices, such as retail shopping or restaurant dining, disrupts consumer lives in small and large ways. The extent of this disruption and the duration of its persistence is shaped primarily by the relationship between particular social contexts and the cultural toolkits consumers draw on. Consumers use accessible cultural meanings and existing competences to make sense of and respond to mask wearing as a new behavioral norm.

When meanings and competences align intuitively with mask wearing, wearing masks feels intuitively right, and consumers follow existing competences like rule following, behavioral matching, and personal safety to routinize the new behavior into their social situations. However, other consumers experience mask wearing norms as conflicting with elements drawn from their cultural toolkits. This experience creates a persistent sense that implicit and explicit values giving meaning to their lives and helping them make sense of the world are being violated. When normative contexts explicitly conflict with toolkit meanings and competences, consumers feel forced to actively fight against prevailing norms—whether in favor or against mask wearing—to

motivate their actions. Finally, we find that a large proportion of consumers in both countries wear masks contextually following predominant norms or mandates, while at the same time resisting the normalization of the behavior and its implied social values by using established competences to maintain old norms wherever possible. This continued negotiation of familiar and unfamiliar norms results in many contexts across the US and China where mask wearing remains unsettled. In such contexts, our analysis shows that mask wearing behavior is connected interdependently with established cultural toolkits that include practical meanings, competences, and materials. Addressing one of these factors without the others typically yields unstable or ineffective results when promoting behavior change.

KEY CONTRIBUTIONS

Our research demonstrates the importance of using a sociocultural lens to analyze marketing and public policy responses to normative changes during COVID-19 and future disruptions. The meanings and competences that comprise social norms represent social and cultural tools carried by individuals and reproduced through their everyday interactions (Shove, Pantzar, and Watson 2012; Swidler 2001). Market and policy interventions to shape new prosocial norms must address behaviors and their possible meaning and competence alignments contextually rather than individually. Market spaces such as retail stores and other businesses represent key sites that shape the creation and maintenance of mask wearing and other norms.

Marketers and policy makers must also remember that pervasive normative changes that disrupt familiar routines are particularly susceptible to kindling ideological conflicts. Masks, which have the potential to impact almost every social practice outside of consumers' homes, naturally attract such conflict. Policy makers and marketers should engage early with complementary meanings and competences (DeMora et al. 2021; Kidwell, Farmer, and Hardesty

2013) to avoid implicit attacks on cultural values. They can also support familiar norms, which can maintain a sense of control to counter the disruption of other routines (McGregor et al. 1998; Nail et al. 2009). An understanding of how values and norms shape behavior during unsettled times can help researchers, marketers, and policy makers better understand and respond to the temporary yet indefinite disruptions caused by the COVID-19 pandemic.

References are available upon request.

REAL ID CAMPAIGN RAISES QUESTIONS ABOU PRIVACY CONCENS

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Key words: Privacy, government control, social marketing, Real ID, terrorism, national resilience

Description: This study used an advertising campaign focused on the Real ID to explore the relationship between privacy concerns and information sharing through adoption of the new license.

EXTENDED ABSTRACT

Research Questions: This paper explored the following research questions: 1) Do individuals exposed to a Real ID advertising campaign have greater awareness about the Real ID Act compared to individuals not exposed to the campaign? 2) Do individuals exposed to the campaign have greater intentions to obtain Real IDs than those who did not see the ads? And 3) Do individuals with stronger privacy concerns have lower intentions to get the Real ID?

Method and Data: Online surveys were conducted to assess the impact of campaign ads promoting the Real ID on audience intentions to get the new license, and to determine whether privacy concerns were a barrier. An online survey was conducted in Summer 2020 to evaluate the impact of a marketing campaign, entitled "The Real Me," undertaken by the Motor Vehicle Division to clarify Montana residents' understanding of the Real ID Act. A random sample of 5,000 was generated from a statewide list of registered voters. Respondents were contacted online by Gravis Marketing, a market research company hired for the project, and invited to complete the survey anonymously through a link to Qualtrics Survey Software. Questions probed on intent to get a Real ID, possession of a Real ID or passport, exposure to the "Real Me" marketing campaign ads, and attitudes about the Real ID. A privacy scale measured two dimensions of concerns about privacy [privacy as a right, and informational privacy] (Baruh and Cemalcilar 2014). Approximately 302 responses were obtained, skewed towards a more senior and educated demographic than the state population – groups less likely to adopt the new license.

Summary and Findings: Results were analyzed using SPSS software to identify the frequencies of common barriers to the ID, frequencies of early vs. late adopters, and campaign exposure. Ordinal logistic regression was used to identify predictors of variance in the timing of intent to obtain a new ID. In this analysis, the timing of the intent to obtain was used as dependent variable, and all other variables were treated as independent variables. Analysis showed a positive association between the time spent viewing the ads on social media and intent to obtain the Real ID, but ***no*** relationship between privacy concerns and Real ID intentions. To date, the states and territories have issued approximately 110 million Real ID-compliant driver's licenses and identification cards, representing 40 percent of all driver's licenses and identification card holders. Montana, one of the states originally most resistant to the 2005 security act, lags only slightly behind with 20 percent of drivers and ID card-holders having Real IDS.

Key Contributions: This research shows that privacy concerns about a new technology or identification system, such as the Real ID, can erode over time. Whether these changes are due to mounting privacy apathy triggered by the public's perceived lack of control, or a willingness to sacrifice some privacy for national security in the face of rising terrorist threats needs to be researched further.

CAN RESTRICTIVE CUSTOMER ACQUISITION POLICIES BE EFFECTIVE IN MARKETS THAT TRANSITION FROM ILLEGAL TO LEGAL? EVIDENCE FROM THE SEX TRADE

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Keywords: customer acquisition, markets in transition, sex trade, asymmetry

This examination of sellers of sexual services finds that exclusive channels that impose a cost on prospects lead to greater customer acquisition than inclusive channels such as social media and web searches.

EXTENDED ABSTRACT

RESEARCH QUESTION

This research heeds the call for greater research on sensitive topics. It examines customer acquisition in a market that has transitioned from illegal to legal, the sex trade. Markets that make such transitions are often limited in their ability to promote themselves because of policies aimed at limiting both supply and demand of the newly legal offering and those aimed at protecting vulnerable groups. Gambling, alcohol, and marijuana are but a few examples of such transitioned markets. The transition usually brings policy restrictions on operations as well as marketing. For instance, in the sex trade context, which is the focus of this study, policies allow sellers to operate but not to promote their offerings. This raises the question of how firms can acquire customers.

This paper explores this question through the lens of on customer asymmetry. The high cost of customer acquisition is a result of an information asymmetry where sellers are unable to differentiate between prospects and legitimate customers. In the transitional market the costs are higher for both buyers and sellers because there are both legal as well as reputational costs.

METHOD AND DATA

The selling of sexual services is legal in Canada but their purchase and the promotion of the services is illegal. Sellers are unable to promote themselves using traditional channels. We

partnered with a fetish studio in a major metropolitan city in Canada. The studio provides fetish services similar to those documented in the best-selling novel 50 Shades of Gray. There is no sexual intercourse provided but the purchase and promotion of these services is illegal based on Canadian federal law. The studio-maintained records of potential customers, when they were contacted, the services requested, the amount of time requested, the marketing channel that the customer went through, and whether a session occurred. The three primary channels were: social media (Twitter), web-search, and an online forum where the participants would have to register before they could contact other users.

The studio was contacted 158 times between March and June, 2019 and resulted in 82 booking of new clients. We used an accelerated hazard model to uncover the probability of booking over time based on the marketing channel (social media, web search, or online forum). Due to our low sample size we augmented the accelerated hazard model with a Bayesian analysis to determine the probability of booking based on marketing channel.

SUMMARY OF FINDINGS

Our findings revealed that the online forum had the greatest positive impact on customer acquisition in the least amount of time. Both social media and a web search attracted potential clients but the rate of acquisition for these prospects was considerably lower.

Unlike research from traditional markets which suggests that the more inclusive interactive channels such as social media have the greatest customer acquisition (Srinivasan, Rutz, and Pauwels 2015), the best rate of acquisition was accomplished through the more restrictive channel, the online forum which required prospects to pre-register. The results demonstrate that policies that restrain promotion do not necessarily hinder sellers' ability to acquire prospects and may be beneficial for markets in transition that require policy makes to vulnerable populations as well as sellers.

KEY CONTRIBUTIONS

This study contributes to theory on customer acquisition by demonstrating that an exclusive channel that imposes costs on potential customers (in this case, the cost of registration for an online forum) leads to higher customer acquisition than the more inclusive channels in traditional markets. Unconventionally, a channel that makes it more difficult for customers to approach the seller by having them incur the cost of registration increases the likelihood that the seller will make a purchase.

These findings have direct relevance to policy makers, who are responsible for setting the operational rules for newly legal sellers when markets transition from illegal to legal. Concerns that existed before the market became legal remain. In our context, the marketing of sexual services is prohibited so as not to encourage consumption. However, the findings suggest that a more nuanced approach to restricting communication channel may benefit both policy makers and sellers. Indeed, by imposing the cost of registration on potential customers, the online forum creates restrictions on customers without policy makers having to restrict them. This channel is

also worthwhile for sellers since those prospects acquired via the online forum are more likely to become customers.

References are available upon request.

CATEGORY BIAS AND FRONT-OF-PACKAGE LABELS

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Keywords: Front-of-package labelling; healthy food; biases

Description: This paper studies how consumers' expectations of a product category's healthfulness bias their interpretation of objective nutrition information.

EXTENDED ABSTRACT

Research Question

Front-of-package nutrition labels are a common way to offer consumers more information about a food product's healthfulness. Most such labels are based on providing objective details about the nutritional value in a summary format, but judging a product's healthiness based on this information is not straightforward as consumers still need to *interpret* this objective information to draw inferences about the presented levels being relatively healthy or unhealthy. Importantly, consumers may interpret the objective information presented to them in relation to their existing knowledge and expectations towards the product, often based on the product category. The question in consumers' minds might not be "Are 100 calories a lot?" but "Are 100 calories a lot *for this type of product?*". In other words, the same objective nutrition information might lead to different interpretations depending on the product it is placed on. Thus, this project set out to investigate how product type influences consumers' interpretation of objective nutrition information. Furthermore, we investigate

how health consciousness and subjective as well as objective nutrition knowledge influence consumers' interpretation of front-of-package nutrition labels in the context of different food categories.

Method And Data

We report four experimental studies (total N = 947) in which respondents were shown objective nutrition information in the form of a Facts Up Front label and told that the label was from a product either from a healthier (e.g., granola bar) or less healthy (e.g., chocolate chip cookie) category. They were then asked to evaluate the product's healthfulness as well as the level (low to high) of individual nutrients present in the product. They also answered questions about how frequently they read nutrition labels and their level of health consciousness. In two of the studies, we set out to understand whether the effect depends on consumers' objective or subjective nutrition knowledge or their under- or overconfidence in the level of their nutrition knowledge. To test this, respondents were asked to estimate how many questions of a nutrition quiz they expect to have correct and then to take the quiz. Objective knowledge was measured as the number of correct answers, subjective as the expected number of correct answers and the (under- or over)confidence as the difference between the two.

Summary of Findings

We find that consumers evaluate the same nutrition information very differently across different food categories. Overall, the same objective information led to more positive (negative) evaluations of healthfulness when the product category was healthier (less healthy). The same effect was found when the product category was kept constant but respondents' were given information about how healthy or unhealthy the category on average

is. We further find initial evidence that the category bias is stronger among those who report being more health conscious. However, subjective or objective nutrition knowledge or one's confidence in their nutrition knowledge do not help overcome the bias. All in all, the results suggest that nutrition information is interpreted in the broader context of the food category, and policy makers and consumers themselves need to find ways to increase their focus on the individual products over broad categorizations.

Statement of Key Contributions

Our work extends previous work on front-of-package labelling by studying the role of category perceptions in the interpretation of nutrition information. This is crucial as despite the growing availability of nutrition information, obesity rates continue to grow. Furthermore, we focus specifically on non-comparative contexts because the increase in online grocery shopping and avoidance of touch and supermarket environments are making it increasingly difficult for consumers to conduct comparisons across products. We also answer calls for more research into understanding how broad category perceptions influence evaluations of specific nutrients and how objective nutrition knowledge and other individual factors influence consumers' interpretation and use of nutrition labels. All in all, our work shows the strength and persistency of category biases in food evaluations and provides a basis for finding ways to overcome such a bias. This shows that policy makers need to increase consumers' focus on *individual* products over broad categorizations when looking to promote healthier foods. Though there typically is much variation in the healthiness of individual products within a category, ensuring that category perceptions are as accurate as possible is also crucial given the strong weight that consumers put to these expectations when evaluating individual items.

CONSUMER ACTIVISM TOWARD CASHLESS ECONOMIES: THE SWEDISH CASE

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Keywords: cashless economies, access-to-cash, citizen-consumers, consumer resistance, Sweden

Description: This article examines citizen-consumer resistance to marketplace practices that excludes cash as payment in an increasingly cashless society, Sweden.

EXTENDED ABSTRACT

Research Question

The goal of this research is to explore how citizen-consumers pool their market power as a means of resisting market modernization. We are especially interested in how modernization affects tensions between the role of consumers with individual well-being needs and their roles

as citizens with interests in the collective well-being of the state. We draw from literature on citizen-consumers to expose some of the tensions consumers face between an interest in their individual needs and the needs of the state. We also draw from literature on consumer power and resistance to understand how consumers channel the tensions between their roles as citizens and as consumers in organizing and advocating against these modernizations. Using data from a public, Swedish-based, pro-cash Facebook group, interviews with members from this group, and text from government petitions, we iterate a preliminary framework of citizen-consumer resistance.

Method and Data

This qualitative study uses multi-faceted data. The authors analyzed publicly available consumer discourse using public forums on Facebook, as well as conducted semi-structured in-depth interviews with Swedish citizen-consumers. A hermeneutic approach to data analysis yielded a conceptual framework of findings.

Summary of Findings

We present a conceptual framework that illustrates the tensions citizen-consumers experience in the current marketplace. We focus on the dominant drivers of citizen-consumer resistance that are affected by the tension between the overlap of civic and market agency. These tensions are affected by macro-level policy, such as legislation and taxpayer finances, and micro-level choice, such as individual liberty and personal finances. Our findings show that citizen-consumers are

worried about the surveillance, judgment, and exclusion by financial institutions due to cashless transactions.

Key Contributions

We find individuals' efforts to reconcile the dual-agentic tensions lead to citizen-consumer resistance against the macro-level dominance of the political economy. By examining how and why consumers--who are generally, increasingly more interested in digitized payments--resist this modernization, we gain insight as to the way collective issues of modernizing society, such as decentralizing infrastructure, altering pain points to use modernized technology, and increasing the vulnerability of those in society who may not access the technology, affects others' interests in ensuring the state maintains some level of otherwise-obsolescence in society. Our findings should be of interest to retailers and restaurants to better understand and enhance the consumer (e.g., payee) experience with their payment interfaces. The citizen-consumer, patient, and payee experience should also be of interest for various government institutions (municipality, county, regional, national levels) and policy makers as consumers should have access to the services offered by society.

References are available upon request.

CONSUMER HEALTHCARE JOURNEYS

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Key Words: consumer journey; healthcare; marketing strategy

Description: Healthcare customers often must navigate complex, lengthy, and asymmetrical relationships with a variety of providers, with important implications for marketing theory and practice.

EXTENDED ABSTRACT

Research Question

Our research objective was to investigate the various steps in stages of customer healthcare journeys, emphasizing levels of satisfaction with service delivery.

Method and Data

We use interviews with women who have survived to date a breast cancer diagnosis. These data were used in the development of three central themes that capture their experiences and strategies for coping with this disease and its outcomes for their personal and professional lives.

Summary of Findings

Our findings demonstrate the difficulties associated with evaluation of highly technical medical services, which often leave these women focused on more tangible and understandable parts of their service delivery to appreciate or denigrate.

Key Contributions

First, an understanding of customer journeys that are lengthy and without desire on the part of the person involved. Second, implications for managing the customer experience that takes into account the differences in power and perceptions between patients and healthcare providers. Third, an extension of our theory regarding satisfaction and how it waxes and wanes over time as a dynamic construct.

CONSUMER RESPONSE TO DISTURBING OVER-THE-COUNTER DNA TEST RESULTS: THE IMPACT OF SELF-EFFICACY AND COUNSELING

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Keywords: DNA testing, self-efficacy, self-uncertainty, satisfaction

Description: This research references self-efficacy theory to study the combined effect of self-efficacy and more/less disturbing DNA test results on consumers' psychological distress and satisfaction with the DNA testing service.

EXTENDED ABSTRACT

Research Question

Although DNA test results might be somewhat expected based on a consumer's knowledge of their family, results may also yield a range of disturbing findings such as identification of an ancestor from an unexpected region suggesting an unknown relationship, a predisposition for breast cancer not suggested by family history, unexpected carrier status for cystic fibrosis, or indication that one's father is not their birth father. The consumer's motivation to respond to a disturbing DNA test result, and the consumer's perception of their ability to reverse the loss of control triggered by the test result, is impacted by their self-efficacy. A less self-efficacious consumer experiences higher levels of psychological distress because they are less confident in their ability to manage a situation and regain control, especially in the case of a more disturbing result. Since a consumer purchases a DNA test to reduce their self-uncertainty, when test results increase self-uncertainty and trigger psychological distress, a consumer's satisfaction with the DNA test service is impacted. Thus, we study the combined effect of self-efficacy and DNA test results (more vs. less disturbing) and hypothesize that higher levels of self-efficacy will be associated with decreasing levels of psychological distress and increasing

levels of consumer satisfaction associated with the DNA testing service, specifically for more disturbing results. Further, we hypothesize that this relationship is moderated by the presence or absence of counseling services offered by the DNA testing service.

Method and Data

201 (109 females) undergraduate and graduate students, enrolled in a private university in the Northeast, participated in a two (more vs. less disturbing DNA test results) by two (counseling services not offered vs. offered) on-line experiment for extra credit points. To begin, participants' self-efficacy measures were collected. Then, participants were randomly presented with one of the four hypothetical scenarios representing more/less disturbing DNA test results accompanied without/with counseling services provided by the DNA testing service. Then participants' satisfaction measures, psychological distress measures drawn from the SERVSTRESS scale, and participant demographics were collected. Prior to the actual study, the more vs. less disturbing scenarios were successfully pretested to check the effectiveness of DNA test result manipulations.

Summary of Findings

For hypotheses testing, a customized 2 by 2 by 2 Analysis of Variance model with DNA test results, counseling services, and self-efficacy as the independent variables for psychological distress and satisfaction were run. ANOVA results showed significant three-way DNA test results by counseling services by self-efficacy interactions for both psychological distress [$F(df=190) = 3.22, p < .05$] and satisfaction [$F(df=190) = 5.51, p < .01$]. This supports our main hypothesis. To illustrate the follow-up pattern of means, for psychological distress, increasing levels of self-efficacy decreased psychological distress of participants [$t\ (df=48) = -2.56, p < .05$] when they were faced with more disturbing results and when no counseling services were offered

by the DNA testing service. No such self-efficacy main effects were found for the more disturbing results when counseling services were offered. However, for the less disturbing results condition, when counseling services were offered, increasing levels of self-efficacy were marginally associated with decreasing levels of psychological distress [t (df=49) = -1.82, $p < .1$]. No such self-efficacy main effects were seen in the case of less disturbing results with the no counseling services condition. A similar pattern of self-efficacy effects were seen for satisfaction as well.

Key Contributions

This research addresses the gap in the literature pertaining to DNA testing services by exploring how consumers respond to disturbing test results and the impact of counseling services.

We find that counseling services offered by the DNA testing service moderate the combined effect of self-efficacy and type of test results on consumers' psychological distress and satisfaction associated with the testing service. In case of more disturbing test results, when counseling services are absent, increasing levels of self-efficacy led to decreasing levels of psychological distress and increasing levels of satisfaction. When counseling services were offered, the main effect was not activated for the more disturbing results regardless of self-efficacy level. However, there was a main effect of self-efficacy when counseling services were offered (vs. not offered) for less disturbing results.

In addition to being of interest to the academe, our study will be of interest to regulators and DNA test companies. DNA tests are not regulated; understanding how these tests impact consumers will help regulators identify factors that should be included in future legislation.

Findings will also inform DNA testing companies as they endeavor to maintain the test adoption rate by designing them to support and satisfy customers.

References are available upon request.

CONTRACEPTION TENSION: HOW CULTURE, SOCIETY AND NARRATIVE INFORM CONSUMER IDENTITY AND CONTRACEPTIVE USE

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Keywords: contraception, identity, advertising, social marketing

Description: Qualitative study examining how consumer perceptions of and experiences with contraceptives, contraceptive advertising and healthcare providers impacts individual health identities and patterns of contraceptive uptake.

EXTENDED ABSTRACT

Research Question

Contraceptive use is a deeply personal and nuanced form of consumption. For women especially, contraception assumes a more significant role in their reproductive health management due to the physicality of consumption of most methods. Understanding contraceptive patterns and uptake are important from a marketing and a public health perspective: how and why women ascribe particular values or attitudes towards their reproductive health can have cascading effects for the community and population at large. Contraceptive use in and of itself can have medical, economic, environmental, social and cultural impacts (Tone 2006), placing contraceptive access as an ethical consideration beyond simply as a consumer product. The responsibility of marketers to consider contraceptive use from a public policy lens instead of an advertising lens means that the discipline must reframe contraceptive marketing for the greater social good and not only for commercial gain.

To understand this relationship, the following research questions were proposed:

RQ 1: In what ways does consumer identity inform contraceptive use?

RQ 2: How are user identities constructed in contraceptive advertising and how does this impact consumers?

RQ 3: How and in what ways do social actors like healthcare providers influence consumer health identities and contraceptive use?

Method and Data

A qualitative approach was employed to examine the relationship consumer identity and contraceptive uptake. The population of interest for this study included women aged 18 to 45 that were a) English-speaking; b) currently taking or had taken a method of contraception within the previous six months; and c) currently sexually active or sexually active within the previous six months. Applicable methods of contraception included hormonal (pill, IUD, implant, vaginal ring, injection or patch) and non-hormonal (condoms, withdrawal, cycle tracking) methods. Healthcare providers were also included as a population of interest for this study as their roles are also integral to patient health identities. Eligible healthcare providers were a) English speaking female practitioners; b) that were licensed and practicing physicians, OBGYNS, pharmacists or nurse practitioners; c) with experience in contraceptive counselling and prescribing within the last 3 months. A total of 17 consumer participants and 5 healthcare providers were recruited.

Semi-structured interviews were conducted over the phone or Webex. Questions were framed around participant experiences with learning about and using contraception, resources for finding contraceptive information, and their perspectives on different contraceptive methods. Interview data was transcribed using the Webex transcription add-in. NVIVO software was used to assist with data analysis.

Summary of Findings

The findings of this study led to an emergent framework that contextualized the different factors that inform consumer identities and consequently shape how contraceptives are or are not consumed. This framework defines the key social agents - peers, healthcare providers,

parents/partners, culture/media - and two primary identity narratives – autonomy and control - that are reproduced within these social agents that in combination directly inform consumer health identities, beliefs, and contraceptive use.

The concepts of ‘Autonomy’ and ‘Control’ repeatedly surfaced in discussions with participants. Not only were these terms used directly by nearly all participants when describing contraception and its use, but they also fed implicit assumptions about the female experience and her relationship with contraception. Taken together, ‘autonomy’ and ‘control’ form the primary identity narratives that frame contraceptive use among consumers. These concepts emerged in participant accounts as *diametric*, or oppositional narratives presenting as overlapping contexts among the different social agents. The reproductions of these didactic identity narratives in social contexts results in a tension at the individual level. The process by which an individual negotiates these competing narratives within their respective social frameworks informs how they will perceive their reproductive health identity and beliefs about contraception and contraceptive use.

Key Contributions

To date, little marketing-specific research on hormonal contraception consumption and advertising exists. Contraceptive advertising and consumption research has been covered extensively within the disciplines of public health, nursing, psychology and sociology, among others. This scarcity within the marketing discipline means there is opportunity to expand research in this area specifically in the context of consumer behaviour and social marketing. This study furthers marketing scholarship within the area of contraceptive marketing by examining the ways in which contraceptive advertising impacts consumer identity and how this informs contraceptive uptake. Currently most contraceptive advertising uses traditional promotional scripts that include spokespersons, single method prioritization, and limited product information, directing consumers to speak with a physician for more information. This study proposes an agenda for contraceptive advertising to move away from traditional advertising formulas used for other consumption products towards a social marketing initiative that prioritizes transparency, consumer agency and collaboration among stakeholders. A social marketing agenda to improve contraceptive advertising and consumption would place individuals in a position of active and engaged consumers instead of passive recipients of health product messages. Non-governmental organizations and public health bodies may find value in the findings and recommendations for future research discussed within this study.

COP26 and the State of Sustainable Consumption. Shift down or Shift up?

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Abstract

There are issues in shifting from a resource heavy paradigm based on maximizing consumption towards a paradigm of sustainable consumption. We study how consumers move through cognitive awareness, affective sentience, information search, choice making, preference formation, attitude and belief shifting, adoption to advocacy. We examine research contributions from think tank studies.

Keywords: climate change, sustainable consumption, consumer preference formation

Introduction: current state of sustainable consumption

It is clear that earth did not need consumers. Earth spent more than four billion years of geological history to arrive at our anthropogenic 21st century. It was without humans for a majority of its history. However, the proof of earth changing due to human consumption behaviors is evident and growing. Ecological systems show the unsustainable results. Sustainable consumer behavior is defined as actions that result in decreases in adverse environmental impacts as well as decreased utilization of natural resources across the lifecycle of the product, behavior or service. (JOM, ’83)

Negotiations by global players at COP26, the 26th conference on climate change held in 2021, focused on green technology and finance. Governments and large corporations pledged money and businesses committed to net-zero production. Beyond a recommendationt to switch to electric vehicles, consumers were not explicitly asked to change behavior. Individual activists attracted attention, but there was no systematic effort to organize the change in consumption patterns. Most interventions were on the supply side needed to reach the shared goal of keeping climate warming to less than 1.5 degrees Celsius annually.

Social and natural scientists have documented changes in consumption over time. Interest in sustainable trends in consumer behavior has grown in the marketing literature. While many faculty researchers develop frameworks or test small-scale experiments, think tanks and non-governmental organizations have applied grant resources as well as private funding to run surveys and conferences with empirical research paper presentations and proceedings.

Evidence: Think Tank Studies on Sustainable consumption.

Here are the top Environmental Policy Think Tanks of 2020-21 published by the University of Pennsylvania's Scholarly Commons. The Global Go-To Think Tank Index is based on an international survey of around 1,950 scholars, public and private donors, policy makers, and journalists who help rank more than 6,500 think tanks using a set of 18 criteria developed by the TTCSP or Think Tanks and Civil Society Program of the university.

Table 1: 2020-21 Top Environment Policy Think Tanks.

NAME	COUNTRY
ECOLOGIC Institute	Germany
Stockholm Environment Institute (SEI)	Sweden
Potsdam Institute for Climate Impact Research (PIK)	Germany
Resources for the Future (RFF)	USA
Center for Climate and Energy Solutions (C2ES)	USA
Worldwatch Institute	USA
Third Generation Environmentalism (E3G)	UK
Wuppertal Institute for Climate, Environment and Energy	Germany
Copenhagen Consensus Center	Denmark
Brookings Institution	USA
Chatham House	UK
International Institute of Sustainable Development (IISD)	Canada
Center for Environmental Research (UFZ)	Germany
Institute Du Development Durable et Relations Internationales	France
Center for Science and Environment (CSE)	India

The Ecologic Institute of Germany in a 2014 research study found:" It is a truism that when individuals do not have information (e.g., about environmental effects), that information cannot influence their decision. This has led to many policy interventions which supply information (e.g., energy labelling). Yet, the common premise that 'informed people make the right choices' is not supported by the evidence. The body of scientific work on influences on behaviors refutes the simplistic economic, rational view of decision making which is often relied upon. Instead most decisions are fundamentally complex." Such studies anticipate the behavioral biases and consumer values and norms as well as the state of the physical infrastructure in shaping the flow of consumer decisions. Most studies find broad based influences. This study advocates an institutional policy driven approach to achieve expected outcomes. One of the multi-country studies found that consumers had responded to initiatives to buy a remanufactured product,

leased or rented a product, and even used sharing schemes with other consumers. The results are in a chart below.

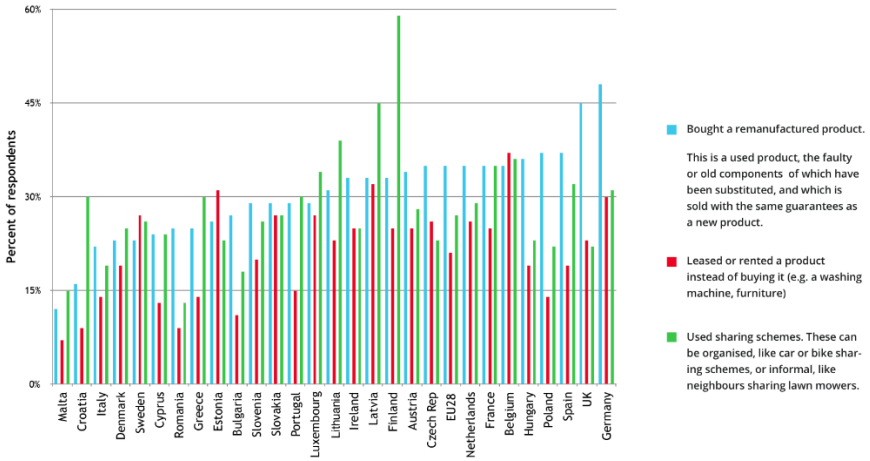

Chart 1. Multi country study on more sustainable behavioral changes from Ecologic.

The Stockholm Environment Institute has an insightful framework including behavioral insights as key to creating interventions that drive positive sustainable consumption changes.

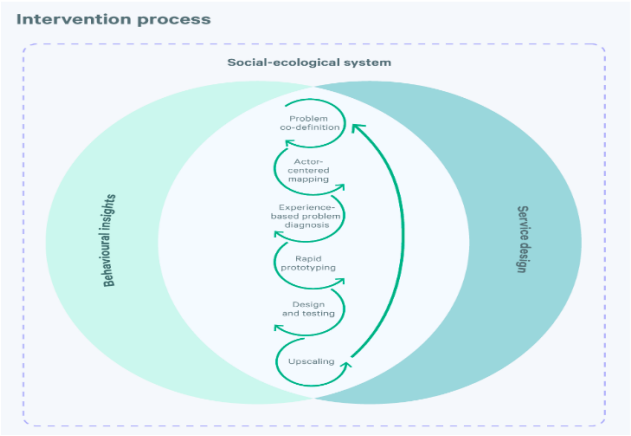

Figure 2. SEI framework

It is one of the few frameworks that make upscaling the outcome along with service designs to match.

Potsdam Institute for Climate Impact Research has holistic recommendations about a goal driven system of production and consumption. Three goals are decarbonization, carbon removal and halving emissions. “Humanity is facing a triple challenge to stabilize global warming without

significantly overshooting the 1.5°C commitment" says Nebojsa Nakicenovic from the International Institute for Applied Systems Analysis, IIASA. "First is to half global emissions every decade requiring a herculean effort and a decarbonization revolution by phasing-out fossil energy, a quantum leap in efficiency and sufficiency, and climate-friendly behaviors and diets; second to pursue nature-friendly carbon removal through afforestation and land-use change; and third to assure safe operating of Earth systems that now remove half of global emissions from the atmosphere."

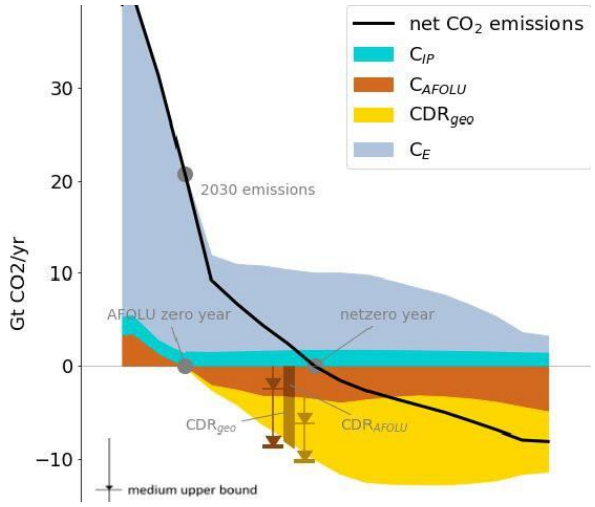

Chart 2: Scenarios and results.

Of note is that of the over 400 climate scenarios assessed in the 1.5°C report by the Intergovernmental Panel on Climate Change (IPCC), only around 50 scenarios avoid significantly overshooting 1.5°C which is a scientific target. Of those only around 20 make realistic assumptions on mitigation options for sustainability, for instance the rate and scale of carbon removal from the atmosphere or extent of tree planting, as the study shows. All 20 scenarios need to administer at least one mitigation lever at "challenging" rather than "reasonable" levels, according to the analysis. Hence earth faces a high degree of risk of overstepping the 1.5°C limit.

The study documents five mitigation levers which are all supply side in nature and application. They are decarbonization of energy use and production. Land use needs to be net carbon zero. Removing carbon dioxide from the atmosphere is a third lever. Methane emissions from animal production need to be cut. The last lever is reduction of energy demand. This last lever is the toughest to implement as there is no path with lower energy consumption by consumers.

The Center for Climate and Energy Solutions suggests that athletes and sporting events can unite us around sustainable consumption. While the 2020 Olympic Games were postponed due to the global pandemic, the world's large sporting events are more consistently threatened by climate risks. A recent study of 21 former winter Olympic cities found that only 12 will likely have temperatures low enough to host the games in 2050. The city of Pyeong Chang (the site of

the 2018 Winter Olympics) was expected to generate more than five times the amount of greenhouse gas emissions than the city of Vancouver, host of the 2010 winter Olympics, in part because of the transportation emissions caused from moving athletes and spectators to the cooler areas of the Korean Peninsula. Sporting events are being redesigned around lower carbon emissions. Athletes are outspoken supporters of sustainable consumption as they are most affected by climate related disasters.

The International Olympic committee announced that they included requiring 60 percent of all facility use to be from pre-existing buildings, powering the games and operations with renewable energy, and enacting a carbon offset program. The IOC has announced that climate change is now an underlying factor for host city selection, which will encourage potential host cities to adopt ambitious sustainability. These are important steps but there is still a long way to go to ensure both the summer and winter Olympics will be safe and sustainable in the future.

The Worldwatch institute documented eleven behavioral interventions used elsewhere with success and applied it with the intent to reduce emissions from aviation in an industry specific study.

Table 2. Eleven types of behavioral interventions with suggested applications to reduce emissions from aviation

Type of intervention	Example	To reduce emissions from aviation
Nudges	Customers "nudged" by being given preportioned meal sizes (Friis et al. 2017).	Change defaults in government booking systems to better support booking train travel.
Prompts	Participant received text-message reminders to reduce red meat intake (Carfora et al. 2017).	Display a note on a travel booking website asking customer to consider linked low-carbon options.
Justification	Carbon footprint information of meal choices displayed (Brunner et al. 2018).	Make carbon footprint of flights versus other choices more explicit in transport mapping and travel booking systems to inform travel decision.
		Design government and institutional travel policies that prioritize travel-free meetings, then ground-based travel (von Arnold 2018; Tyndall Centre 2019).
Instructions	Energy saving tips provided to households (Allcott 2011).	
		Provide instructions and technical support for institutional videoconferencing hardware and software to lower barriers for digital alternatives to air travel (Wynes and Donner 2018).
Feedback	Monthly energy statement mailed to households (Carroll et al. 2014).	Give institution members individual reports about personal air travel, including a comparison to the average member of the department or with a sustainable global citizen's annual carbon budget (with normative, encouraging messages for those whose emissions are below the average).

		Make public the emissions of public sector employees who generate above a certain threshold in air travel emissions. Similar social pressure interventions have been effective in encouraging behaviors like voting (Davenport et al. 2010) and reduced household energy consumption (Delmas and Lessem 2014).
		Highlight and promote local destinations, emphasizing the economic benefits for local economies (e.g., collaboration of Swedish universities, regional governments and tourist agencies that includes 100 vacations reachable by train, and carbon calculator for travel plans) (Klimatsmart Semester 2019).
Social modeling	Neighborhood leaders model a proenvironmental behavior.	
		Promote positive stories of slow travel and its health, quality time, adventure, and other benefits. Attitudes and behavior have been changed by knowing someone who flies less or doesn't fly (Westlake 2017).
Cognitive dissonance	Stressed the gap between an individual's actions (driving) and values (environmental concern) (Tertoolen et al. 1998).	Increase institutional or leadership commitment to reduced flying. Require that air travel advertisements contain messages stating the environmental harms of flying, similar to the practice with cigarette packages and pharmaceutical drug commercials.
Commitment	Subjects committed to reduce car use (Tertoolen et al. 1998).	Social media campaigns can highlight high emissions from air travel by "clueless influencers" (aningslosa influencers 2019). Sign personally formulated pledges at the individual, business, city, and regional levels.
Rewards	Employees offered option to cash out parking spots (Shoup 1997).	Employers give more days off to support employees who travel slower (e.g., Climate Perks initiative by the NGO 10:10). Replace frequent flyer programs with a financial incentive program that rewards lower-carbon options.
Competition	Group competition reduced energy use at university residence (Sintov 2016).	Stimulate interdepartmental competition to reduce air travel emissions at large public institutions.
Goal	Group goal of 5% energy reduction given to households (Abrahamse et al. 2007).	Align aviation with Paris temperature targets. Campaign for 50% reduction by 2023 of greenhouse gas emissions from Swedish universities (including flight emissions) by university researchers (Alvesson et al. 2018) and students (Bernholz et al. 2019)

The Wuppertal Institute for Climate Environment and Energy in Germany has focused on urban consumption among its studies. Its research expects cities to become central venues of experimentation for well-being. It sees transition towns, urban gardening, cooling areas, more green areas, new mobility forms such as bicycle spaces and new cohabiting models. They are also looking into new urban well-being programs for entire cities, creating new indicators of well-being and proposals for "business development 4.0".

Brookings Institute has several US based studies that show suburbia are the major emission areas not city blocks. Their recommendations differ from the Copenhagen Consensus Center above.A study of the Eastern United States by University of California, Berkeley found the average carbon footprint or emissions from New York city, Philadelphia, Washington DC, Baltimore and Richmond were outweighed by the emissions from the suburbs. This establishes that land use and its development has a major role in emitting or controlling greenhouse gases. See below.

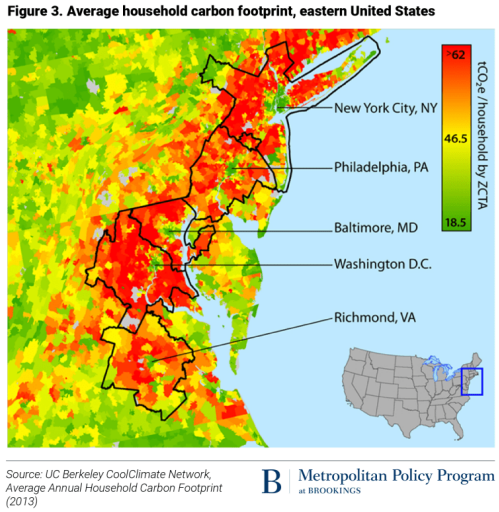

Figure 3. Color coded map of Eastern United States

Suburban living is not climate friendly. Rethinking land use is a sustainability priority. 86% of people live in metropolitan America. Safe walking, biking, easy transit could be subsidized over subsidizing high-rise development versus ‘gentle’ development of small homes or McMansions.

Brookings concludes: “There are thousands of real estate developers, almost 40,000 local governments, and over 100 million households that all have some level of individual control over where we develop land, what we build on it, and how we choose to travel over it. The country needs a new approach to land development—coordinated from the federal to local level, tapping each level’s unique jurisdictional authorities—to push those key actors to behave in more climate-friendly ways.” The Federal government has policy levers it can use through FEMA insurance, Fannie Mae, Freddie Mac, local zoning taxes, interest rates on mortgages, fees to push states and realtors to act in more predictable sustainable ways.

COP26 was rich in pledges but not in results. In 2021, the richest 10 percent of consumers accounted for 44 percent of consumption-related carbon emissions. About two-thirds of global

greenhouse gas (GHG) emissions are linked to household consumption. This is why the U.N. Environment Program's (UNEP) 2020 Emissions Gap Report concluded that major lifestyle changes will be required. Consumers will need to reduce their carbon footprint from a global average of around 6 tons of CO2 equivalent (C02eq) per person to 2-2.5 tons by 2030 and to 0.7 tons by 2050. That is why the UN Sustainable Development Goal 12 is for responsible consumption and production.

Sustainable Consumption Approaches at individual consumer level

Research on how consumer lifestyle choices are affecting aggregate carbon emissions has lagged. One approach is developed by Felix Creutzig et al. They call it Avoid-Shift-Improve an action plan. Reducing overall consumption, traveling less, living in smaller homes, car free lifestyles, shifting diets to plant based options, buying local and buying electric cars are major drivers. The problem with scaling down is not seen as improvements in lifestyle by consumers. There must be a perception of a shift up instead of a shift down.

Consumers do perceive reducing meat consumption is a shift down instead of up. Chatham House UK has studies on how changing meat eating habits will take 25% of emissions down and keep the world on track for the two-degree commitment. IISD Canada proposes more environmentally sustainable food consumption. In a series of papers White, Habib, Hardisty have developed an intuitive SHIFT framework. They have applied it to the consumption cycle with experiments and interventions that may work. See below. Table 3. SHIFT Framework.

	Stage of the Consumption Cycle		
	Choice	**Usage**	**Disposal**
Social influence	People follow advocates who themselves engage in non-normative behavior, such as putting up solar panels (Kraft-Todd et al., 2019).	Dynamic norms emphasizing how others are adopting new behaviors reduce water usage (Sparkman et al., 2020).	Mothers' waste avoidance and recycling behaviors tend to encourage their children (Evans et al., 2018).
Habit	New sustainable habits often involve new product choices (Perera et al., 2018).	Defaults help lower meat consumption, and feedback reduces energy use (Wynes et al., 2018).	People form new habits such as food redistribution to reduce food waste (Gollnhofer 2019).
Individual self	Consumers' desire to view themselves positively leads to forgetting unethical attributes more than ethical ones (Reczek et al., 2018)	Higher status is associated with lower energy conservation (Wang et al., 2019).	Reminders of the past identity of repurposed products make consumers feel special and increases demand (Kamleitner et al., 2019).
Feelings and cognition	People's intuition that ethical products are less strong reduces choice share (Mai et al., 2019).	Using green products leads to greater warm glow than using traditional products (Tezer & Bodur 2020).	Lower anticipated guilt increases demand for made-to-order products, made from recycled materials (Paharia 2020).
Tangibility	Detailed, concrete information about sustainability can increase choice of eco-friendly products (Reczek et al., 2020).	Experiencing heatwaves can lead to perceptions of energy scarcity (Larcom et al., 2015).	Concrete representations of what products can become encourage recycling (Winterich et al., 2019).

Table 3. SHIFT Framework.

While this is a well-researched framework, there are no single interventions that will work to change consumer behavior to shift down rather than the shift up trajectory consumers are following. It is anticipated that great cities along the Eastern Seaboard such as Atlantic City, the South such as Miami, Puerto Rico and 3000 other similarly located cities face risks from rising

seas (National Climate Assessment Report 2015). Many scientists studying the oceans forecast that they have been rising for a long time but the rise is accelerating. Soon cities and suburbs may have to implement changes to shift consumption towards more sustainability. Cities such as Reykjavik have 100% green electricity from geothermal and hydrogen power, Burlington, Vermont, Greensburg, Kansas and Aspen, Colorado are running on 100% renewable energy power. These efforts acknowledge that change driven by consumption is a powerful driver of solutions. In 2014, biomass sources accounted for approximately 9% of the energy consumption in the USA.

Discussion

To form a market for sustainable choices, three fundamental factors are evolving. Consumer needs are evolving. Consumers' willingness to change buying behavior is developing. Finally, consumers' means to pay for the products and services is progressing. When there is a failure in any one of these characteristics, there will be cause for market failure. The river of demand can stop flowing or change course. Hence shaping the river flow of consumption is a valuable goal.

Our food, housing and energy needs are not just choices about products and services. They are choices about how our society will bear the costs of producing and distributing affordable, reliable options. There are some current costs that will grow to unsustainable levels if no changes are made such as healthcare or home insurance costs. At this time they are being borne by society. There are social costs that have to be weighed against economic costs. The greening of consumer choices is happening. However we are far from having 100% green options. We are still highly dependent on carbon emission heavy alternatives. Greening has to be the guiding light.

A summary of prescriptions from the Think Tank literature is below.

INDIVIDUAL CONSUMER LOOP	**THINK TANK**	**STUDY**
Cognitive awareness	**Ecologic Institute**	**2014 study on energy labelling**
Affective sentience	**Chatham House**	**Meat consumption tastes**
Information search	**NA**	**NA**
Choice making	**IISD Canada**	**Environmental friendly diets**
Preference formation	Wuppertal Institute for Climate, Environment and Energy	**Urban interventions**
Attitude & belief shift	**Worldwatch Institute**	**11 behavioral interventions**
Adoption	**Stockholm Environment Institute**	**Stockholm SEI Framework applied to Water beyond Boundaries**

SUPPLY SIDE	**THINK TANK**	**STUDY**
Decarbonization	**Potsdam Institute**	**IPCC Study 50 scenarios**
	Center for Climate and Energy Solutions (C2ES)	**Redesign sporting venues and major games**
Land Use	Brookings Institute	**Surburban interventions**

Conclusion

There are great experiments, projects and endeavors being designed to make sustainable consumption the norm. Some are useful frameworks, some are established theoretical models. There is a growing amount of data that is informing. Yet no combination of interventions or options have resulted in a winning platform. Public opinion is still being formed and will shift and evolve over its life cycle. The life cycle flows from cognitive awareness, affective sentience, information search, consumer preference formation and evolution, belief shifting and formation, adoption to enthusiastic advocacy. Individual and household behavior are sources of clues and much data collection that will drive the creation of combinations of successful interventions. Data science based on machine learning and AI may eventually give us the decision rules and algorithms which policy makers may be able to apply to sustainable consumption. As long as consumers perceive the value of the changes as shifting up instead of shifting down, there may be greater adoption. In the debate between whether institutional supply driven prescriptions or consumer centric demand driven options will lead to sustainable consumption, the latter is still behind the curve.

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CORONAVIRUS ETHICS:
PANDEMIC SEVERITY AND JUDGMENTS OF MARKETING ETHICS

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Keywords: ethical judgment, pandemic severity, marketing ethics, unconventional offers

Description: This project explores the relationship between people's ethical evaluations of controversial market offers and individual experience of pandemic severity.

EXTENDED ABSTRACT

Research Question

COVID-19 has required major changes in behavior and created significant health and economic concerns for many individuals. While everybody is affected by a pandemic, there are differences in individual experience of pandemic severity, from vulnerability to the disease, to the circumstances of lockdown, to financial difficulties. At the outset of the pandemic, we were exploring people's evaluations of controversial market offers, drawing on the critique of market society by the philosopher Michael Sandel (2012). We observed a large difference between people's judgments of these offers before the pandemic and their judgments after the disease triggered the first lockdowns: the controversial offers were

perceived significantly less ethical before the pandemic. Eager to explore the link between the pandemic and ethical evaluations, we conducted a field study, which is the focus of this paper. Here, we examine not so much the general effects of the pandemic, but more the relationship between the circumstantial factors affecting respondents during lockdowns and their ethical evaluations of our egregious marketing scenarios. Do the concerns about financial uncertainty and vulnerability to COVID-19 mediate the relationship between these circumstantial factors and ethical evaluations? Does affect have a mediating role in that relationship?

Method and Data

We report a field study that explores ethical evaluations of controversial market offers, as part of a larger project on marketing ethics. All participants were asked to evaluate four scenarios randomly selected from a pool of scenarios mentioned in Sandel (2012) and scenarios specific to the pandemic. For example, the "sterilization" scenario read as follows: *Undergoing sterilization: $300. Drug-addicted women in North Carolina are offered cash to undergo sterilization or long-term birth control.* For each scenario, participants first read the description and then answered an attention-check question based on the description. Once participants passed the attention-check test, they were asked to provide a univariate ethical evaluation of the offer, measured using a 10-point rating scale with "Not at all ethical" and "Entirely ethical" as endpoints. Participants also indicated whether or not their city/state was in lockdown due to the pandemic at the time they completed the survey, how many weeks they had been in lockdown, and how many people were in lockdown with them in the same household. Finally, we asked participants about their feelings and emotions, their perceived likelihood of experiencing financial difficulties and perceived vulnerability to COVID-19, general well-being and behavioral changes due to the pandemic and demographics.

Summary of Findings

Our analyses show that the participants in households with three of more people evaluated the scenarios as more ethical that those with smaller households ($p < .0001$), and participants who were in lockdown rated the scenarios as more ethical than those who were previously or never in lockdown ($p < .0001$). Participants' ethical evaluations were also correlated with the affect measures, perceived vulnerability to Covid-19 and the likelihood of experiencing financial difficulties due to the pandemic ($p < .01$). The results also revealed a significant mediating effect of negative affect, the perceived likelihood of experiencing financial difficulties and vulnerability to COVID-19 both in the models where the household size was included as an independent variable and the lockdown status as a covariate (total effect: $t = 8.77$, $p < .0001$; direct effect: $t = 5.22$, $p < .0001$) and in the models where the lockdown status was included as an independent variable and the household size as a covariate (total effect: $t = 7.52$, $p < .0001$; direct effect: $t = 5.11$, $p < .0001$). The results on mediation effects remain statistically significant after including other covariates, such as income and lockdown duration, or other mediators such as overall wellbeing.

Statement of Key Contributions

Our findings contribute to research on marketing ethics and consumer response to external threats. The conceptual framework of consumer responses to external threats proposed by Campbell et al. (2020) for research related to the pandemic suggests that actual or potential threats affect consumers' norms, beliefs, practices and routines, eventually leading to diminished ontological security that encourages adaptive responses. Our research provides evidence for the framework, by suggesting that the changes brought by the pandemic affect ethical judgment and are moderated by the degree of pandemic security experienced by

individuals. It also contributes to the idea that, while ethical decision-making is often a deliberative process that may consider several key criteria, for example, fairness, or cultural values, the use of such values and principles may be affected by context. We focus on ethical evaluations of marketing offers as important considerations in preventing abuse in the consumer marketplace. In a context of apparent diminished concern about unethical conduct (e.g., a pandemic), businesses and their stakeholders may be also affected because of questionable practices initiated by consumers. Our findings suggest that attenuated concern about questionable marketing practices may increase the need for regulation by policymakers or greater self-regulation by marketing practitioners.

EFFECTIVE COMMUNICATION WITH VULNERABLE PEOPLE

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Keywords:

vulnerability; marketing communication, field experiment; support offers; vulnerable people

***Description*:**

The project focuses on investigating which communication strategy is the most effective at encouraging vulnerable people to engage with governmental offers of support, finding confirmation that this segment is best encouraged using a basic message void of additional monetary or psychological value.

EXTENDED ABSTRACT

Research Question

Governments and non-profit organizations typically support vulnerable people through specific support services. For instance, unemployed people may receive free training, or people with disabilities may receive financial aid for home renovations. While it is important to design these services, but it is also important to communicate them effectively. Past research suggests that imbuing communication messages with monetary incentives or

psychological value (e.g., scarcity appeal, social norms), that complement an offer, should foster message acceptance and drive engagement (e.g., Bonner & Sprinkle, 2002; Goldstein et al., 2008). However, vulnerable people may be particularly prone to exhibiting vigilance and mistrust towards such messages, leading them to reject well-intended support offers. This may explain why vulnerable people often do not seize these opportunities available to them (Harmeling et al., 2021). Therefore, our objective is to determine how to effectively communicate with vulnerable people to help them access and engage with the support they can receive. Specifically, we seek to answer two research questions: 1) How to enhance the value of a support offer through communication, in order to help vulnerable people engage with the offer? 2) How does vulnerability affect the effectiveness of different communication messages enhancing the value of support offers?

Method and Data

We conducted a field experiment study, in the form of a direct marketing campaign focusing on the area in and around Paris. This experiment was conducted in collaboration with Pôle emploi, a centralized governmental organization for employment. The aim was to support unemployed people's return to employment by focusing on the acquisition of new skills, in the form of training, especially in light of increased unemployment due to the COVID-19 pandemic. A total of 9002 randomly selected unemployed people received one of six support messages by SMS, informing them about trainings that could help them find a new job. The basic text in the control condition stated that the trainings were free, remunerated, and explained the relevance of the training (i.e., Control – Plain Message). All other treatment conditions also used this plain message but built upon it by communicating additional monetary or psychological value, using conventional tactics (financial incentive, scarcity, sense of autonomy, encouragement, autonomy + encouragement). We therefore

created six conditions in our field experiment, which included one control condition and five treatments. Each support message contained text plus a link to the training platform. We measured whether participants engaged with the offer by clicking on the link.

Summary of Findings

We find that communication messages aiming to improve the actual and perceived value of the service are less effective in fostering offer engagement among vulnerable people, than a plain message which offers arguably less value. By matching our experimental data with socio-economic secondary data, we also show that the more people are vulnerable, the more their engagement increases when the message is plain and devoid of persuasion techniques. In fact, the results showed that all the support messages that communicated additional value generated less engagement compared to the plain control message. Moderation analyses using primary and district-level secondary data associated to vulnerability further highlighted that the level of vulnerability indeed enforces this tendency to mistrust value communicated in messages. This indicates that for vulnerable people a more moderate, careful, communication approach is required to foster engagement with support offers, therefore exposing normally effective communication strategies as ineffective when targeting vulnerable individuals. Lastly, given that we show that established marketing communication strategies are largely ineffective when aimed at vulnerable people, the current findings illustrate valuable boundary conditions of those strategies.

Statement of Key Contributions

For companies and institutions who communicate with vulnerable individuals our study has unequivocal implications: Managers need to create communication messages which provide basic information on the support offers, but do not promise additional incentives or

benefits. Vulnerable people are wary of such promises of more value, which considerably reduces the effectiveness of campaigns. Furthermore, the current research extends the novel, yet growing, literature uniting consumer vulnerability and marketing communication. While previous research focused on a) the barriers that prevent vulnerable people from accessing services aimed at them (e.g., Harmeling et al., 2021; Streitwieser et al., 2019) and b) the benefits that vulnerable people derive from engaging in services created for them (Gross et al., 2021), few have directly examined which marketing communication strategies work best at driving vulnerable people to engage with offers of support designed for them. Given the current interest in assessing the strengths of simpler communication as opposed to more complex communication strategies (e.g. Grant, 2021; Reddy et al., 2020), the notion of "less is more" appears to fit when focusing on communicating with vulnerable people. This research may therefore be of value to governmental agencies and non-profit organizations working at generating engagement among vulnerable people.

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EMBRACING COLLECTIVE IDENTITY IN DEEDS TO LOWER VACCINE HESITANCY AND INCREASE IMMUNIZATION ADVOCACY INTENT

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Keywords: COVID-19, vaccine hesitancy, segmentation, subcultures

Description**:** Based on three identified subcultures in the United States, the work advocates segmented communication for attenuating vaccine hesitancy and increasing vaccine advocacy intent.

ABSTRACT

During the second half of the twentieth century, the cultural developments associated with postmodernity led to the emergence of a new subculture called Cultural Creatives. Nowadays, Cultural Creatives, Moderns, and Traditionals constitute three main subcultures in the United States. These subcultures are substantially different based on worldviews, ideologies, and consumption patterns. However, the communication strategies implemented to increase the COVID-19 vaccination uptake primarily resonated with the Modern audience. In order to achieve greater effectiveness in vaccine acceptance, this work stresses the importance of recognizing the cultural fragmentation of American society and advocates for designing and implementing marketing communications that are congruent with unique subcultural components of different groups.

INTRODUCTION

The first quarter of the twenty-first century is full of tragic events: terrorist attacks, wars, financial crises, coups, natural disasters, political and social movements, and, of course, the COVID-19 pandemic. The pandemic may be the most destructive and omnipresent among all these calamities. Its global health, economic, and social impact hardly spare any individual living in our interconnected world (Mende & Misra, 2021). The pervasiveness of COVID-19, its dire consequences, and uncertainty regarding the future made vaccine development a priority for several pharmaceutical and biotechnology companies. As a result, Pfizer-BioNTech and Moderna — pharmaceutical and biotechnology companies — introduced their vaccines in December 2020 with one week difference. In February 2021, the third vaccine from Johnson & Johnson (a.k.a. Janssen vaccine) received approval from the FDA.

Even though all three vaccines were claimed to be effective by multiple sources, vaccine hesitancy in the United States were higher than in low-and-middle-income countries (Solís Arce et al., 2021) and second-highest among fifteen high-income countries (Shelburne, 2021). The World Health Organization (WHO) Strategic Advisory Group of Experts on Immunization suggested the following definition for vaccine hesitancy "a delay in acceptance or refusal of vaccination despite the availability of vaccination services" (MacDonald, 2015). Vaccine hesitancy varies in intensity and form, conditioned by the location, time, and type of vaccine (Lazarus et al., 2021). It represents one of the top ten global health threats determined by the WHO.

Solís Arce et al. (2021) identified personal protection as a primary reason for vaccine acceptance, while concerns about side effects were the source of vaccine hesitancy. Moreover, an education level (Miller, 2021), sex, and age were documented as significant factors affecting vaccine

acceptance in the United States (Kreps et al., 2020; Solís Arce et al., 2021). Specifically, females, on average, were less willing to accept the COVID-19 vaccine compared to males (Kreps et al., 2020; Reiter et al., 2020), higher education is a positive predictor of vaccine acceptance in the United States (Miller, 2021; Solís Arce et al., 2021), while the effects of age were inconsistent across the studies. For example, Malik et al. (2020) reported that among older adults (≥55 years), vaccine acceptance is higher compared to younger adults. A similar observation is present in Solís Arce et al.'s (2021) study. In contrast, Kreps et al. (2021) indicate contrary results, stressing that older people are less likely to receive a vaccine against the COVID-19. The research mainly captured the resistance to accepting vaccination based on specific demographic factors in conjunction with countries of origin. The more general factors such as characteristics of prominent subcultures, their unique consumption patterns, and psychological drivers stemming from these subcultures' ideological and value components received less attention as potential culprits of vaccine hesitancy. This work aims to identify several critical premises and psychological drivers associated with the prominent subcultures recognized in the United States and stress the importance of segmented communication in the struggle to overcome vaccine hesitancy.

Cultural developments associated with postmodernity led to the fragmentation of contemporary societies (Ulusoy & Firat, 2018). The gradual erosion of universal and compatible patterns in people's approaches to living and being (Firat, 1997) revealed groups that embrace different cultural identities formed based on specific worldviews, lifestyles, and ideological orientations (Ulusoy & Firat, 2018). For example, Ray and Anderson (2000) identified a new subculture that, since the early 1960s, began to develop rapidly with its distinctive lifestyle, worldview, and values. Ray and Anderson (2000) coined the term "Cultural Creatives" to describe this

subculture. Cultural Creatives fall in the category of consumers that are termed "postconsumers" (Firat, 1997) or "postmodern consumers" (Muniz & O'Guinn, 2001) in the literature. They have unique consumption patterns, distinct from those of representatives of two other subcultures — Moderns and Traditionals. Specifically, the consumption impulse of traditional consumers can be driven by need satisfaction or a ritual; modern consumers engage in consumption for need satisfaction and competition (Campbell, 1998), whereas postmodern consumers engage in self-construction or self-production through experiences (Firat & Venkatesh, 1995). A desire for authenticity plays a significant role in the consumption decisions of postmodern consumers (Holt, 2004). Therefore, these distinct segments of consumers are motivated by different purposes while making their consumption decisions.

POPULATION SEGMENTS

The postmodern era delivered a desire to distance from conformities that require perceiving reality as unique (Firat & Venkatesh, 1993). Subsequently, new social trends or movements emerged (Johnston & Lio, 1998). Among the essential characteristics of these relatively new trends are the promotion of authenticity (Muniz & O'Guinn, 2001), autonomy (Rucht, 1988), and self-construction (Firat & Venkatesh, 1995), the salience of post-materialist values in collective actions that stress self-expression, belongingness, sense of community (Inglehart, 1977), and concern over the quality of life (Shultz, 2016). Participation in "movements" can be conscious or unconscious, but they are more likely to attract people with similar socialization, similar social relations, and a tendency to share similar cultural understandings (Holt, 1997). These "new" social movements, just like other movements or trends, presuppose collective identity. The cultural shift from modern to postmodern brought about changes in the essence of identity formation (Lamont & Molnár, 2001). The traditional bases for identity formation — nationality,

ethnicity, religion, occupation, and family — were eclipsed by personal and collective choices, constructions, and consumption patterns (Ulusoy & Firat, 2018). When collective identity emerges from complex interactions with different audiences, it discovers and constructs its bonds and interests and delineates its boundaries (Poletta & Jasper, 2001). During this early formation phase and thereafter, individuals participate in the consumption of subcultures for constructing and maintaining individual and collective identities (Ulusoy & Firat, 2018). Ultimately, collective identity becomes a mechanism for accepting or rejecting specific claims or actions.

The postmodern era heralded the genesis of a new group or population segment with its unique collective identity. Specifically, sociologist Paul H. Ray and psychologist Sherry Ruth Anderson (2000) identified 50 million adult Americans and 80–90 million Europeans defined as "Cultural Creatives" in their decade-long tracking studies. The label "Cultural Creatives" reflects the willingness of this group to embrace an alternative lifestyle (Thompson, 2004). Mostly women, Cultural Creatives possess such psychographic qualities as pro-feminism, self-actualization, altruism, heightened environmental care, activism, and corporate distrust (Ray & Anderson, 2000). Feeling of isolation and loneliness in their values is not uncommon among Cultural Creatives (Miller, 2019). Cultural Creatives are skeptical of science but are not against it. They oppose the mechanistic exertions of science and cherish the integrative developments between modern science and nature (Thomson, 2004).

Nature is sacred for Cultural Creatives, and the revenge-of-nature trope is close to their hearts. This cautionary trope can be found in non-fictional and fictional texts (Thomson, 2004). For example, in James Lovelock's book (2007) The Revenge of Gaia, the author stresses the idea that the earth is a living, breathing superorganism that is capable of reacting to threats, defending itself, and striking back by making the earth uninhabitable for fossil-fuel addicted, climate-

changing humanity. Laurie Garrett's The Coming Plague (1995) book seems almost prophetic. In the book, Garrett argues that ecological degradation produces new strains of superbugs and delivers optimal conditions for the resurgence of old plagues (e.g., tuberculosis, malaria) and the spread of new ones (e.g., Ebola, COVID-19). The manifestation of the revenge-of-nature trope can be recognized in the announcement of U.N.'s environment chief, Inger Andersen. According to Andersen, coronavirus pandemic and climate crisis are warnings by nature (Carrington, 2020).

Other groups that Ray and Anderson describe are Moderns and Traditionals. According to Ray and Anderson (2000), Traditionals do not readily accept change and stick to "small-town values." Traditionals cherish family, community, and church. They treat Bible as a guidebook for living a meaningful life. They hold conservative political views and do not stress the importance of success and capital gains. Like Cultural Creatives, Traditionals are altruistic and against big business. People from small towns and rural America, social conservatives, and ethnic Catholics comprise the main body of Traditionals. Moderns — predominantly comprised of males — prioritize success and economic well-being. As consumers, they stress the importance of many choices and cherish the latest styles and innovations. Curiosity and analytical reasoning are valued among Moderns. Moderns may belong to orthodox religion and have orthodox beliefs, but they do not mix them with practical values. They support economic and technological progress at the national level and believe that science has the capabilities to restrain natural forces. Unlike Traditionals and Cultural Creatives, Moderns usually trust big government or big business; they eagerly embrace the lifestyle dictated by commercialized urban-industrial world, and do not seek for alternatives (Ray & Anderson, 2000).

When Ray and Anderson concluded their research, they declared that Moderns comprised fifty percent of the U.S. population, while Traditionals and Cultural Creatives accounted for twenty-

five percent each. The shift in this distribution has probably happened since then. For example, according to the article by Huffington Post, "Cultural Creatives are changing the World," updated on December 6, 2017, Cultural Creatives could now make up over half of the American population.

The differences between the groups mentioned above constitute segments that require specific approaches to achieve behavioral change. In the case of the COVID-19 pandemic, the expected result would be the reduction of vaccination resistance, elimination of misinformation dissemination, and, ideally, engagement in advocacy for immunization against the virus. However, segmentation based on cultural values and ideals seem to be neglected in the vaccination campaigns. For example, from the beginning of the pandemic "We are all in this together" mantra was repeated continuously by politicians, celebrities, and television anchors. At first glance, this eloquent and sensitive expression may resonate with Cultural Creatives' reformatory and altruistic values. However, who can better than activists for change understand that this expression is simply futile and misleading due to the widespread and persistent inequality in different social domains (i.e., health care, employment, housing, education, criminal justice system) based on social status, race, gender, age, or sexual orientation (Pager & Shepherd, 2008). Similarly, the change intolerant, God-fearing Traditionals, who take pride in their values (Ray & Anderson, 2000), can be reluctant to accept the pronoun "we" as an umbrella term. In fact, according to the Bible, God has sent plaques multiple times upon the earth with a definite purpose to punish specific people (Todd, 2020). Therefore, the Traditionals may most likely be reluctant to identify themselves with the population outside the limits of their collective identity and interpret the pandemic as punishment for the boastful pursuit of profits, indifference toward God, or tradition revocation prevalent in other groups. Furthermore, such isolation can

increase Traditionals' self-positivity bias—i.e., the tendency of people to believe that they are invulnerable to disease— (Perloff & Fetzer, 1986). According to Raghubir and Menon (1998), people perceive themselves and people like them to be relatively less vulnerable to risks compared to others. The study by Menon et al. (2002) is noteworthy in documenting that these optimistic biases can vary depending on the information provided in messages. For example, it was shown that the self-positivity bias is lower when participants are presented with behaviors in which they more frequently engage. At the same time, using a greater number of infrequent risk behavior cues backfire, increasing this bias (Menon et al., 2002).

Since pandemic impacted the interconnected economy (Kurt, 2021), success-driven and profit-oriented Moderns can be more accepting of the generalized messages with the pronoun "we" and its objective form "us." Moderns' rational and analytical thinking and the trust in the science (Ray & Anderson, 2000) will most likely generate approval of vaccination and increases in consumer desire to spend, socialization, and travel among all the population segments, as a prerequisite for economic recovery.

Because there are three different subcultural segments, vaccination campaigns should tailor messages that resonate with each subculture. For instance, Cultural Creatives, who are motivated by such values as self-actualization and altruism, may respond positively to micro-level messages. Similarly, community cherishing Traditionals may be more receptive toward meso-level messages. Moderns — with their more universal worldview — may be more receptive to macro-level messages. This segmentation strategy can facilitate achieving effectiveness in reducing vaccine hesitancy and boosting immunization advocacy.

Proposition 1a: Compared to Cultural Creatives and Traditionals, Moderns respond more positively to vaccination messages and appeals tailored at a macro-level (e.g., We, as a

progressive nation, will fight the pandemic together by using available vaccines). **Proposition 1b**: Compared to Moderns and Cultural Creatives, Traditionals respond more positively to vaccination messages and appeals tailored at a meso-level (e.g., We, as a community of Veterans, will fight the pandemic together by using available vaccines). **Proposition 1c**: Compared to Moderns and Traditionals, Cultural Creatives respond more positively to vaccination messages and appeals tailored at a micro-level (e.g., I, as a proponent of social change, will fight the pandemic by using available vaccines).

ECOLOGICAL INFORMATION

With the sudden shut down of all the types of social, economic, industrial, and urban activities (Arora et al., 2020), the internet was flooded with articles, stories, and pictures of positive consequences that lockdown produced for the environment (Kumar et al., 2020). Among the positive effects are a decrease in air pollution levels (Zangari et al., 2020), environmental noise pollution reduction, immaculate beaches (Zambrano-Monserrate et al., 2020), and flourishing wildlife (Bates et al., 2021). Some scientific articles even refer to COVID-19 as a "blessing in disguise" (Muhammad et al., 2020) or the earth's vaccine against the human virus (Arora et al., 2020). However, Bates et al. (2021) argue that human activity is multifaceted, and with all the positivity that lockdown is associated with, there are also negative environmental consequences that COVID-19 brought about. For example, the lockdown disrupted the work of conservation and law enforcement organizations that preserve wildlife and protected areas (Rutz et al., 2020; Rupani et al., 2020).

Consequently, the economic insecurity associated with the pandemic was linked to spikes in unregulated and illegal hunting and fishing (Bates et al., 2021). Besides, declines in tourism in and around national parks and other protected areas impacted the revenues and funding

necessary to manage invasive alien species (Manenti et al., 2020). The research also documented that the absence of tourists resulted in the population growth of one species to the detriment of other species. For example, the absence of tourists mediated a seven-fold increase in sea eagles. However, the increase in sea eagles reduced the breeding success of cliff-breeding common murres by 26%, demonstrating tourists' latent guarding effect on this valuable colony (Bates et al., 2021). Various urban-dwelling animals (e.g., rats, gulls, or monkeys) have become so reliant on food discarded or provided by humans that a decrease in human activity led to challenges for them (Rutz et al., 2021). The findings demonstrate that humans must be viewed as intrinsic parts of ecosystems, and they are both threats and custodians of the environment (Bates et al., 2021). The pandemic also resulted in massive hospital waste, as gloves, face masks, goggles, and other protective equipment were disposed of in a haphazard manner (Rume & Islam, 2020). Additionally, the quarantine policies had enhanced the demand for online shopping for home delivery, which eventually increased the volume of household waste from shipped package materials (Zambrano-Monserrate et al., 2020).

Festinger's (1957) cognitive dissonance theory suggests that people have an inner motivation to hold cognitive consistency between attitudes and behaviors. If the consistency is violated, it leads to a feeling of mental discomfort. To reduce the mental discomfort or dissonance and restore the consistency, people adjust their attitudes, beliefs, or behaviors. Since Cultural Creatives hold strong pro-environmental values, messages that contain only the positive impact of the pandemic on the environment may generate cognitive dissonance among this group.

Proposition 2: Messages that contain only positive effects of the pandemic on the environment increase vaccine hesitancy and lower immunization advocacy intent more among Cultural Creatives than Traditionals and Moderns.

REACTANCE TOWARD MANDATES

During the peak of the COVID-19 pandemic, vaccine mandates were adopted on municipal, state, and federal levels to curb the virus. The controversy surrounding mandatory vaccination is not novel (Babcock et al., 2010). The traditional justification for mandate enforcement is the large-scale reduction of harms, outweighing the autonomous choice to avoid vaccination (Savulescu, 2021). However, enforcing something is not without costs and can sometimes backfire. Psychological reactance theory (Brehm, 1966) predicts such backfiring effect. Consumers mainly engage in reactance, a motivational state (Brehm & Cole, 1966), when their autonomy and freedom of choice are threatened (Melnyk et al., 2021). Dillard and Shen (2005) describe reactance as a combination of anger and negative cognition that not only intensifies the attractiveness of the threatened behavior (Melnyk et al., 2021) but also motivates to reestablish the lost or threatened freedom (Brehm & Cole, 1966). Manifestation of reactance can have different forms. For example, consumers may shift from the recommended course of action and adopt opposing attitudes; this shift is known as the boomerang effect (Cox & Cox, 2001; Bolton et al., 2008).

Furthermore, consumers can take measures against the restriction or preserve other freedoms (Miron & Brehm, 2006). Psychological reactance can occur in the case of mandatory vaccination campaigns and increase the hesitancy toward vaccination (Sprengholz et al., 2021). In the United States, vaccine mandates are imposed by both the government and the private sector (Fradkin, 2021). Mandatory or restrictive impositions are not congruent with Cultural Creatives' values. Traditionals do not eagerly trust government agencies and big corporations; however, they avoid complex situation and want certainty. Therefore, Traditionals may be willing to accept vaccine

mandates. Moderns are usually sympathetic toward government and private sector and assume that they know best (Ray & Anderson, 2000).

Proposition 3: Mandates increase vaccine hesitancy and lower immunization advocacy intent more among Cultural Creatives than among Moderns and Traditionals.

CONCLUSION

During the last few decades, humanity faced a succession of deadly viruses (e.g., HIV, EBOLA, H1N1, and SARS). Advances in vaccinology delivered by progressive medical research help to mitigate the impacts of these pathogens. However, to effectively fight the viruses, the vaccination campaigns aiming to decrease vaccine hesitancy should not neglect subcultural differences of the population. Unfortunately, the COVID-19 demonstrated that the vaccination campaign designers and public policymakers usually overlook the distinctive values and beliefs of different subcultures while designing and implementing programs for achieving public health goals. This essay does not offer a panacea to the issue. Instead, it provides a humble suggestion to public policymakers or public agencies to tailor their messages or appeals to specific population segments based on their collective identity and avoid or reframe mandatory impositions. It is well-known that disseminating messages and appeals that reflect the beliefs and values of the specific groups resonates well with a particular segment. The proper segmentation based on collective identity will provide opportunities to convey different worldviews through the mainstream media and achieve higher effectiveness in curbing the pandemic.

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END-OF-LIFE: FROM IGNORED TO INSPIRATIONAL

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Keywords: End-of-Life, Consumer Vulnerability, Death, Financial Planning

Description: This research project seeks to understand why consumers avoid engaging in end-of-life planning, including discussions of plans and preferences with friends and family, as well as completing formal documentation, such as a will, health proxy, and advance care directive.

EXTENDED ABSTRACT

Research Question

This project fills a gap in the current literature by (1) understanding the current 'state of affairs' for consumers in end-of-life planning, and (2) both exploring and discovering potential intervention techniques to end the stigma around end-of-life discussions. Opening up the conversation to allow for greater transparency in end-of-life planning will undoubtedly improve overall consumer wellbeing – the ultimate goal of this project – and for researchers who study consumer well-being. As a team, we explore current financial and healthcare planning practices, observe impediments and obstacles in the way of transparent utilization of planning documentation, and work with practitioners in the field to better address and reach vulnerable populations to improve the overall healthcare system.

Method and Data

To explore end-of-life (EOL) planning, a Qualtrics survey panel was developed and completed by 319 respondents. Seventy percent of the respondents indicated that they had completed at least one of the documents: will, trust, power of attorney, advance healthcare directive or a health proxy. The most often completed document was a will (22%), followed by power of attorney (15%), and a health care directive (13%). Respondents indicated that they completed them because they reached a certain age (28%). Twenty-one percent indicated they completed them because of a significant life event (e.g., children or marriage). Of those who have not completed documents, the most common response was that they were too young, followed by that they had just not gotten around to it or had been putting it off. Respondents were also given two different scenarios about end of life – one about their own end-of-life, and one about that of a loved one. For themselves (loved ones), 43.9% (41.1%) said they would be

comfortable talking about this. For those who stated they would be uncomfortable, the most common reason was that this would cause unpleasant feelings such as fear, sadness, anxiety, or depression.

Summary of Findings

Of particular interest is the extent to which consumers have engaged in EOL planning and the potential barriers to doing so. One key finding suggests that the most common barrier is that they don't need them right now. Whether it is because they are too young, they don't have enough assets, or that they haven't reached a specific milestone (e.g., marriage, birth of a child), EOL planning isn't important enough to consider at their stage in life. Interestingly, the main hindrance does not appear to be a time or money issue. Instead, people see this as an event that they will do once they reach a certain age or life event. Another interesting theme is the characterization of EOL planning as a financial event (e.g., wills, insurance, power of attorney). Not only does this enable some to put off EOL planning due to lack of assets or heirs, but it also puts EOL planning squarely in the cold, economic realm of financial responsibility. For these reasons, EOL planning, like insurance, can be characterized as an "unsought good" that must be heavily promoted in order to encourage consumption.

Key Contributions

The main goal of this research was to expand research findings to better inform *actual* medical practice and healthcare systems through scholarship with community members themselves. This has meaning for consumers who are either hurt or burdened by a broken healthcare system. We want to provide access and knowledge to all individuals, as death is an inevitability. It should not only be the wealthy, or college educated, who understand the need for

and importance of end-of-life planning documents, as research shows underserved population groups are not equipped with the know-how or support to successfully communicate their end-of-life desires. Our project ultimately ends with innovative interventions to encourage conversation around a very difficult, and often stigmatized topic. This project is disruptive in the way families have learned to communicate with loved ones. Why does death need to be scary and feared? Why must families avoid talking about financial planning? It is one of our goals through this research to change the way the conversation is conducted around death in a meaningful and impactful way.

EXPLORING THE FACTORS THAT INFLUENCE AMERICAN MILLENNIAL WOMEN'S DONATION INTENT IN NON-PROFIT SOCIAL MEDIA MARKETING

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Keywords: Non-Profit Marketing, Social Media Marketing, Social Influence, Self-Concept, Charity Donation

Description: This research identified the key factors that influence female American millennials to donate through social media marketing.

EXTENDED ABSTRACT

Research Question

The non-profit sector is under tremendous pressure to produce high-quality outcomes in the most productive way possible. Non-profit leaders' choices must also serve the organization's sustainability goals in the prevailing era of budget cuts, dwindling resources, and intense competition for donors (Goldkind, 2015). As such, social media campaigns are a particularly valuable tool for financially restricted non-profit organizations, as they provide an opportunity to spread a message or idea to a large group of people (Rudov et al., 2016) at virtually zero marginal cost (Lacetera et al., 2016). Around seven in ten Americans now use social media to communicate with each other (Pew Research Center, 2019), thus proving the important role of social media marketing in the organization's overall integrated marketing communication plan. Non-profit organizations have increasingly sought to understand what drives young American donors to engage, interact and take action on social media platforms. American millennial women are found to value social responsibility, with 57% admitting that their purchasing decisions are driven by the brand's values and societal issues they support (Netzer, 2020b). This research therefore seeks to identify the factors that influence American millennial women to donate through social media marketing.

Method and Data

The data were collected from American millennial women using an online survey. Questionnaire questions were adapted from previous studies (e.g., Birch et al., 2018; Botha and Reyneke, 2016; Prakash et al., 2019) to measure six constructs - donation intent, self-congruitive engagement, normative and informational social influence, egoistic and altruistic motivations.

Structured, self-completed, questionnaires were distributed in Facebook groups that primarily consist of female millennials across the United States. Members of the group came from varying backgrounds and offer many different perspectives. Out of 1,205 recorded responses, 1,124 samples were deemed suitable for further analysis.

A confirmatory factor analysis (CFA) was conducted to determine the strength of the six factors, as well the average variance extracted (AVE) and the composite reliability (CR). The ordinal logistic regression and a likelihood ratio chi-square test were carried out. The result shows that there is a significant improvement in the fit of the Final Model over the null model [$x2(3) = 124.632$, $p < .001$]. In addition, Deviance [$x2(7021) = 3855.802$, $p = 1.000$] and Pearson [$x2(7021) = 6990.407$, $p = .600$], chi-square tests were also conducted, and the results show that that data are a good fit to the model.

Summary of Findings

The results confirm that self-congruity, social influences (both normative and informational), and altruistic motivations are significant predictors of donation intent. American millennial women are more likely to donate to non-profit causes they perceive as possessing a similar set of images and personality qualities to their own. Self-congruity helps simplify the decision-making process and reduce dissonance. Furthermore, the millennial's empathic connection with non-profit causes is found to have a positive impact on donations. This empathic connection may be caused by emotional appeals that emphasize the needs of others. This research found that altruistic motivations are more likely to elicit volunteer intentions and monetary donations than egotistic motivations. Finally, constant transfer and sharing of information and knowledge on social media platforms explain why informational influence is more likely to influence American millennial women than normative influence. In conclusion, social media marketing strategies for non-profit causes should have an altruistic appeal. The potential donors should be able to share the news of their donation with their friends and promote causes they identify with on social media.

Key Contributions

While past studies have yielded some important insights into social media marketing, little research has been conducted to identify the factors that influence American millennial women to engage with non-profit social media marketing campaigns and make donation decisions. This research provides empirical evidence to support a causal relationship between self-congruity, normative and informational influence, altruistic motivations, and donation intent in the social media context. This research also brought together the dominant theoretical concepts in the field of consumer behaviors. The self-concept theory, social influence theory, and motivational appeals have been studied in other industries, (Birch et al., 2018; Botha and Reyneke, 2016; Lee and Hong, 2016; Prakash et al., 2019;) in other facets of marketing, (Kressmann et al., 2006; Lee et al., 2006;) and never together as one study (Carboni & Maxwell, 2015; Change, 2014; Lacetera et al., 2016; Waters and Lo, 2012;).

FEELING HOT, HOT, HOT: WHY RESTRAINED EATERS SHOULD ENGAGE THE COOL SYSTEM TO FIGHT FOOD CRAVINGS WITH MINDFUL EATING

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Keywords: restrained eating, mindfulness, food cravings

This study examined the relationship between restrained eating and the quality of food decisions from a dual process perspective; whereas restrained eating reduces daily caloric intake intentions via the process of mindful eating (cool system), and restrained eating increases unhealthy snack selection via the process of food cravings (hot system).

EXTENDED ABSTRACT

Research Question

The dual process model classifies human cognition into two systems: 1) the reflective system, which is slow, deliberative, and conscious (i.e., the “cool system”), and 2) the automatic system, which is fast and unconscious (i.e., the “hot system”). Previous research has argued food items are more likely to be emotionally arousing for restrained eaters, which triggers the hot system. Mindful eating has been proposed as a successful acceptance-based strategy to better control eating decisions through engagement of the cool system. Prior research has shown mindful eating to result in numerous positive outcomes, such as less overeating and fewer meals skipped, increased physical activity and greater reductions in BMI, and prevention of food impulses. We argue that restrained eaters would make healthier food decisions if they engaged

their cool system via the process of mindful eating, instead of their hot system via the process of food cravings.

Method and Data

Mindful eating and food cravings were modeled as mediators of the restrained eating and food decision relationship. 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 on a computer (engaging the cool system). Before exiting the computer lab, participants were thanked and given their snack selection (engaging the hot system), which was categorized as healthy (baked chips, craisins, or granola bar) vs. unhealthy (chips, a snickers bar, or skittles) unbeknownst to the participant. The analysis was done using 5,000 bootstrapped samples. The parameters for the entire model were estimated for both dependent variables simultaneously by estimating a linear probability model.

Summary of Findings

We find restrained eating reduces daily caloric intake intentions via the process of mindful eating; a contemplative task which engages the cool system. However, restrained eating increases unhealthy snack selection via the process of food cravings; an impulsive task which engages the hot system. The findings support a mediation only model for both dependent variables.

Restrained eaters currently utilize suppression-based coping strategies, but our results point instead to the use of acceptance-based coping strategies, like mindful eating. Policy makers must help restrained eaters in particular to engage their cool system when making food choices.

Mindful eating strategies should be encouraged, such as noticing sensory features of your food, eating slowly, getting rid of distractions (like TV or reading), taking small bites, eating a variety of foods in limited quantities, starting with a small portion, and opting for healthy foods if unhealthy foods were consumed earlier on.

Key Contributions

Our study offers contributions to both academics and practitioners alike. From an academic perspective, we advance the literature by shedding light on the process by which restrained eaters make food decisions. Scott et al. (2008) found restrained eaters who engaged their cool system consumed less food (i.e. *quantity*). We advance this line of reasoning by examining the *quality* of the food decision (healthy vs. unhealthy). Results demonstrate we need to help restrained eaters break the dieting and binging cycle, and instead engage their cool system through the process of mindful eating. Restrained eaters who don't practice mindful eating will fall victim to their food cravings and continue to make less healthy eating decisions. From a practitioner perspective, these results suggest policy makers should consider promoting and educating consumers on how to practice mindful eating, and make mindfulness-based eating training programs available for restrained eaters.

References are available upon request.

FILLING THE VOID? A CRITICAL ASSESSMENT OF CONSUMER PROTECTION REGULATION AND USER-GENERATED CONTENT IN THE PHARMACEUTICAL INDUSTRY

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Keywords: Pharmaceutical industry, regulation, user generated, value void

EXTENDED ABSTRACT

Research Question: Does pharmaceutical policy and regulatory guidance cause unintended consequences for consumers?

Method and Data: Comparative linguistic analysis of user-generated consumer YouTube reviews of antidepressant drugs with manufacturer produced information available online

Summary of Findings: Guidance created to enforce the Federal Food, Drug and Cosmetic Act creates both a lack of information in channels where consumers seek information and overwhelming information that, in its efforts to be fair and balanced as well as inclusive of all material needed to make an informed medical decision, is inaccessible and unhelpful.

Key Contributions: We create a conceptual framework based on our findings that portray how regulation can cause unintended consequences leading consumers to fill the void and generate their own content. We also map pharmaceutical industry regulation to identify gaps.

FOOD SECURITY IN EMERGING ECONOMIES: TRENDS FROM SCOPING REVIEW UNDER THE 2030 AGENDA LENS

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Keywords: food security, developing economy, food waste, thematic analysis, scoping review.

Description: This study uses a systematic scoping review on the food security literature to identify the main topics of research in two contexts, namely a global and a developing country context. Four themes driver the world context (Covid-19 and civilizational socio-economic goals; climate change and food chains for sustainable development; nutrition and security health specifics; emerging economies and public policy) and four themes guide the developing country context (climate change, bioenergy and biofuels; food security, nutrition and health; family farming and public policy; specific biomes and deforestation).

EXTENDED ABSTRACT

Research Question

The promotion of food security and sovereignty is one indicator of advanced commonwealth and intertwined with other economic, social, and environmental dimensions, they are also impacted by systemic crises (Gibson, 2012). Food security refers to ensuring that people can produce or buy food that can provide a healthy and active life (Gross et al., 2000). The effects of food (in)

security in developing economies, where the socio-economic fabric is fragile, exacerbate a situation of vulnerability (Bublitz et al., 2021). These circumstances include the resurgence of hunger in contexts which food security indicators were already established (Richardson et al., 2018). Several fields use SDGs as a scoping parameter to investigate the literature, such as energy (Nerini et al., 2018), sanitation (Diep et al., 2021) and artificial intelligence (Vinuesa et al., 2020). Despite such effort, no systematic approach relates food security to SDGs. One of the significant shortcomings related to the 2030 Agenda fulfilment is the call for contextualization at a territorial level (Annesi et al., 2021). Scoping reviews deliver broad questions (Tricco et al., 2020). Under these circumstances, the research question of this study is what are the clustering themes for food security on global and on an emerging economy perspective?

Method And Data

Keyword mapping guided the constructs related to food security. The research strings were: "food security" and synonyms, separated by the Boolean operator "OR", and keyword "Brazil", separated by the Boolean operator "AND". The same procedure was made using the keyword "world". For the word "Brazil", we obtained 465 documents, and for the word "world", we obtained 15.875. The complete list of papers was exported and mapped using the keyword in context reasoning informed by the tool VosViewer 1.6.18. The literature on food-related themes used keyword mapping tools for researching topics (Rusydiana, et al., 2021), and the software is a popular bibliometric tool among researchers. We used the software to identify research trends and themes in two different processes, comparing first the relationship of keywords on the world context and on the Brazilian context. We used the VosViewer default presets. These mappings were then evaluated accordingly to the degree of the main nodes in each of one the clusters, and,

in a final stage, the main nodes were matched with Sustainable Development Goals (SDGs) keywords, in order to propose a research agenda, with research questions, based on the research momentum spotted by bibliometric mapping in Brazil.

Summary of Findings

Initially, we identified the thematic cluster from the world and Brazilian literature. The keyword mapping for the world resulted in a network with four main thematic clusters, namely, Covid-19 and civilizational socio-economic goals, climate change & food chains for sustainable development, nutrition & security health specifics and emerging economies & policy. The keyword mapping for Brazil also resulted in four topics: climate change, bioenergy, and biofuels; food security, nutrition, and health; family farming and public policy; specific biomes and deforestation. Among points of similarity, we found out the great relevance given to Climate change, carbon footprint, and Greenhouse Gas emissions on both networks. Another thematic similarly clustered refers to the linkages between nutrition, food security and an array of health-related topics, both in Brazil and in the world. Some unexpected results are the centrality of the keyword “sustainable development” in the world mapping and the total absence of the themes “sustainability” or “sustainable development” in the Brazilian literature network. Themes such as “refugees” and “conflict” are also linked to the global food security network, but do not emerge in the Brazilian context. Two topics are contextual specific for the Brazilian milieu: biofuel production alongside land-use for agriculture.

Statement of Key Contributions

Among the major contributions and highlights drawn from this work we point out that the absence of the construct sustainability in the Brazil mapping is noticeable, as well as the absence of food waste construct in both mappings (global and local). In the Brazil mapping we identified four thematic clusters, namely, (a) climate change, bioenergy, and biofuels, (b) food security, nutrition, and health, (c) family farming and public policy, and (d) specific biomes and deforestation. At the world mapping, we identified four other themes, namely (a) Covid-19 and civilizational socio-economic goals, (b) climate change and food chains for sustainable development, (c) nutrition and security health specifics, and (d) emerging economies and public policy. The two thematic groups evince security trade-off in the local instance, involving land-use for biofuel and its impacts in Brazilian most threatened biomes. In the global instance, designing public policies on food security that incorporates the SDG framing requires a systemic approach under different, integrative lens. Theoretical implications refer to the existing gap in food security public policies design that effectively achieve the SDG. Practical implications suggest a research agenda. Further research can dive deeper into the thematic under the eight themes found in the systematic review.

References are available upon request

FRONT AND CENTER:

WHEN ALLYSHIP MESSAGES EMPOWER THE DISADVANTAGED

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Keywords: commercial allyship, power, social media, social justice

Description: A series of six studies that investigate the characteristics of an influencer's allyship message that are best received by the group the message is intended to support.

EXTENDED ABSTRACT

Research Question

Influencers can help shape public opinion about social inequality and facilitate systemic social change. However, allyship messages that fail to connect with the disadvantaged may backfire, deter influencers from advocating for change, and prevent an open and constructive dialogue about inequality.

We posit that the disadvantaged respond more favorably to allyship messages that center them, literally or figuratively, rather than the influencer or the advantaged group. Messages that center the advantaged may miss the mark because they do not address the pressing psychological need of the disadvantaged–restoration of a sense of power. Our research takes a step toward disentangling the content characteristics that determine reactions to allyship messages. Specifically, we examine the following hypotheses:

H1: The disadvantaged will react more favorably toward an allyship message that centers the disadvantaged rather than the advantaged group.

H2: Sense of power will mediate the relationship between centered group and disadvantaged reactions toward the message.

H3: The effect of centered group on reaction to an allyship message will be stronger when the disadvantaged has a stronger need for power.

H4: The effect of centered group on reaction to an allyship message will be stronger among disadvantaged than among advantaged recipients of the message.

Method and Data

Six studies explore our hypotheses. Studies 1a-c test the effect of the centered group on reactions of the disadvantaged. Study 2 tests the mediating role of sense of power. Study 3 shows that the level of power needs, operationalized via perceived group stigmatization, attenuates the effect. Study 4

demonstrates that the effect is attenuated for advantaged recipients. All studies utilize the same basic paradigm.

Recruited online via Prolific, participants were randomly assigned to see either an advantaged or a disadvantaged-centered message, designed as an Instagram post. Participants then completed independent variable measurements of engagement intent (likelihood of responding with a like, a share, a positive comment, or following the influencer). As a manipulation check, participants rated the extent to which disadvantaged people (black or women) and advantaged people (white or men) are the focus of the post. Except for Study 4, Participants were members of a disadvantaged group (black Americans or women in studies involving racial or gender inequality, respectively). All the manipulations worked as planned. Each study concluded with demographic questions.

Summary of Findings

This research explores reactions and intentions of individuals from disadvantaged social groups to engage with allyship messages that influencers post to social media. Across six studies, we find that the disadvantaged are more likely to engage with allyship messages that center their group rather than the advantaged group. The effect is demonstrated in contexts of gender and race inequality. Studies 1a-c demonstrated the main effect using textual statements (study 1a), images in which the advantaged is the influencer (study 1b), and images in which the advantaged is not the influencer (study 1c). Study 2 replicated these findings and shed light on the underlying mechanism: a message that centered the disadvantage enhanced the disadvantaged sense of power, which mediated the effect of centered group on engagement intent. Study 3 showed that the effect depends on the disadvantaged belief that their group is stigmatized. Members of the disadvantaged group who did not feel that their group is stigmatized did not exhibit a clear preference for a disadvantaged-centered message, presumably

because those who do not feel stigmatized have a lower need for power. Study 4 provides evidence that the effect impacts disadvantaged, but not advantaged, message recipients.

Key Contributions

The current research takes a step toward disentangling the content characteristics that determine reactions to allyship messages shared by social media influencers. Past research showed inconclusive evidence regarding the reactions of consumers, and specifically disadvantaged ones, to allyship messaging. Our results advance understanding of receipt of influencers' ally messaging and present first steps of understanding what makes a message more appealing and why. Utilizing experimentation, we highlight the importance of focusing on the disadvantaged group and identify a novel antecedent of reactions to allyship messages−the capacity of the message to enhance the receiver's sense of power. In addition, the current research draws an important link between the literature on target marketing and contemporary calls for social justice in the context of social media. Beyond its contribution to the literature, this work will be of interest to commercial allies, specifically influencers, seeking guidance in formulating their messaging in support of disadvantaged groups.

FUTURE THINKING CLIMATE CHANGE: CONSUMER PERSPECTIVES, PREDICTIONS, PREFERENCES, AND PATHS FORWARD

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Keywords: Climate Change; Futures Studies; Marketing; Public Policy; Shared Responsibility

Description: Employing a futures studies approach, this research gives consumers voice to reveal their insistence on global shared responsibility for a preferred future of climate equilibrium.

EXTENDED ABSTRACT

Research Question:
Climate change is a global, wicked problem (Wooliscroft 2021); it is multifaceted, troublesome, and progressing exponentially. Certainly, it is a pressing world matter (Yakobovitch and Grinstein 2016). Policy and marketing researchers have sought understanding how to positively impact the environment for decades and the call for continued effort toward climate change continues (Martin and Misra 2021; Murphy 1991). Problems such as climate change benefit from marketing and policy perspectives, where researchers seek holistic understanding of systems in which problems are embedded and where varied stakeholder perspectives are drawn on for solution development (Head and Alford 2015; Kennedy 2017). Solving distressful problems requires networks of like-minded stakeholders at various levels, collaborating toward mutually beneficial solutions (Head and Alford 2015). Research has yet to identify the entirety of the climate change problem and many stakeholders remain unheard. Climate change solutions are rarely based on holistic understanding; instead, solutions are identified with limited scope and impact potential. This research takes a different stance to engage an oft ignored stakeholder group: the consumer. Employing a futures studies approach, this research asks consumers their collective preferred climate future and their recommended path to acquire that future.

Method And Data:
Qualitative methods were employed to understand consumer perceptions of current state and probable and preferred climate futures. Qualitative research focuses on participant experiences, perceptions, expectations, and preferences and is appropriate for exploration of underexplored, unclear, and complicated problems (Creswell and Poth, 2018; Rayburn et al. 2021). Grounded theory was foundational to this research based on its structured, iterative approach to data collection and analysis (Goulding 2005; Straus and Corbin, 1990); and, detailed elucidation of problems and networks of effects emanating to and from such problems (Charmaz 2000). Additionally, as the research questions required consumers' perspectives of climate change in the future, a futures studies approach was used to focus data collection and analysis on consumer perceptions, experiences, needs, and desires for the future (Inayatullah 2008; Rayburn et al. 2020). Combined, futures studies with tenets of grounded theory provide a structured approach to expose consumers current perceptions, their preferred future, and mechanisms to create that future. Data were collected from consumers, through digital (n=140), individual in-person (n=58), and collective in-person interviews (n=58), to expose shared consumer perspectives (Creswell and Poth 2018). Data analysis followed precedent set by prior futures studies (e.g., Anderson et al. 2019), including grounded theory techniques.

Summary of Findings – 200 words
According to participants, climate change is rooted in human action that has impacted the natural global climactic cycles. It is most clearly described as a cycle starting with weather extremes, including temperature change, and soon thereafter impacting various natural elements. If left unchecked, participants stress, climate change will result in dire consequences for the world and its inhabitants. Participants also express hope and

provide a path to a preferred future, a future in which the environment is renewed and shared responsibility for climate change and the environment pervades. The futures studies approach here reveals consumers' insistence on global shared responsibility for the climate future as they describe macro-, meso-, and micro-level paths governments, businesses, organizations, and individuals can follow to reach a preferred climate future. This research reveals how these actors will have to come together on a global scale. Since climate change has the potential to impact every facet of life, policies, incentives, investments, and conscious choices and actions at all levels are needed to reach a future that is most likely to result in enhanced global well-being, not only environmental, but social and economic as well.

Statement of Key Contributions:
Climate change is a global problem, that left unchecked will result in catastrophic consequences. Such problems benefit from marketing, wherein researchers seek holistic understanding of systems in which problems are embedded and where varied stakeholder perspectives are drawn on for solution development. Policy, business, and consumer impacts on climate change have been studied; however, researchers have not examined these voices and perspectives to climate change solutions in concert. To fill this research fissure, this research takes a different stance to engage an oft ignored stakeholder group. Published research largely ignores consumers' collective insight into global climate change problems and their potential wisdom at informing far-reaching, collaborative, multi-faceted solutions. Leaning on the futures studies approach, the current investigation identifies consumers' preferred paths to help curb climate change. This method is effective in identifying stakeholders' current perspectives, expectations of probable futures, and preferences for the future combined with paths to reach that future. Further, it is appropriate for designing solutions to problems in varied contexts. This research gives voice to reveal consumers' insistence on global shared responsibility for a preferred climate future as they describe macro-, meso-, and micro-level paths governments, businesses, organizations, and individuals can follow to clear this environmental hurdle.

References available upon request.

HEALTHY BY NATURE: HOW EXPOSURE TO THE NATURAL ENVIRONMENT LEADS TO HEALTHIER FOOD CHOICES

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SHORT ABSTRACT

Exposure to nature leads to numerous benefits to health and wellbeing, but its effects on food decisions are largely unknown. A field study and two online experiments demonstrate that exposure to the natural environment, when compared to an urban environment, leads consumers to choose foods that are subjectively and objectively healthier. This effect holds across a wide variety of foods and beverages, and across varied interventions, including going for a walk in a park (vs. on a city street) or viewing photos of nature (vs. urban or control) scenes. These studies demonstrate that the effects of nature exposure are mediated by connectedness to nature, which increases appreciation and respect for one's body, leading to healthier food choice. Overall, these findings document a novel benefit of nature exposure, provide new insights into its mechanisms of action, and demonstrate the effectiveness of a simple yet practical intervention for healthier eating.

Keywords: nature, eating, body image, food, obesity

Description: A field study and two online experiments demonstrate that exposure to the natural environment, when compared to an urban environment, leads consumers to choose foods that are subjectively and objectively healthier.

Note: References are available upon request

EXTENDED ABSTRACT

Spending time in nature has been associated with a wide variety of psychological, cognitive, physiological, social, spiritual, and tangible benefits (Keniger et al. 2013). However, research has yet to determine the impact of nature exposure on consumers' food choices. By combining the literatures on food choice and the benefits of proximity to nature, we demonstrate, through studies conducted both in the field and in controlled lab settings, that exposure to nature leads consumers to choose and consume healthier food. These effects hold regardless of whether nature exposure occurs through viewing photos of nature scenes or by spending time in nature. The effects also hold across various operationalizations of food choice and decision-making, thereby demonstrating the robustness of nature's effects.

Past research has demonstrated that consumers make food consumption decisions on the basis of various food-oriented goals, such as hedonic pleasure or physical appearance (André, Chandon, and Haws 2019). Our novel findings can be attributed to the fact that consumers transcend competing food choice goals, as exposure to nature increases the importance that consumers attach to the health consequences of eating, thus making health the superlative goal. Furthermore, we demonstrate process evidence in which nature's effects are driven by feelings of connectedness to nature, which increase respect and appreciation for one's body. By examining how the natural environment influences food choice, this research has significant implications for responsible food marketers, health practitioners, as well as governments and organizations concerned with population health.

CONCEPTUAL DEVELOPMENT

Consistent with past research, we define nature connectedness as the degree to which one feels emotionally connected to the natural world (Cervinka, Röderer, and Hefler 2012; Mayer and Frantz 2004). Being exposed to nature is not the same as being connected to nature. Indeed, people can be surrounded by nature yet oblivious to it, particularly if they are distracted or focused on their phone. Going beyond mere exposure to nature, connectedness to nature has been associated with a plethora of affective, cognitive, and physiological benefits (Capaldi, Dopko, and Zelenski 2014). This subjective level of connection to nature has been shown to increase through increased exposure to nature, where past studies demonstrated that the benefits derived from spending time in nature were partially mediated via increased nature connectedness, and not through other mechanisms such as attentional capacity (Mayer et al. 2009).

Past research has suggested that connection to nature increases body appreciation (Swami et al. 2016), or the "unconditional approval and respect of the body". Body appreciation, sometimes also referred to as "body image," reflects a heightened focus on internal cues and the prioritization of the needs of one's body through the practice of healthy behaviors over external appearance, self-objectification, and societal expectations (Avalos and Tylka 2006). While past studies have identified links between nature connectedness and body appreciation (Swami, Barron, and Furnham 2018; Swami et al. 2018), no study has, to date, examined the full link between nature, connectedness, body appreciation, and most importantly, their impact on healthy food choices.

The theory behind the positive relationship of nature connectedness to body appreciation suggests that connectedness to nature makes one feel as part of a larger ecosystem – one that is meaningful and worthy of protection – which in turn, results in greater body appreciation as well

as reduced hedonistic and superficial interests, such as a focus on physical appearance. Ultimately, respect and love for one's body leads to taking better care of it. Past research has identified a significant relationship between body appreciation and a variety of positive health behaviors, such as exercise activity, preventative cancer behaviors, sleep, and abstention from alcohol use and cigarette smoking (Andrew, Tiggemann, and Clark 2016; Nolen and Panisch 2022).

RESEARCH QUESTION

We propose that exposure to nature leads consumers to make healthier food choices through a serial mediation pathway, where nature exposure induces greater feelings of connectedness to nature, which increases body appreciation and ultimately leads to healthier food choices. We tested our hypotheses in an experiment conducted in the field and two pre-registered experiments conducted online. Study 1 established the main effect, where participants who took a walk in a local park chose healthier options than participants who took a walk on urban streets. Study 2 incorporated a neutral control condition in order to demonstrate that it is exposure to nature that leads to healthier food choices, not exposure to urban environments that leads to unhealthy food choices. Study 3 establishes process evidence via our proposed serial mediation pathway, where exposure to nature increases feelings of connectedness to nature, which leads to heightened body appreciation, resulting in healthier food choices.

METHOD AND DATA

Study 1

Participants and Procedure

We recruited 43 participants and had them take a 20-minute walk on a pre-specified route, of either a nature-filled urban park or a city street. Both routes were of similar length and

difficulty and were equally familiar to the participants. The experiments took place at the United States Foundation (Fondation des États-Unis), a student and cultural center in the 14th arrondissement of Paris. The foundation is located directly across from Parc Montsouris, a large public park, and adjacent to a large busy street, where the nature and urban walks took place, respectively. Participants completed the walk with the guidance of the map that was given to them. On the map, the participants had 3 landmarks noted on their route (at the beginning, middle, and end of the route). Participants were instructed to take photos of these landmarks on their phones, which they would then show the researcher upon their return from the walk. The photography task, inspired by Bratman and colleagues' (2015) study, provided evidence that participants did in fact complete the entire route as instructed.

After their walk, all the participants had access to a snack buffet for 10 minutes, which was framed as compensation for participation in the study. The buffet consisted of 4 healthy and 4 unhealthy snack foods pre-tested on healthiness. All the snack options were visibly laid out on a large table, with multiple quantities of each snack available, and participants were informed that they could have any and however many snacks they would like; however, all snacks would need to be consumed in the experiment room and could not be taken for future consumption. Participants were instructed to leave their trash in the experiment room and that the researcher would take care of cleaning the room once the experiment ends. The researcher timed each snack buffet session and returned to the experiment room once 10 minutes had passed. The amounts and types of snacks consumed were recorded for each participant, including partial servings.

Results

The intervention did not influence the total quantity of food consumed (M_{urban}=2.14 servings, SD=.20 vs. M_{nature} =2.43 servings, SD=.28; *F*=2.82, *t*=-.83, *p*=.41). However, it did influence the healthiness of food choices. In the nature walk condition, most of the snacks consumed were healthy (71.7% healthy snacks vs. 28.3% unhealthy snacks). In the urban condition, however, a greater proportion of the snack servings came from unhealthy rather than healthy foods (47.4% of the servings were healthy vs. 52.6% were unhealthy).

In a binary logistic regression, we regressed snack selection (equal to 1 if the food was consumed and 0 otherwise) on NATURE (coded as ½ for the nature walk and -½ for the urban walk), HEALTHINESS (coded as ½ for the four healthy foods and -½ otherwise), and their interaction. The main effect of the NATURE (*B*=.07, *Wald*=.07, *p*=.79) was not statistically significant, indicating that the intervention did not influence the likelihood of having a snack overall – neither was the effect of HEALTHINESS (*B*=.19, *Wald*=.47, *p*=.49), indicating that, on average, healthy snacks were as likely to be chosen as unhealthy snacks. Results revealed a statistically significant NATURE by HEALTHINESS interaction (*B*=1.49, *Wald*=7.38, *p*=.01), indicating that participants were more likely to consume healthy foods after the nature walk than after the urban walk. The same results were obtained when using a continuous measure (from a pre-test) of perceived food healthiness on a 7-point scale, which also yielded a statistically significant interaction (*p*=.01) – this analysis replicates the results of the binary categorization with a more granular measure of food healthiness.

In a final analysis, we regressed the number of servings on the same variables as in the binary analyses. Results yielded consistent outcomes with those of the binary analyses, where there was no main effect of the nature intervention (*B*=.02, *t*=.34, *p*=.74) nor of snack healthiness (*B*=.07, *t*=1.06, *p*=.29), but a statistically significant interaction of the two variables (*B*=.34,

t=2.50, p=.01), indicating that participants consumed a larger number of servings of healthy foods after the nature walk than after the urban walk. Similar results were obtained with the continuous measure of food healthiness (p=.02 for the interaction). These analyses show that the nature walk did not just increase the likelihood of selecting healthier foods but increased the quantity of healthy foods consumed while decreasing the quantity of unhealthy foods consumed.

Study 2

Participants and Procedure

Seven hundred and five online American residents were recruited through Prolific Academic. The number of respondents was determined by a power analysis based on the results of the field study and the study was pre-registered (https://aspredicted.org/YDK_47B). After pre-registered exclusions, such as attention check failures, this left a remaining sample size of 698 participants. In this between-subjects design, participants were randomly assigned to one of the three conditions (nature, control, urban).

Participants read a scenario in which they had recently won a radio sweepstakes contest for a free night at a nice hotel. They were instructed to imagine being in their hotel room with an illustrated window view from their room. The photos were photoshopped to either show a nature scene, an urban scene, or the same window but with the curtains closed (control). Respondents were then asked to pay careful attention to the photo and were later asked to write a sentence describing the scene depicted in the photo.

Afterwards, participants were asked to choose a lunch (one main dish, one side, and one beverage) that they would receive via room service. All the items on the hotel lunch menu were pre-tested for healthiness on a continuous scale and were also categorized as either healthy or unhealthy. The four main courses were a peanut butter and jelly sandwich (unhealthy), hot dog

(unhealthy), salmon salad (healthy), and cobb salad (healthy). The four sides consisted of a Kit Kat bar (unhealthy), potato chips (unhealthy), a fruit salad (healthy), and unsweetened Greek yogurt (healthy). The four beverages were Coke (unhealthy), Mountain Dew (unhealthy), coconut water (healthy), and mineral water (healthy). Thus, participants had a total of 12 different food or beverage options and made three selections among four options, one main dish, side, and beverage.

Results

As pre-registered, we analyzed the choices of main course, side dish, and beverage together. In the nature condition, 71% of the chosen options were healthy. As expected, that proportion fell to 65% in the control condition and 62% in the urban condition. We first conducted binary logistic regressions for the choice of each food/beverage option (coded as 1 if chosen and 0 otherwise), yielding 8,376 observations (12 observations per participant). As in Study 1, we used a binary variable HEALTHINESS (coded as ½ for healthy foods and -½ otherwise). Because the intervention had three levels, we used the control condition as the default level and created two binary variables, NATUREVCONTROL (coded as 2/3 in the nature condition and -1/3 otherwise) and URBANVCONTROL (coded as 2/3 in the urban condition and -1/3 otherwise). We also added the interaction of food healthiness with these two binary variables. The main effects of the NATUREVCONTROL (B=-.05, $Wald$=.46, p=.50) and URBANVCONTROL (B=.02, $Wald$=.08, p=.78) variables were not statistically significant, as expected given that all participants had to choose three options. There was a statistically significant main effect of HEALTHINESS (B=.89, $Wald$=280.06, p<.01), indicating that participants were more likely to choose the healthier options over the unhealthier ones, overall. More importantly, there was a significant interaction between NATUREVCONTROL and HEALTHINESS (B=.35, $Wald$=7.16, p=.01),

indicating that participants were more likely to choose a healthier option in the nature (vs. control) condition, as predicted. Additionally, the interaction between URBANVCONTROL and HEALTHINESS (*B*=-.19, *Wald*=2.28, *p*=.13) was not statistically significant, indicating that people in the urban condition were as likely to choose a healthy option as those in the control condition. Finally, an additional binary logistic regression comparing the nature with the urban condition found a significant interaction with healthiness (*B*=.45, *Wald*=15.52, *p*<.01), indicating that participants were more likely to choose a healthy option in the nature condition than in the urban condition, as predicted. All these results replicated using the continuous healthiness scores.

Although allowing for easy interpretation, the binary logistic regressions assume that participants are making 12 independent decisions, one per food option, when in fact each participant made three choices among four options, one choice for the main course, one for the side, and one for the beverage. Therefore, as pre-registered, we estimated a conditional logistic regression to compare the effects of the food attributes (healthy vs. unhealthy) on likelihood of choice across the three experimental conditions. Using the CLOGIT procedure in STATA with clustering at the participant level, we found a main effect of healthiness (*B*=.67, *z*=12.56, *p*<.001), a statistically significant interaction between HEALTHINESS and NATUREVCONTROL (*B*=.27, *z*=2.03, *p*=.04), but an insignificant interaction between HEALTHINESS and URBANVCONTROL (*B*=-.15, *z*=-1.15, *p*=.25). Note that the main effect of the photo intervention is omitted in the conditional logistic regression because all participants must choose one food option, regardless of whether they are in the nature, control, or urban conditions. These interaction results replicate with the continuous measure of food healthiness ratings (respectively *p*=.04 and *p*=.36 for NATUREVCONTROL and URBANVCONTROL). Furthermore, when comparing solely the nature and urban conditions, there was a significant positive interaction of exposure to

nature and food healthiness (B=.42, z=3.21, p<.01), which replicated with the continuous measure of food healthiness (p<.01).

Study 3

Participants and Procedure

Seven hundred twenty-four UK residents were recruited online through Prolific Academic and provided informed consent for their participation. As pre-registered, one participant was excluded due to ineligible device use and 39 participants were excluded for attention check failure, leaving 684 participants. The number of respondents was determined by a power analysis based on pre-existing results.

Study 3 used a between-subjects design, with random assignment to either nature or urban. As with past studies, participants were asked to imagine winning a free night at a nice hotel, were shown the view from the hotel, and were asked to describe the scene in one sentence. The urban photo and nature photo (IV) were taken by the same photographer (Niederwimmer), and the food choice task (DV) was adapted from the menu items provided by Parker and Lehmann (2014). Participants had to choose one drink and one main course out of a selection of six beverages (three healthy and three unhealthy) and six main courses (three healthy and three unhealthy). Next, participants completed both the single-item, 10-point connectedness scale (CN-SI) from Cervinka and colleagues (2012), as well as the updated version-2 body appreciation scale (BAS-2) established by Tylka and Wood-Barcalow (2015). Both scales were counter-balanced in the order of completion. The BAS-2 consists of items such as, respect towards one’s body and attentiveness to the body’s needs, to capture overall acceptance, attention, and respect towards one’s body (Tylka and Wood-Barcalow 2015).

Results

Consistent with our other studies, nature exposure significantly increased the proportion of participants choosing the healthier food/beverage options (M_{nature} =51.3% vs. M_{urban}=38.5%, χ^2=22.6, p<.01). A conditional logistic regression found a significant effect of healthiness (B=-.21, z=-3.32, p<.01), indicating that people preferred the unhealthy options to the healthy ones, and a significant positive interaction of healthiness and nature exposure (B=.52, z=4.15, p<.01), indicating that nature exposure led people to choose healthier options.

For the mediation analysis, we utilized PROCESS model 6 with 10,000 bootstrap samples (Hayes 2018). The results of the serial mediation model confirmed our hypothesis that exposure to nature increases feelings of connectedness to nature (B=1.70, SE=.11, CI=[1.48, 1.92]), leading to heightened body appreciation (B=.06, SE=.01, CI=[.04, .08]), and subsequently to healthier food choices (B=.21, SE=.07, CI=[.08, .34]). These results illustrate that the serial mediation partially mediated the effects of nature exposure (B=.02, SE=.01, CI=[.01, .04]), as predicted.

SUMMARY OF FINDINGS

Taken together, our studies consistently reveal that exposure to nature leads to healthier food choices. These effects are found in actual food consumption decisions made after a walk in nature or city streets as well as in online studies of consumption intentions following exposure to a variety of nature and urban scenes (or control), and involving a variety of foods and beverages. Our results further demonstrate that it is exposure to nature that drives healthier choices, not exposure to urban environments that drive unhealthy choices. Finally, our findings provide evidence that nature exposure increases the importance of healthiness when making food choices

because it connects people to nature, which in turn increases their respect and appreciation for their bodies.

KEY CONTRIBUTIONS

Our research contributes to the behavioral change literature in marketing, which focuses on incorporating positive, lasting change. In addition to marketing scholars, our research is valuable for policy makers and non-profit organizations with an interest in public health, inequality, and urban planning. Socioeconomic status and obesity are strongly associated in high- and middle-income countries; in particular, individuals with a low socioeconomic status tend to have a higher body mass than those with a high socioeconomic status (Dinsa et al. 2012; Wang and Beydoun 2007). Inclusive interventions are particularly important in this context, where research identifies disparities among populations and highlights the strong connection between the built environment and health outcomes (Lopez and Hynes 2006). Research on green spaces in urban environments reveals racial and ethnic inequalities in access to nature, namely for African American and Hispanic populations (Dai 2011; Wen et al. 2013). This is particularly alarming given that the prevalence of obesity in America has seen a disproportionate rise in African American and Hispanic groups (Cossrow and Falkner 2004). Our research serves as a practical means to addressing a public health concern and may help reduce health inequality.

HOUSEHOLDS' WATER CONSERVATION: IMPLICATIONS FOR SOCIAL MARKETING AND PUBLIC POLICY

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Keywords: Pro-environmental behaviour (PEB), social marketing, water conservation, morality, interviews

Description

This study aims to understand households' water usage behaviour and identify aspects that shape their behavioural patterns to provide implications for social marketing and policy interventions promoting water efficiency.

EXTENDED ABSTRACT

Research Question

In PEB literature, water conservation is overlooked relative to other behaviours such as energy consumption, recycling, and sustainable transportation. Thus, this calls for exploring *How do households use water and what are the enablers/barriers to water conservation?*

Furthermore, this study adopts a moral perspective to water conservation behaviour. It is proposed that water conservation could be perceived as a moral/ethical act. The aim is to explore water conservation, not only as an environmentally significant behaviour but also, as a moral issue. Thus, a well-established theory from ethical decision-making literature by Jones (1991) is used to guide the inquiry – with a special focus on its' core construct (moral intensity). Therefore, this study explores *How could the notion of morality be relevant in water conservation domain? How would the moral intensity construct and its determinants emerge in water conservation domain?*

Insights from these questions will explore the potential effectiveness of framing water conservation as a moral behaviour in social marketing and public policy interventions. This will contribute to calls by Hastings (2017) who argued that the notion of morality has implications for social marketing and that social marketing has a "crucial task" to "reawaken our moral agency" (p.225).

Method and Data

Previous research examining households' water usage has mainly used quantitative surveys that usually don't cover all relevant aspects to water usage patterns. This study aims to better capture the complexity of water consumption behaviour. Thus, qualitative methodology is adopted, and in-depth semi-structured interviews are conducted to better explore and uncover all aspects relevant to target behaviour. The interviews will help provide rich insights and better understanding of household's water consumption behaviour in two different contexts (Egypt and the UK). The two contexts are chosen because of their relatively different water situation. This would provide insights on the extent to which the contextual factors could help understand water usage behaviour and its associated perceptions.

Semi-structured interviews are selected for two main reasons. First, they would provide an opportunity to raise common questions to base the comparison between the two contexts. Second, they are flexible enough to allow for further unanticipated aspects within or between contexts to emerge beyond the interview questions. Interviews are conducted until saturation is achieved. Thematic analysis approach is used to categorise emergent codes into broader themes. This study is in the data collection stage and interviews are still in progress.

Summary of Findings

Initial findings have shown support to this study's proposition that the notion of morality is relevant in water conservation domain. Several participants have expressed opinions and/or

used certain words that reflect a moral perception, either explicitly or implicitly. Some participants referred to water conservation as the "moral" and "the right thing" to do, while others have shown implicit morality as concern about the impact of their behaviour on others. A participant in Egypt stated: "*if I use more water… someone somewhere could not be getting enough water*". Similarly, in UK "*if I use less, it means there's more in the pot to go around"*. Despite perceiving water as a common/shared resource and acknowledging the potential impact of their usage, this doesn't seem to translate into actual behaviours. One explanation to this action gap could be the prevalent perceptions of water abundance that emerged in both contexts. Abundance perceptions and not seeing "*the resource as scarce*" trivialise the impact of one's behaviour and is used to justify excessive patterns of consumption. For instance, a UK participant stated that he doesn't "*feel guilty*" about his daily bath because he is "*not depriving anybody*". These insights will be further analysed to provide implications.

"References are available upon request."

HOW CONSUMERS EXPERIENCE AND NEGOTIATE ROLE AND SCRIPT CONFLICT IN INNOVATIVE HEALTHCARE SERVICES

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Keywords: healthcare technology adoption, digital healthcare services, consumer well-being, role conflict, script conflict.

Description: We examine how consumers experience and resolve role and script conflict when confronted with innovative healthcare services that require consumers to act as coproducers of service outcomes.

EXTENDED ABSTRACT

Research Question

Recent decades have seen a steady rise in public demand for mental healthcare services (Richter et al. 2019), with service providers increasingly struggling to cater to all unmet needs for care (WHO, 2017). One proposed solution to ease the pressure on service providers is expansion into the digital realm, where mental healthcare services can be scaled through initiatives such as tele-therapy and online self-help programs. Yet despite the promise of digital mental healthcare services, usage rates remain low, with high drop-out rates among consumers who start online therapy (Schmidt et al. 2019).

The limited success of digital therapy services has in part been attributed to the greater burden of responsibility that such services place on the consumer. Indeed, one mechanism through which digital

services alleviate the burden of demand on healthcare systems is through transferring responsibility for treatment outcome from service provider to service user: previously passive patients are now treated as active consumers who are increasingly responsible for co-creating the desired service outcome (Anderson et al. 2016, Mende et al. 2017). We ask: how do consumers, especially those in various states of vulnerability, experience and respond to being thrust into the role of "co-producers" of mental healthcare service outcomes?

Method and Data

The empirical context of our study is online therapy services provided by a major hospital based in a large metropolitan area in Finland. The services comprise various programs aimed at treating mental health illnesses ranging from insomnia to substance abuse and depression. The services are targeted towards residents across the country in which the hospital is located, and are primarily intended for patients suffering from mild cases of the aforementioned illnesses.

To understand consumer responses in situations of service co-production offered in health care services, we turn to phenomenological interviews with patients, service producers, psychiatrists, and other stakeholders in the online healthcare service system. Data collection for the study began in 2018 and is current ongoing. Currently, our data consists of 30 interview transcripts and 12 additional pages of written text provided by informants, which we analyze using a combination of phenomenological interpretational analysis and discursive content analysis.

Summary of Findings

The tentative findings of our study support previous work on patient empowerment. Like Ourschan et al. (2000) and Askegaared and Schneider-Kamp (2019), we find that the trend towards responsibilization in healthcare services ushers in a new role for consumers, such that the previously passive patient-as-recipient of services is forced to become the "empowered" consumer co-creator who is now jointly responsible for the service outcome. In the context of our study, the digital transformation of the mental healthcare service system leads consumers to experience a conflict between these two roles (that of the patient and that of the empowered customer). This conflict is characterized by informants' aspirations to assume the role of active consumer co-creator as directed by the new service system, juxtaposed with an inability to relinquish the previously internalized subjectivity of patient-as-recipient of services. To

reconcile this conflict, our informants engage in practices of self-reflection. Our analysis suggests that it is precisely the outcome of these practices (i.e. whether or not informants are able to successfully reconcile the conflicting roles of patient and consumer) that ultimately determines whether or not patients are able to make use of new digitalized health care services.

Staement of Key Contributions

Our study has the potential to contribute to multiple streams of extant research. First, our analysis promises to extend previous work on consumer responsibilization (Carrington et al. 2016, Anderson et al. 2016, Mende et al. 2017) and the dark side consumer empowerment (Broniarczyk et al. 2014, Smaldone et al. 2019, Hu & Krishen, 2019) by shedding light on the nature of the subjectivity paradox experienced by consumers as a result of ongoing service system transformations. Second, we highlight the potential key role of reflexivity in understanding how consumers negotiate this subjectivity paradox. Finally, we contribute to research that addresses the pressing issue of increasing consumer access to vital services, problematizing conceptualizations of access that rely predominantly on availability and affordability of services.

HOW POVERTY SHAPES FOOD ATTRIBUTE PERCEPTIONS AND PREFERENCES

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Keywords: Healthy Eating, Socioeconomic Status, Food Preferences, Nutritional Inequality.

Description: This paper shows that socioeconomic disparities in food consumption can be explained, at least in part, by class differences in food preferences.

EXTENDED ABSTRACT

Research Question

Socioeconomic status is strongly associated with dietary choices such that the poor (vs. rich) display unhealthier food habits. The explanation for this nutritional inequality has mostly focused on differences in supply. Unhealthier foods are, on average, cheaper and more readily available in poorer neighborhoods. But it is reasonable to speculate that poverty also shapes food attribute preferences and perceptions. The same way social class influences taste for music and social causes, the destitute and the wealthy may have also developed distinct dietary perceptions and preferences over their life courses.

High-calorie foods are not only unhealthier but also seen as more filling and tastier. Thus, higher preference for unhealthy foods among low-income consumers may result from weaker considerations about its nutritional value, higher concern for its satiety, or greater sensitivity to its palatability. Further, poverty may influence not only the relative weight given to such attributes but also the strength of perceived associations among them (e.g., healthier = less filling). Across 3 preregistered studies, we systematically assess these possibilities by investigating the extent to which poor and wealthy consumers vary on the (a) relative weight of and (b) perceived associations between three critical food attributes (healthiness, taste, fillingness).

Methods and Data

Studies 1 and 2 show that consumers from contrasting socioeconomic backgrounds weigh food attributes differently. In Study 1, residents from deprived (Favela da Maré, N=100) and

wealthy (South Zone, N = 100) regions of Rio de Janeiro, Brazil, were asked to rank the relevance of healthiness, fillingness, and taste in their food-related decisions. In Study 2 (N=250), we relied on a choice-based conjoint analysis to assess attribute weights. Participants were asked to make six sequential choices across pairs of food items varying on their level (low vs. medium vs. high) of healthiness, fillingness, and taste.

Study 3 (N=300) assesses whether and how SES shapes food attribute perceptions. We examine whether the strength of food heuristics (healthier = less filling; healthier = less tasty) vary across the socioeconomic spectrum. Participants were presented with eight food images displayed in random order. They were asked to indicate the extent to which each food item was healthy, filling, and tasty to them on a 7-point scale (1 = not at all, 7 = very much). The images portrayed four presumably healthy foods (i.e., salad, strawberry, grape, mix of nuts) and four presumably unhealthy foods (i.e., ice cream, croissant, chocolate cake, and cheeseburger).

Summary of Findings

In Study 1, low-SES consumers prioritized fillingness to a greater extent (p=.01) and considered healthiness a less important attribute (p=.01) than high-SES consumers, but both groups considered taste an equally important aspect (p=.936). In Study 2, low-SES consumers chose low-fillingness foods less than the wealthy (p<.001), and this effect reversed for medium- and high-fillingness foods (p=.02 and p < .001). Further, poor consumers chose low-health foods more than the wealthy (p<.001), but this effect reversed for high-health (p<.001) but not medium-health foods (p=.80). As in study 1, no SES differences were identified for taste (all ps>.313). Thus, studies 1 and 2 show that poor (vs. rich) consumers give more importance to fillingness, less importance to healthiness, and equally high importance to taste.

In Study 3, low-SES consumers perceived healthier foods as significantly less filling than unhealthy ones ($p<.001$). This association reversed among high-SES consumers ($p<.001$). Besides, while low-SES consumers perceived healthier products as significantly less tasty than unhealthy ones ($p<.001$), high-SES consumers considered both types of food as equally tasty ($p=.760$). In short, compared to the wealthy, poor participants were more inclined to infer that healthy foods were less filling and tasty than unhealthy ones.

Statement of Key Contributions

Although it is well-established that low-income consumers display unhealthier diets than the wealthy, little is known about the intrinsic drivers of nutritional inequality. The present work gives an initial step into that direction by investigating whether and how poverty shapes food attribute preferences and perceptions. Across three experiments in a highly unequal socioeconomic environment in Brazil, we documented that poor (vs. wealthy) consumers (a) give more importance to fillingness at the expense of healthiness—but not taste—and (b) display a stronger "healthier = less filling" and "healthier= less tasty" association. Given that unhealthy foods tend to be more filling, our findings may help explain, over and above supply-side considerations, why the poor display unhealthier dietary preferences relative to their wealthier counterparts. Further, we respond to recent appeals to broaden their unit of analysis from the individual to larger groups and more deeply investigate the psychology of low-SES consumers. Finally, by showing how poverty can discourage healthy eating, our findings can inform policy makers and offer insights on how to reduce nutritional inequality.

HOW THE EFFECT OF ADDING REGRET TO FEAR APPEALS DEPENDS ON THE PERCEIVED LIKELIHOOD OF THE NEGATIVE EVENT

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Keywords: Regret, fear appeals, anecdotal evidence, risk perception, perceived likelihood

Description: This paper demonstrates that adding regret to fear appeals may harm message effectiveness: added regret increased compliance intention when the perceived likelihood of the negative event was low but decreased compliance intention when the perceived likelihood of the negative event was high.

EXTENDED ABSTRACT

Research Question

Anecdotal messages are highly common in risk communication, and message designers may add expressions of regret to such messages. For example, the protagonist may state: "Worst of all, I deeply regret (not) having …" How will such expressions of regret affect message effectiveness? Passyn (2019) demonstrates that adding regret to fear appeals improves message effectiveness, and the literature suggests that anticipated regret is a strong motivator of behavioral change. However, we argue that the effect of added regret may not always be positive. This paper examines how the effect of added regret depends on perceived incidence rates, that is, the perceived likelihood of the negative event. We propose that added regret increases message

effectiveness when the perceived likelihood is low but harms message effectiveness when the perceived likelihood is high. Furthermore, we propose that mental imagery mediates the effect.

Method and Data

Our experimental study used a 1 x 2 (regret: "no added regret" versus "added regret") between-subjects design. We used two anecdotal messages that depicted the story of an individual, aged 36, who became permanently unfit for work due to an accident and does not know how to proceed financially. The messages recommended disability income insurance. In the "added regret" version, the message additionally contained the statement: "Worst of all, I deeply regret not having taken out insurance. It would have been so easy." Participants were recruited via an online panel provider and randomly assigned to one of the anecdotal messages. The sample consisted of 338 participants who had not taken out disability insurance (54% male, average age 33, 90% employed). Before message exposure, the study measured the perceived likelihood of an average person of becoming permanently unfit for work before reaching retirement age. After message exposure, the study measured compliance intention and mental imagery. Moreover, the study contained additional components that are not related to this article.

Summary of Findings

The study provided support for our hypotheses. The perceived likelihood of the negative event (becoming permanently unfit for work) moderated the effect of added regret on compliance intention. Added regret increased compliance intention when the likelihood was perceived as low but decreased compliance intention when the likelihood was perceived as high. Mental imagery mediated the effect. When the perceived likelihood of becoming permanently unfit for work was relatively high, added regret decreased mental imagery.

Key Contributions

The literature suggested that anticipated regret is a strong motivator of behavioral change and that adding regret to fear appeals improves message effectiveness. However, we demonstrate that adding regret may harm message effectiveness when risk perception is high. We recommend adding regret to fear appeals only when perceived risk, that is, the perceived likelihood of the negative event that the message addresses, is relatively low. Our research may contribute to effective risk message design. We seek to provide value for, for example, governmental agencies and policy makers who are responsible for effective health and risk communication to the public. Because risky behaviors cause high societal costs, research that may contribute to the effectiveness of such messages is relevant.

PURCHASE BEHAVIORS DURING EMERGENCIES: EXPLORATORY ANALYSES AND PREDICTIVE MODELS

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ABSTRACT

In this study, we examine consumers' shopping behaviors during emergency events by posing a series of research questions. The data for the study came from two sources: pre-and post-emergency grocery store scanner data from a regional U.S. supermarket chain, and an electronic survey. We obtained the supermarket shopping data of reward card holders for hurricanes Matthew and Irma in Florida, an early winter storm in Midwest, and COVID-19 in both Florida and Midwest, as well as baseline information for the same stores.

For the first research question, “When the public is notified about an upcoming emergency event: (a) What categories of shopping behaviors for emergency items are observed? (b) What percentage of shoppers belong in each category? and (c) What is the average expenditure in each category?” we conduct multiple cluster analyses and identify three distinct shoppers during an emergency event: strategic shoppers (i.e., those who purchase less compared to their baseline), routine shoppers (i.e., those who do not change their shopping behaviors compared to their baseline), and stocking shoppers (i.e., those who purchase more compared to their baseline). We present the percentage of consumers adopting each behavior and identify their average expenditure.

For the second question, “How do consumers change their shopping behaviors toward novel emergency events?” we compare consumers' shopping behaviors between traditional and novel emergency events, where traditional events are those that occur on a regular basis and novel events are those that occur rarely in one's lifetime. We find

that most consumers adopt routine behaviors for novel events (e.g., similar behaviors as compared to the traditional baseline).

For the third research question, “How can we predict emergency shopping behaviors that will be observed after the public is notified of emergency events?”we demonstrate that shopping behaviors can be predicted before emergency events. Our model achieves an average accuracy value of 70.3% in predicting such shopping behaviors. Recommendations for public policy makers and retailers and provided.

INTEGRATING SERVICE-DOMINANT LOGIC IN THE GOVERNMENTAL BUDGETING PROCESS

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Keywords: service-dominant logic, S-D Logic, government budgeting, citizen participation

Description: Researchers used a discrete-choice design to gauge the relative importance of five contending budget items in a state budget.

EXTENDED ABSTRACT

Research Question

In their role of co-creators of value in S-D logic, will citizens use decision rules and thereby demonstrate competence in making trade-off decisions or will their choices be erratic across the series of choices they must make? Additionally, how will citizens cope with vying priorities for their own self-interest and concerns for others? Such a dilemma arises when tax increases and reductions for K-12 education funding emerge as conflicting choices in trade-off decisions to be taken. This study investigates the e-engaging or e-consultation form of citizen participation. While policymakers of the state retain their role as decision makers, citizens move into the role of value co-creators informing policymakers of their preferences among policy options possible in the development of the next state budget. Accordingly, the researcher question of the study follows:

RQ: How will citizens make trade-off decisions regarding the upcoming state budget in the context of worsening austerity for the state?

Method and Data

Respondents consisted of a representative sample of 435 Wyoming residents from all 23 state counties. The survey presented a series of trade-offs so that each respondent would have to give up a budget outcome in order to gain another budget outcome. This discrete-choice or stated-choice methodology presented combinations of choices such that respondents chose their preferred outcomes but had to consider how an increase in one budgetary area would require a reduction elsewhere, or require a revenue (tax increase) or the use of savings (Louviere, Hensher and Swait 2000). The result of such a choice-based conjoint analysis approach allowed researchers to gauge the relative importance of the five focal budgeting-decisions of the study. Merely asking respondents about the importance of these competing policy issues would likely result in each of the policy issues to be rated as "very important" which would provide no power to discern the more truthful importance of these policy issues.

Summary of Findings

Results of the study include several findings. Across the state population, people are concerned about changes in all policy areas – but are most concerned about cuts to K-12

education funding. Across the population, however, people indicated they were nearly as concerned about increases in their personal taxes as K-12 funding (27.1% relative importance compared to 28.6%). Concerns for both areas were about 50 percent higher than concerns regarding cuts to state agencies (18.1%) and funding to local county, city and town governments (17.6%). Furthermore, residents were least concerned about the use of the rainy-day fund (8.6%).

This order of preferences, as well as the relative importance of each area was also found to be broadly similar across political affiliations, though registered Democrats were relatively more concerned about cuts to K-12 (and less about increases in taxes) compared to any other group.

Key Contributions

Researchers deployed state-of-the-art survey methods to shed light on how Wyoming citizens feel about budget options facing the state legislature. Their findings suggest that Wyomingites generally aligned with actions of the state taken in 2020. Specifically, in addressing the state's budget deficit, Wyomingites preferred to start with state agency cuts over other options, such as cuts to K-12 education or increases in personal sales and property taxes. Lastly, Wyomingites would least prefer K-12 funding be reduced. Overall, there is less than majority support for any major budget actions affecting K-12 education reductions. Results also suggest that existing agency cuts of approximately 15 percent enacted by the Wyoming Governor Mark Gordon since the summer of 2020, combined with 1) cuts to local governments, and 2) the use of savings were the most preferred policy combination among the options to address the remaining budget shortfall for the state.

Investigating Australian consumers' green energy purchase intention and behaviour within the scope of TPB: PLS-SEM modeling approach

Abstract

There is scarce research in the domain of green energy marketing literature exploring the antecedents of consumers' green energy purchase intention and behaviour (GPIB), despite the importance of this area. In this study, Ajzen's Theory of Planned Behavior (TPB, 1991) is used as a theoretical framework to empirically explore the antecedents of GPIB with the aim of extending the prior research. This theoretical framework has already been employed to explain pro-environmental behaviours, suggesting its appropriateness in this context. The research model for this study is conceptualized with salient elements of TPB constructs - attitude, subjective norm, perceived behavioural control (PBC), and extended the TPB with an integration of personal norm to investigate their influence on GPIB. The study captures both behavioural intention and actual behavior (reported) under the TPB framework, where both direct and indirect influences of the aforementioned factors on GPIB are examined. Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique is used to analyze the data of 386 Australian households and test the proposed conceptual model. The finding of the study confirmed that GPIB is significantly directly and indirectly influenced by PBC in the model. In addition, it would appear that attitude measure has significant influence on intention but not on actual behaviour. All the findings reported found to be consistent with the theoretical background. This study contributes to and extends our understanding of the green energy buying behaviour among consumers in Australia, to the author's best understanding, only modest research effort has been given to explore this topic. The findings have implications for academics, marketers, retailers and policymakers of the green energy industry.

Key words: Green energy, Green energy purchase intention and behaviour (GPIB).

Introduction

Global energy consumption has been on the rise despite strong evidence of mounting international concerns over climate change and increasing use of fossil fuels. Some recent studies have further anticipated a substantial intensification in the energy consumption over the coming decades (Halder et al. 2016; IEA, 2019). Amidst this energy scenario, two of the most challenging tasks are to reduce the consumption of fossil fuels and increase the use of green energy. However, energy marketers, retailers have not been particularly successful yet marketing and promoting green energy services and as a result to date, green energy market share remains low than any other green products (Hartmann et al., 2016; Palandino & Pandit, 2019; Ahmed et al. 2021a).While we are aware of research understanding consumer attitude and behaviour towards the tangible green products (e.g., organic food, Sultan et al. 2020), the role of the intangible product- green energy purchase have received little scholarly attention in marketing literature (Palandino & Pandit, 2019; Ahmed et al. 2019; 2021ab). In fact, this topic is new and considered as the emerging one in the marketing paradigm. This study seeks to examine the role of an important and debatable antecedent of green energy purchase intention and behaviour (GPIB) using consumer data from Australia. There has not been a comparable academic research emphasis placed on Australia (discussed the research gap bellow) despite the importance of this area, lays down the background of this study.

Literature, Research gap and Aim

Green energy buying behaviour depends on specific social, cultural, economic, legal, and political contexts, which may differ significantly between countries that limit the generalization of research results from one countries to another country's contexts. A literature review was conducted to understand the current state of research on consumers' green energy buying purchase intention and behaviour (GPIB) in Australia to find gaps to be explored. This paper aims to address the following gaps existing in the previous literature. To the best of our knowledge, there are just eight empirical studies were built on a robust theoretical foundation (e.g., TRA, TPB). They were conducted in the world's advanced economies include USA (Bang et al. 2000), German (Bamberg, 2003; Gerpott & Mahmudova, 2010), Switzerland (Litvine & Wüstenhagen, 2011; China (Liu et al. 2013), Ireland (Caludy et al. 2013), cross country India-Finland (Halder et al 2016) and in Australia (Palnadino & Pandit, 2019) These studies to doubt contributed to the research understanding the green energy consumer behaviour and thus to formulate policy recommendations for simulating GPIB in the society. However, the exploration of reciprocal determinism and the viewing of psychological factors as determinants of GPIB still remain inconclusive. Empirical research in particular examining consumers' green energy purchase intention (GPI) affecting consumers' green energy buying behaviour (GEB) was found to be relatively scant in marketing literature. Although there are some instances of prior research in overseas context (e.g., Bamberg, 2003; Gerpott & Mahmudova, 2010; Halder et al 2016), the extant literature still lacks a clear understanding about the antecedent of GPIB. For instance, studies in past did not investigate full framework of TPB including intention mediation effect. In summary, the review of the literature revealed that previous studies had some inadequacies with regard to theoretical robustness as well as the generalizability of the results relating to the GPIB. For example, only few studies were built on strong theoretical foundation such as a psychological model TPB (e.g., Litvine & Wüstenhagen, 2011; Halder et al 2016), which only captured behavioral intention (not the behavior) or did not include all TPB constructs.

This research is directed towards green energy consumerism in the Australian standpoint, a developed nation. The research topic related to green energy consumption in Australia has attracted an increasing research interest from scholars (e.g., Tang & Medhekar, 2011; Ivanova, 2013; Hobman & Fredrick, 2014; Palandino & Pandit, 2019). However, a review of the literature on the possible links between the antecedent of GPIB revealed a gap in the Australian context. For example, past studies in Australia primarily dealt with issues like consumers' attitude towards green energy (Palandiono & Pandit, 2012), willingness to pay for green energy (Ivanova, 2013), barriers and challenges in green energy consumerism (Hobman & Fredrick, 2014).From Australian energy market perspective, the work of Palnadino & Pandit (2019) currently is the only consumer investigation (i.e., intention-behaviour) which may help in shedding empirical light on effective marketing approaches for green energy services. This study examined the

antecedents of green buying behaviour to better understand Australian household norms and attitudes, which drive green energy purchase behaviours based on attribution theory. The study, in particular, focused on assessing the consumer attitude but the direct and indirect impact and/or relationship of several important psychological factors to the GPIB remains unexplored. These justifies an empirical investigation of Australian consumers' attitude, social norm, intention, and potential buying behaviour to uncover the factors that encourage or deter green energy buying. The study will contribute to confirm past findings of limited research attempts in developed a country's contexts and possible generalization on green energy purchasing in Australia, a global leader in the privatisation of the electricity market (Paladino & Pandit 2012, 2019). Against this background, this aim of this study is to empirically explore the antecedents of GPIB in a sample of residential energy households in Australia.

Theoretical Basis and Research Hypothesis

The TPB (Ajzen, 1991) is a well-researched model that has been proved successful in predicting and explaining behaviours across a variety of domains. This theoretical framework has already been employed to explain consumers' intention to green and other pro-environmental behaviours in the literature (e.g., Taufique & Vaithianathan 2018; Sultan et al. 2020), suggesting its appropriateness in our research context. Under, the TPB, behavioral intention construct is at the core of the model that plays the role as a powerful predictor of the behavior (Ajzen, 1991). In this study, we focus on explaining both consumers' intention and behaviour towards green energy (GPIB). The TPB indicate three important antecedents of behavioral intention, including attitude (ATT) toward the behaviour, subjective norms (SN) and the perceived behavioral control (PBC) (Ajzen, 1991). On the basis of TPB, in this study, ATT refers to the consumer's positive or negative evaluation of buying green products; SN can be defined as the perceived social pressure that encourages one to engage in purchase of green products; and, finally, PBC refers to the difficulty or ease perceived by an individual to perform the purchase of green products. In consumer research, previous studies have sought to extend the TPB model by adding the new variables with the purpose of understanding better the behaviour in the specific research context (Ajzen, 20215; Sultan et al. 2020). This research employs the extended the TPB with an integration of personal norm (PN). PN is defined as a "moral obligation to perform or refrain from specific actions" (Schwartz & Howard, 1981, p. 191).In the field of green consumption, PN has been proven as an important and promising factor influencing the intention and behaviour (e.g., Thøgersen, 2002; Prakash & Pathak, 2017; Munerah et al. 2021), but has neglected investigating its impact on GPIB. Therefore, this construct is integrated into our research model (i.e., GPIB). To our best knowledge, it seems none of the past research has examined the relationship between ATT, SN, PBC, PN with behaviour in the context of green energy consumption, especially under the framework of the TPB model in Australian context.

Previous studies have provided empirical evidence for supporting the impact of the aforementioned factors on intention and behaviour with regard to environmentally friendly products (e.g., Halder et al 2016; Taufique & Vaithianathan 2018; Palandino & Pandit, 2019; Sultan et al. 2020). However, the impact magnitudes of the antecedents from the TPB have been inconsistent and dependent on the specific research context. In this study, we attempt to test the direct and indirect relationships between ATT, SN, PBC and PN with intention and behaviour towards green energy among consumers in the context of Australia. We expect to see the similar findings pertaining to the significantly positive impact of these antecedents on intention and behaviour in Australian setting. Therefore, the following set of hypotheses is presented:

H1. The consumer attitude is positively related to green energy purchase intention for Australian consumers.

H2: The consumer attitude positively influences consumer's green energy buying behaviour for Australian consumers

H3: The consumer purchase intention mediates the relationship between attitude and behaviour

H4. The consumer subjective norm is positively related to green energy purchase intention for Australian consumers

H5: The consumer purchase intention mediates the relationship between subjective norm and behaviour

H6: The consumer PBC is positively related to green energy purchase intention for Australian consumers

H7: The consumer PBC is positively related to green energy buying behaviour for Australian consumers

H8: The consumer purchase intention mediates the relationship between PBC and behaviour

H9: The consumer personal norm is positively related to green energy purchase intention for Australian consumers

H10: The consumer purchase intention mediates the relationship between personal norm and behaviour
H11: Green electricity purchase intention has a positive and significant influence on green e buying behaviour

Research method and statistical technique

To test the study hypothesis, quantitative data was collected using a sample of 800 Australian consumers via the postal sampling technique. After the responses were screened, a total of 214 were found usable and valid as samples for analysis, correlating with a valid response rate of 26.75%. This figure is considered reasonable for statistical analysis, as stated by previous scholars (Hair et al., 2019). In a similar vein, Bagozzi and Yi (2012) also recommended that the sample size for a study be above 100, and if possible, above 200. The research questionnaires comprised of twelve measurement items: green energy brand (4 items), retail service quality (3 items), green energy trust (2 items) and green energy purchase intention (3 items).

All constructs were measured using a 7-point Likert scale where 1 represented strongly disagree and 7 represented strongly agree. Data were analysed using partial least squares structural equation modelling (PLS-SEM), which has gained increasing popularity in modelling structural relations among latent variables (Hair et al. 2018). The choice of PLS-SEM was mainly due to its "causal predictive" nature which offers a balance between explanation and prediction (Hair et al. 2019) and suits the objectives of the current study. Analyses were carried out in the Smart PLS 3 software, and the PLS algorithm setting followed the recommendations of (Sarstedt et al. 2017; Hair et al 2019; Sultan et al. 2021).

Table 1: Hypotheses Testing Results

Hypothesis	Effect	Indirect effects (β)	Direct effects (β)	t-statistics	P-value	Hypothesis supported (Y/N)
H1	Direct effect of ATT on GPI		0.148	0.823	0.005	Yes
H2	Direct effect of ATT on GEB		0.085	1.186	0.236	No
H3	*Indirect effect of ATT on GEB through GPI*	0.075		2.521	0.012	Yes
H4	Direct effect of SN on GPI		0.262	4.291	0.000	Yes
H5	*Indirect effect of SN on GEB through GPI*	0.132		3.823	0.000	Yes
H6	Direct effect of PBC on GPI		0.372	5.447	0.000	Yes
H7	Direct effect of PBC on GEB		0.247	2.683	0.007	Yes
H8	*Indirect effect of PBC on GEB through GPI*	0.188		3.785	0.000	Yes
H9	Direct effect of PN on GPI		0.362	4.839	0.000	Yes
H10	*Indirect effect of PN on GEB through GPI*	0.182		3.842	0.003	Yes
H11	Direct effect of GPI on GEB		0.503	5.306	0.000	Yes

Notes: ATT-Attitude; SN-Subjective norm; PBC-Perceived behaviour control; PN- personal norm, GPI- Green energy purchase intention; GEB-Green energy buying behaviour

Analysis and Results

This study uses survey data to improve understanding of Australian household attitude and norms that drive green energy buying behaviours. The questionnaires were distributed to 1200 respondents via postal survey in November 2018 over a period of 8 month. There is 33% response rate with 386 questionnaires were found to be usable and valid for the data analysis. Data was analyzed using the partial least squares (PLS) method, which is a variance-based technique for the analysis of structural equation models via SmartPLS computer program version 3.0. The PLS-SEM tested eleven hypotheses to better understand the consumers' behaviour towards buying green energy in context of a developed nation - Australia. Most of this research's findings are consistent with previous studies, however, differences were also found. The results of the path

analysis shown in Table 1 with the help of coefficients (β) and P-values that most of the hypothesis (H:1~H:11) were accepted at $p<0.01$, except for H:2, i.e., ATT——>GEB (H2: $\beta = 0.085$, $p>0.05$.) in the integrative model of the present behavioral study. The extended model demonstrated strong explanatory power in predicting the GPI (i.e., $R^2 = 0.623$ from i.e., $R^2 = 0.420$) and GEB (i.e., $R^2 = 0.507$ from i.e. $R^2 = 0.273$) in comparison to the standard TPB.

Academic and Practical implications

This paper contributes to the extant literature, especially on green energy buying behaviour, in the following ways. First, the current study explores the research gap by analyzing the profound effects and underlying processes of the green energy buying processes and their acceptance from Australia's perspectives. Second, this study contributes to the TPB model by enhancing its robustness with the cognitive construct- personal norm in the context of GPIB. Third, this analysis simultaneously presents and validates the proposed model integrating personal norm construct in TPB empirically, which add to the explanatory power of the original model. The current research also has important public policy ramifications. The subjective norms, PBC and personal norm provide valuable foresight as regards GPIB. Hence, the marketers should devise a communication strategy invoking ethical values and benchmarking conscientiousness towards environmental protection among people. A variety of communication programs, for instance, media advertisements and sponsorship schemes need to communicate the benefits of green energy consumption can stimulate consumer attitude to adopt green energy.

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IS ORGANIC FAIR TRADE GOING TO BE THE NEW LUXURY ? AN EMPIRICAL RESEARCH TO PROMPT FRESH POST-PANDEMIC CSR

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Keywords:

Consumer Behavior -Marketing- Corporate Social Responsibility- Luxury-Biodiversity

Explanatory Sentence:

A consumer behavior research on the perception of customers about organic and fair trade in three product categories: food, garment, beauty and personal care, leading to innovative strategies and turnkey managerial solutions to afford the post-pandemic by leveraging a responsible offer.

EXTENDED ABSTRACT

This research, aimed at fostering more responsible production standards to preserve life and limit price barriers, explores brand extension into natural ethic lines, by mainstream brands and its effects over the parent brand in terms of brand equity. With the pandemic, non responsible companies have been trapped in their laziness and impudence. They are starting to think more seriously about CSR, not only because it determines their survival in the long run, but because the consumers are progressively more aware and concerned. They require it, the new normal requires it. Considering biodiversity has a production criterium is possible and firms have the chance to do it by matching the introduction of organic fair-trade products with a coherent path that starts from sustainability (harm less) to go beyond (do good). With a heuristic and hands on approach, this work prompts them with turnkey managerial solutions, which also imply innovative ways to reduce market disparities by

rendering ethical and healthy products accessible to the most thanks to the insertion of these lines by mainstream brands.

Research Question

Is organic fair trade going to be the new luxury? Which are the marketing strategies of the future to leverage the importance of CSR in the value chain and products while increasing profits? In the next future it will be possible for everybody buying organic fair trade products?

Method and Data

The model has been analysed with a combination of qualitative and quantitative methods, in order to grant reliability and completeness. Qualitative methodologies, indeed, provide preliminary insights that the quantitative tools deepen and detail. The first step has been the creation of an ethnographical grid in order to have a clear idea of the elements object of analysis. Considering the product categories grocery stores, pharmacies, beauty specialists and boutiques have represented the most suitable contexts in which getting insights from consumers, also in the participative modality. After that, a series of in-depth interviews have been run on a representative sample of twenty-five people. Finally, a structured questionnaire has been prepared and administered to a non-probabilistic convenience sample. It is comprehensive of open questions, and closed ones to be measured on a zero-seven Likert scale, formed by the dimensions and relative items of the chosen scales.

Ethnography, nethnography and in-depth interviews (random sample face-to-face modality) in a methodological triangulation logic. Codification and thematization, with vertical and horizontal reading.

Chart 1: Interpretation Table=> available upon request

Univariate Descriptive Analysis of the sample; Explorative Factor Analysis; Confirmatory Factor Analysis; Cronbach’s Alpha; Structural Equation Modelling in Amos, Cluster Analysis.

Summary of Findings

Qualitative

A good portion of consumers, perceive ethical and natural consumption as an unaffordable luxury Something to buy once, to try it, maybe when it is on sale. Big well-known commercial brands, on the market for many years, continue to be preferred to new niche brands, especially for food. Most of the sample, prefers new lines from known brands rather than new brands. The portion of them perceives this as a sort of commitment, and as a way to improve and upgrade their offer or simply to satisfy their consumers, perceiving it positively. They also base their judgement on calculative trust, assuming big brands having more to lose if they fail (it continues).

Quantitative

The variance explained by each factor in the explorative factor analysis is 78,063 satisfying the first criteria to determine the goodness of the analysis. Also the second and third criteria are satisfied being the quote of explained variance by the factors of the single variables higher than 0,3-0,4. Out of the initial six constructs the analysis has provided six factors, in line with the initially hypothesized model. The weights of each elements composing the factors are all more than 0,6 (it continues).

Scheme 2: Hypothesized Tested Model=> (available upon request).

Key Contributions

This research contributes to the academy which considers CSR as an integrant element of the balance sheet, and which is trying to cope with the new normal. It is addressed to the academy which considers ethical business decisive for the future of humanity, being production and consumption part of our life. For this reason, the second important stakeholder, here, are companies, which will be provided with turnkey managerial solutions to become more responsible while improving their profits.

It integrates brand equity and brand extension literature, with a particular focus on CSR and fair trade. The role of organic fair trade, in this project is multiple and key. It delineates all the addressee: *Economically Disadvantaged People* (which according to the researcher's studies should have the

right to buy responsible and healthy products); *Mainstream Companies* (which are prompted to be more responsible, to substitute greenwashing with a true CSR path, to review their value chain, to insert ethical product lines in their portfolio); *the Planet and Life Tout Court* (which this research thanks marketing research tools, finds some possible solutions to preserve).

This research addresses the new normal under the marketing lens, trying to find convenient and responsible solutions for both companies and customers.

*References are available upon request

IT'S NOT ME, IT'S YOU: AWARENESS OF BEING NUDGED RESULTS IN OPPOSITIONAL CHANGES IN SELF-PERCEPTIONS

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Keywords: behavioral interventions, nudges, self-perceptions, well-being

Description: In this research we examine how awareness that one's choice may have been nudged causes self-perceptions to shift opposite to what the nudger was trying to encourage.

EXTENDED ABSTRACT

Research Question

The growth in utilization of behavioral interventions (nudges) by various organizations has come with a parallel increase in consumer awareness of such tactics, due their coverage in popular media (e.g., books like *Nudge* and *Predictably Irrational*). While there is (scant) prior literature that has examined the effect of pre-choice nudge disclosure on how effective the nudge

itself is, there are two aspects of nudge awareness that have yet to receive any attention in the literature. First, what are the consequences of an individual becoming aware that their choice may have been nudged *after* the choice has been made? Second, what are the consequences of nudge awareness on an individual's self-perceptions more generally, beyond its impact on the efficacy of a specific nudge? In this research we examine whether awareness that a choice may have been nudged affects how an individual sees themselves in the associated choice domain. E.g., how might awareness of a nudge in the context of food choice affect how health-conscious an individual considers themselves to be? Additionally, we examine whether the effect of nudge awareness on self-perceptions is robust to various contexts and nudge types, as well as whether there are individual differences that moderate the effect.

Methods and Data

In this research, our primary manipulation is whether participants become aware that their choice may have been nudged (after making a choice) and our outcome of interest is how participants see themselves in the related choice domain. In order to manipulate nudge awareness, participants first either imagine making a choice (or actually do make a choice) in a scenario in which a nudge is employed (these nudges include minimum payment suggestions, endowed progress, an identifiable victim appeal, calorie labeling, and menu partitioning). Those in the nudge aware condition are then informed of the nudge that was utilized, and how it may affect behavior, while those in the nudge unaware condition are given no further information. Participants are then asked about their self-perceptions in the domain for which the nudge was used. For example, in the case of a nudge aimed at reducing consumer debt, participants indicated how financially responsible they consider themselves to be. In studies testing

mediation, participants also respond to items measuring their level of perceived personal causality in making the choice. In one study, we also measure individual trait-level psychological reactance to test for moderation by this individual difference variable.

Summary of Findings

We demonstrate that awareness that a choice may have been nudged results in oppositional changes to self-perceptions. We provide evidence that this effect is robust to multiple choice domains (philanthropy, financial decision-making, and health behavior) and nudge valence. For example, in the case of nudges aimed at increasing charitable donations or promoting healthy food choices, those who become aware of the nudge consider themselves less charitable and less health-conscious, respectively, compared to those who remain unaware of the nudge. Conversely, those who become aware of nudges aimed at increasing consumer debt or encouraging unhealthy choices consider themselves to be more financially-responsible and more health-conscious, respectively, compared to those who remain unaware of the nudge. We also demonstrate that this observed effect is due to a decrease in perceived personal causality in making the choice as a result of nudge awareness, such that those who learn of the nudge believe that their choice was influenced by an external factor, and therefore not truly indicative of their traits. Finally, we show that the more sensitive a person is to external influence (i.e. those high in psychological reactance) the larger the shift in self-perceptions in response to awareness of a nudge.

Key Contributions

By examining the broader consequences of consumers' awareness of nudges, our work provides insights on two aspects of nudging that have been previously overlooked. First, given that individuals are increasingly becoming aware of nudging as a tactic, we examine what the impact of this awareness may be. Second, while there has been debate about the ethics of nudging, the conversation has largely focused on aspects like individual autonomy. We add to the debate by demonstrating that there is an overlooked potential consequence of nudging that needs to be considered: The effects of nudges may span beyond their immediate impact on choice to more general psychological outcomes. Finally, our work offers guidance to policy makers regarding nudge transparency. Publicizing use of nudges aimed at improving individual and societal welfare may have unforeseen psychological consequences even if they are immediately successful at influencing choices. In the case of nudges that encourage less desirable behavior, on the other hand, consumer awareness of their use may actually have an empowering effect, by allowing individuals to recognize that the behavior was influenced by an external factor and therefore not indicative of their true traits.

KENSINGTON AS 'THE WALMART OF HEROIN': HOW DO LOCALIZED DRUG MARKETS FLOURISH?

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Keywords: Heroin markets, spatial market frameworks, Kensington, drug markets

Description: We examine how space affects market systems in particular neighborhoods and how it leads to the creation of illicit markets.

EXTENDED ABSTRACT

Research Question - Kensington, a distinct neighborhood of Philadelphia, Pennsylvania, has been known for its illicit drug markets for many decades. As such, the media has labeled it the "Walmart of Heroin." Its particular geographical features and dynamics may have heavily contributed to the development and facilitation of these markets. We believe examining this particular location with a market system dynamics lens can help explain why this section of Philadelphia developed as it did. We provide insight that can be utilized by city planners and law makers that could help prevent illicit drug markets from cultivating or rapidly growing out of

control and creating a public health and safety crisis. The ultimate goal is to conceptualize how the market came about and model how the market works in Kensington. By doing so, we examine the following questions: how does space affect market systems in particular neighborhoods? And more specifically, how does space contribute to the creation of illicit market systems?

Method And Data - Using content analysis for a specific district in Philadelphia, we offer a spatial model explanation for how its illicit drug market not only formed but flourished for decades. We chose to use the method of content analysis whereby we examined historical newspaper and press stories. These procedures require the research to examine newspaper and media articles with a focus on five phases: evidence collection, critical evaluation of the evidence source, critical evaluation of the evidence itself, interpretation and analysis of the evidence presentation. Preceding and concurrent with our content analysis, we engaged in non-participant observations of the Kensington heroin market itself. The primary researcher engaged in a series of visits to Kensington and the surrounding areas in both 2020 and 2021. Non-participant observations were chosen as a method given the fact that this is an illicit market and there is potential risk entering it. Particular focus in the observations were on the drug transactions and the proximities to particular landmarks that we found in our first olio. This included close examination of market activity in key places that were mentioned in the news articles.

Summary of Findings - Based on our analysis in which we focused on space and place, we crafted a conceptual model that theorizes the key, overarching mechanisms in the heroin market. The model contains four interrelated constructs. We call these constructs: Network, Social, Historical and Political. Surrounding these constructs are the Logistical/Geographic Constructs.

The heroin marketspace is distinctly nested where it exists based largely on geography and the "place." In essence, the four internal model constructs are allowed to exist in the construction and continued existence of the heroin market in Kensington because of the place-related orientation.

Statement of Key Contributions – This research adds to existing knowledge by demonstrating how four specific elements related to geography and its related logistics can play a significant role in the creation and maintenance of illicit drug markets. Non-academic stakeholders who will find value in this work are: city planners, community organizers and activists, law enforcement agencies and drug rehabilitation and treatment centers.

MARKETING AND THE BETTER POST-PANDEMIC WORLD

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Keywords: Market society, modernity, economy as end, rethinking marketing

Description: Conceptual considerations of the need to rethink marketing for a better post-pandemic world

EXTENDED ABSTRACT

The Central Issue

The COVID-19 Pandemic has highlighted several of the shortcomings of market society. That the economy has become an *end* rather than one of the *means* to serve humanity's purposes is one such highlight. Another is the human individual's predicament in being largely abandoned in market society to bear all the responsibility of taking care of oneself—along with any loved ones—without any real support, and with very little authority, if at all, regarding how lives will be organized.

The purpose in this paper is to explore the foundations of these two shortcomings, the role that marketing may be playing, and to reflect on what changes may need to occur in conceptualizations of marketing for it to become a help rather than a hinderance in possibilities of "reduction of structural disparities and marketplace discrimination" and in "social change."

Market Society and Marketing

Market society is a product of modernity. The modern market, as the actual or virtual space where economic exchange takes place, is a symbolic construction by founders of the modern organization of life. Early classical economists shared the same vision with other modernist thinkers of liberating the human individual from all oppression, whether that of nature

or of other humans, or of human built institutions. Classical economists saw a potential of delivering such liberation in their concept of the market, a space where purely economic exchanges took place, freeing each individual from any obligation other than the resource exchanged, thus liberating humans from all imposition upon their free wills.

For original modernist thinkers, liberation of the human individual was not simply an economic matter. Institutions and principles along different discursive and practical domains of culture were considered necessary for a comprehensive freeing of the human spirit to envision and realize a grand future in which, through liberty, each individual could attain one's full potential and become an effective participant in the building of the vision. Modernity was a culture of projects; a project of building humanity's grand future, a project of realizing one's best self, etc.

The modern market was the institutionalization, the means by which the modern principle of the economic—optimizing economic value through an efficient allocation of material resources—would actualize; one key institution of modernity. The institution to enable the exercise of the political principle of democracy was the nation-state. The institutions of family and public education would inculcate the social principle of civility as the foundation of civil society. These principles and framework constituted the cornerstones of modern culture and society, and articulated modernity's original dominant ideology; liberalism.

The balance among culture's three practical domains is broken in mature modernity. The economic domain has increasingly taken center stage as capital increasingly represented power in modern society. All political and social policies, along with the economic ones, aim at insuring the health of the economy through the growth of the market.

During the COVID-19 Pandemic, policies have been largely guided by concerns about the economy's health. More human deaths than otherwise necessary are resulting from the push to return to workplaces for fear of economic losses or due to individual families' loss of ability to nourish and house themselves when they lose employment because in a culture built around economic interests, the only means of maintaining livelihood for the great majority of people is limited to the only resource they are left with to offer in the market: their labor.

Liberation of the human individual, eventually interpreted as individualism, resulted in the individual—and individual families—left to fend for oneself in market society. This individualizing culture left individuals spending all their energy on looking out for themselves and not having energy left to look out for others. Lacking resources but their labor, people are vulnerable to economic downturns in labor markets shrink and loss of employment becomes a devastating circumstance, illustrated by the Pandemic. Lack of resources leaves them without authority or effective influence in policies made.

Circumstances, such as control of government policies and politics by corporate interests through the influence of money in politics and corporate representatives constituting a majority in decision making committees and bodies of government agencies, together constitute an exceptional force making it difficult to change the conditions above. Modern marketing has been complicit in the development of these conditions with managerial interests eventually dominating the field creating a turn in focus from needs to exchange as the core concept of marketing, also transforming the discipline's focus from interests of the people to interests of market growth.

Marketing organizations rarely satisfy needs until demand has purchasing power behind it, that is until it is effective demand. This is argued to be logical with the justification that they

have to survive in order to continue providing products and that the profit incentive is necessary for entrepreneurs to undertake risks. History bears witness that this logic has worked since such economic wealth and growth have translated into worldwide power. The fallacy is that because it creates power the inequalities and worldwide misery that such a logic has also created can be or should be ignored. Such ignorance would be acquiescence to the condition 'might makes right'. History also bears witness that the condition 'might makes right' produces many a consequence that humans had to sacrifice much to try and overcome.

Modern marketing also created a conceptual separation between consumers and marketers as independent entities hardly influencing each other, encountering each other only for market exchange based on disparate goals. The marketer is assigned a provisional role, developing and communicating the alternative offered.

The illusory nature of these conceptualizations are recently articulated. The human individual, a social being, is influenced by others and by culture in constructing a *complex of desire*. Marketers are not separable from consumers in the construction of the complex of desire, having significant input in the culture shaping individual desires. Charged with estimating future desires along with current ones, they prepare the grounds for what will be available in the market, organizing production and suggesting lifestyles. What needs answering is: how can marketing help rather than a hinder the construction of a desired future?

Rethinking Marketing for a Better World

First, an overt admission of modern marketing's shortcomings and recognition of obvious truisms is needed. One truism is that human individuals can never be assured of security or success until a culture that renders insecurity or failure impossible is constructed. Otherwise, every individual is in danger of failure or harm no matter how well-endowed they are currently

with resources. The only escape from the inevitability of each other's and eventually self-destruction is if we are all committed to taking care of all human beings who are desperate.

This requires the abandonment of market society's economic health as the central logic. No single purpose representing any domain of culture, political, social, or economic, can be expected to be a solution to the many problems that make us yearn for a better world. Marketing must help construct and become part of a culture that promotes caring for others. It must develop a multidimensional, cultural orientation. One idea to rethink marketing is 'embedded marketing'. Another is 'constructive engagement'. Both of these conceptualizations envision marketing to be partners in communities and community affairs seeking solutions to problems of the community.

The provisioning perspective separating marketing institutions from 'those who desire', the people, constructing their subjectivity as 'consumers', leaves little agency for people outside of choosing from among alternatives made available in the market. Instead, people must have the agency to take part in choosing what is to be made available in and outside of the market. As a discipline, marketing needs to focus more on understanding how under different contingencies and in different contexts the complex of desire is constructed, diffused, articulated, institutionalized, and fulfilled than on the facilitation, promotion, creation, and organization of exchanges.

A version with references is available upon request.

MEASURING STATE DEPENDENCE EFFECT IN HOSPITAL VALUE BASED PURCHASING PAYMENT ADJUSTMENT

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Keywords: public policy, hospital value based purchasing program, state dependence effect, payment adjustment

Description: In this study, we applied the dynamic random effect probit model on the state dependence effect of payment adjustment of the hospital value based purchasing program, results showed that there is a significant state dependence effect, and the effect varies across hospitals of different ownership.

EXTENDED ABSTRACT

Research Question- Hospital Value Based Purchasing (HVBP) program, launched and administrated by CMS (center for Medicare and Medicaid Services), is the first national level pay for performance program for hospitals in US. Each year, CMS withholds a percentage of payments from each hospital to fund the program and re-distribute the payment based on the performance of the four dimensions (patient experience, safety, cost efficiency and clinical quality). In FY 2013, the withholding percentage is 1%. Since FY 2017, the withholding percentage was 2%. The state dependence effect, proposed by Heckman (1981), refers to the phenomenon that the realization of an event affects the probability that the same event occuring in the future. In this study, we applied the dynamic random effect probit model to analyze whether previous years` award/penalty status affect their probability of receiving award/penalty

in the future (i.e. whether there is a state dependence effect), results showed that there is a significant positive state dependence effect and the effect varies across hospitals of different ownership.

Method And Data- dynamic random effect probit model, payment adjustment factors, panel data, 2471 hospitals from 2013 to 2018.

Summary of Findings- The results showed a positive significant state dependence effect across the three different models we estimated, and is significant with hospitals located in different geo areas (large urban/other urban/rural) and with hospitals of different ownerships (government owned/voluntary non profit/proprietary).

For the factors that impact the likelihood that a hospital receive a reward from the HVBP program, we found that number of employees show a significant positive effect, suggesting that as the number of employees get larger, hospitals have more labor resources, and can manage to improve upon the quality measures to reach a reward; number of beds and discharges show a significant negative effect, suggesting that as patient volumn get heavier, hospitals become unable to meet the quality criteria, suggesting there is a potentially a negative network effect. Teaching status show a significant negative effect, this makes sense because residents in hospitals are still in their training stage and may not be able to perform in a quality level that is required by the program. Percent of Medicare/Medicaid discharge show a moderate negative effect. Comparing with proprietary hospitals, voluntary non profit and government owned hospitals are more likely to receive a reward.

Among demographic variables, we observe a moderate significant negative effect from number of black and Hispanic population, household income show a significant positive effect on the probability of a hospital receive a reward, and competition show a moderate significant

positive effect.

For geographic factors, we do observe that, comparing with hospitals located in rural area, hospitals located in urban areas are less likely to receive a reward, comparing with hospitals located in New England area, the hospitals located in Mid Atlantic, West South Central show a significant less likelihood of receiving a reward, the hospitals located in East South Central show a moderate significant less likelihood of receiving a reward, while hospitals located in other areas do not show a significant difference.

Key Contributions- Previous research on this HVBP Program has focused on the impact of the program and what are the factors that lead to a hospital being penalized or rewarded, the results are mixed. The key contributions are: First, we investigated whether a state dependence effect exists in hospital payment adjustment, an effect that was largely not studied by previous studies and we found the effect is significant; Second, we find a number of factors that influenced this effect, including demographics, geographics and hospital characteristics and finally implications for policy makers are provided.

MORAL GRANDSTANDING: EDUCATING THE PUBLIC TO MINIMIZE ONLINE CONFLICT

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Keywords: moral grandstanding, status-seeking, conflict, intervention, self-regulation

Description: This research analyzes the potential of an educational public policy intervention promoting self-regulation in reducing individuals' online moral grandstanding and the deleterious outcomes thereof.

EXTENDED ABSTRACT

Research Question

Policy makers, nonprofit and for-profit entities, and other stakeholders need novel insights on seemingly benign behaviors that might indicate an individual's potential to engage in future extreme behaviors. This research identifies one such behavior—moral grandstanding (MG), the use of public discourse on a moral and/or political topic for self-aggrandizement—and offers insights on how public education on moral grandstanding might attenuate its relationship

to downstream conflict and vicariously future more violent acts. Of specific interest is the status-seeking motivation that underlies MG and how policy initiatives might encourage individuals to self-regulate their MG tendencies.

Therefore, this research examines the question: Does educating individuals about MG and providing them with tools for self-regulation moderate their MG behaviors and associated downstream conflict? To answer this question, this research employs an experimental design, whereby participants are presented with an educational intervention (vs. a control intervention) that aims to foster self-regulation of MG behaviors by informing individuals about the underlying status-seeking motivations, the potential for deleterious outcomes associated with MG, and alternatives to posting to social media that might be more beneficial to the issue at-hand. The intervention is assessed for its effectiveness as a boundary condition for both status-seeking and conflict.

Method and Data

Two hundred twenty-eight Prolific workers participated in this two-condition between-groups study for a nominal payment. All participants were told: "People form groups or communities online for several reasons. Sometimes, online communities form around a shared belief about a moral (i.e., what is right or wrong) or political (i.e., government) issue." Participants in the intervention condition (n = 109) then received information about MG and were asked to consider: "Am I saying this to try to do something good or am I saying this to try to make myself look good?' and "What can I do, rather than posting to social media, that would have more impact on this important topic?" Participants in the control condition (n = 119) received information about personal style and were asked: "What is my favorite store to buy

clothing at and how would I describe its overall vibe?" and "What do I want my style to say about who I am?" Participants in both conditions then composed a social media post to share their feelings about a topic of importance to their online group and responded to items related to MG motivation ($\alpha = .76$), conflict ($\alpha = .93$), and status-seeking ($\alpha = .73$).

Summary of Findings

The study's results indicate the conditions under which individuals are likely to engage in MG. Specifically, all participants were asked to post about an important topic to a salient moral/political group, and there is no significant difference in MG motivation across manipulation conditions. The results also indicate significant reduction of both status-seeking and conflict reported by participants who received the self-regulation intervention.

Manipulation check. T-test results revealed no significant differences ($t(226) = -1.32$, $p = .188$) between the degree of MG motivation reported by participants in the control (coded as 0; n = 119, M = 2.88, SD = 1.16) and intervention (coded as 1; n = 109, M = 2.69, SD = 1.02) conditions.

Analysis of boundary condition. T-test results confirmed that both the status-seeking motivation and anticipated conflict were significantly lower among participants who received the intervention ($M_{status} = 3.80$, SD = 1.29, $t(226) = -2.45$, $p = .015$; $M_{conflict} = 2.58$, SD = 1.24, $t(226) = -2.18$, $p = .030$) versus those who received the control manipulation ($M_{status} = 4.22$, SD = 1.29; $M_{conflict} = 2.98$, SD = 1.51).

Statement of Key Findings

The results of an experimental design support the overarching hypothesis that providing social media users with information about the deleterious outcomes associated with MG and tools for regulating their MG tendencies effectively moderates these relationships. Specifically, though all study participants were primed for MG motivation, those who received the educational intervention reported significantly less status-seeking motivation and downstream conflict in response to their posts. By moderating status-seeking motivation—the defining characteristic of MG—the posts' content becomes that of civil discourse, which is imperative to a thriving democracy.

This research's results indicate that policy makers and marketers should consider educating the public about MG and providing them with tools for the self-regulation of MG motivations. Such self-regulation campaigns must inform individuals of the definition of MG and about its potential deleterious effects on online interpersonal communication and civil discourse. Once the public is aware of the consequences of MG, individuals can question their own motivations before making social media posts and can consider alternative actions to posting, thereby mitigating their MG. Campaigns should be explicit about the importance of self-regulation of MG and inform individuals about the potential for harm associated with policing others' perceived MG behaviors.

MOTHERS WITH EMPTY ARMS: MARKETING, STIGMA, AND BEREAVED MOTHERS

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Keywords: stigma; baby loss; acknowledgement; loneliness; consumer journey

Description: This research examines the consumer journey after baby loss and associated marketing and public policy implications to help support bereaved mothers and their families.

EXTENDED ABSTRACT

Research Question

The marketing literature has nearly ignored mothers (and families more broadly) that have lost children. The handful of articles that do touch on this topic tend to group child loss in with other types of loss, but we argue that child loss is so fundamentally different from other types of loss (e.g., the loss of a sibling, spouse, parent, pet, or grandparent) because child loss violates the natural order of life. All other types of loss are incorporated into the natural progression of life. This suggests that child loss may have more profound impacts on consumers. We explore this research from the standpoint of how marketing helps and hurts bereaved mothers as they progress through their consumer journey post-loss.

Specifically, our research was guided by one simple a priori research question – what does a consumer's journey look like after baby loss? As our research progressed, we refined this research question to ask – what contributes to the stigma associated with baby loss, what factors perpetuate it, and what can be done to support mothers, their partners, and others after baby loss?

Method and Data

Semi-structured interviews were conducted with 30 mothers that had lost at least one baby, either in the womb or within one year after birth. More specifically, we interviewed eight bereaved mothers who had experienced infant loss, 12 who had experienced one or more stillbirths, and 10 who had experienced one or more miscarriages. Informants were recruited through baby loss resource networks and a snowball sampling procedure. The recency of loss ranged from 2021 to 1989, where roughly 63% experienced a loss within the last two years.

To understand each informant's experience with baby loss, we began with grand tour questions (McCracken, 1988) and then proceeded with more specific probing questions to uncover additional details about their experiences. We used a grounded theory approach (Strauss & Corbin, 1990) with each member of our research team individually reading through the interviews, making notes using the qualitative coding software Atlas.ti, and reflecting on themes within each interview to identify inductive, data-driven themes (i.e., intra-textual analysis)

(Strauss & Corbin, 1990). Next, interviews were read again to identify themes across interviews (i.e., inter-textual analysis). Then we compared notes among our research team, questioned others' interpretations, and developed new interpretations and insights into our data.

Summary of Findings

Findings from our analyses revealed that bereaved mothers clearly show that they are disadvantaged by a substantial stigma associated with baby loss, even to the point of feeling like others view them as contagious like the plague or as if they had "baby dying disease."

Additionally, when bereaved mothers expressed what might help to break this stigma, two key themes emerged – they wanted greater awareness of baby loss in general, acknowledgement of their baby's identity, and of their own mother identity.

With regard to awareness, bereaved mothers desire the topic of baby loss to be de-stigmatized by marketers by providing public resources to support those who have lost children, incorporating bereaved parents into both parenthood and mother's/father's day advertising as well as reframing questions to be more sensitive when asking how many kids they have to allow them to include their deceased children.

Acknowledgement, meaning acknowledging their mother identity, that their baby made an impact on the world, and the topic of their children is something worthy of talking about. Bereaved mothers desire marketing touchpoints from companies that already have their information to acknowledge their baby through birthday emails and discounts and with follow-up resources post-loss.

Statement of Key Contributions

Our findings reveal that many of these hurts coincide with unfulfilled marketing promises to remove bereaved mothers from product mailing lists and social media targeting. The pervasive and hurtful child related content continues to the point that many bereaved mothers develop negative brand perceptions and are forced to discontinue social media applications as well as cable television subscriptions. These findings necessitate for-profit companies to revise their segmentation marketing practices to better account for the needs of the well over one-quarter of mothers that have lost a child.

Additionally, our findings are relevant to policy makers and non-profit organizations, as these organizations can help to facilitate that appropriate actions occur when a consumer unsubscribes or requests hurtful content not be displayed again. In other words, companies and brands should be held responsible to follow through on taking appropriate marketing actions when consumers choose to opt-out. Such changes can help to ease the unbearable pain that the bereaved mothers in our interviews expressed to promote healing and wellbeing and simultaneously enhance brand perceptions.

References are available upon request.

Pandemic, fate belief and ethical consumption: A two-country analysis

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Keywords: COVID-19, Terror management, Ethical consumption, Negotiable fate, Three-way interaction

Description: By comparatively analyzing a cross-cultural sample with responses from both American and Chinese consumers, we employ a moderated moderation model to investigate how consumers' perception of the pandemic severity impacts their ethical consumption intention, as well as the differential role of consumers' fate belief in moderating this impact across two societies.

EXTENDED ABSTRACT

Research Question

The fallout of the COVID-19 pandemic has hit the world tremendously in many aspects with its long-term societal consequences to be unfolded in the upcoming decade (The British Academy 2021). Disruption of previous consumption habits coincides with the transition to alternative consumption practices, such as purchasing green brands, buying fair-traded goods, and curtailing consumption across emerging and developed markets (Dermody et al. 2018; Shaw and Newholm 2002). But as global consumers adjust their buying behaviors toward the new normal (Sheth 2020), responses to this health crisis have significant variances across

countries (McKinsey & Company 2020).

We explored the following research questions in our study:

R1: Are consumers becoming more ethical during the pandemic?

R2: How consumers' fate belief interacts with their pandemic perception to shape their ethical consumption?

R3: How do the above effects vary across tight and loss cultures?

We examined consumer responses from the world's largest two economies, i.e., United States and China. The former is an overall loose culture and the latter a tight culture (Gelfand et al. 2011; Uz 2014).

Method and Data

We conducted online survey using Qualtrics in China and United States continuously from June 2020 to July 2021. We finally recorded a total of 597 valid responses (N_{American} = 295; N_{Chinese} = 302). Their average age was 30.50 and the male vs. female ratio was 47.00 percent. Tests of data reliability and validity showed acceptable results. Hierarchical multiple regressions were used to test the hypotheses.

Summary and Findings

Our results showed a highly significant impact of consumers' perceived pandemic severity and negotiable fate on ethical consumption. The moderating effect of negotiable fate was nonsignificant. The analysis of three-way interaction showed that cultural looseness (American vs. Chinese) significantly suppresses the negative moderating effect of negotiable fate, which accounts for the non-significance of negotiable fate as a moderator in the overall sample.

Key Contributions

By investigating the role of negotiable fate in shaping the pandemic-driven ethical consumption across two countries, out study contributes to the relevant literature and policymaking in the following aspects. First, we extend and add new knowledge to TMT research on prosocial consumer behavior by emphasizing the symbolic meaning of ethical consumption during the global pandemic from a terror management perspective (Greenberg et al. 1986; Pyszczynski et al. 2021; White et al. 2020). Second, being among the first to introduce the emerging literature of negotiable fate into research on ethical consumption, we identify the role of negotiable fate both as a predictor and a moderator of the pandemic severity – ethical consumption link. Third, our findings on the cultural differences in how belief in negotiable fate attenuates the ethical response to collective threat highlights the need for a cultural psychological lens when ethical consumption is investigated as an important outcome of consumers' terror management process. Finally, policy makers are recommended to adapt their public policies related to social arrangement during collective crisis, such as the global pandemic, to encourage ethical consumer behaviors.

References are available upon request.

PAYCHECK PROTECTION PROGRAM LOANS: LENDER-TYPE AND LOAN FORGIVENESS

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Keywords: Paycheck Protection Program loans, COVID-19, credit unions, small business

Description: This research examines more than 2 million Paycheck Protection Program loan records provided by the U.S. Small Business Administration to identify factors which increased likelihood of loan forgiveness including: credit unions (as opposed to banks) and "active" lenders.

EXTENDED ABSTRACT

Research Question

On March 27, 2019, President Trump signed the CARES Act into law in response to the COVID pandemic. The CARES Act included the Payroll Protection Program (PPP), administered by the U.S. Small Business Administration (SBA). PPP loans were available to businesses with less than 500 employees. Applicants could request PPP loans equal to 2.5 months of payroll costs, up to $10 million. One of the features of PPP loans was their federal guarantee and potential 100% loan forgiveness. As of

November 7, 2021, the SBA reported that 8.5 million of the 11.5 million PPP loan recipients had applied for forgiveness, translating to more than $626 billion of the $792 billion awarded. These numbers also indicate that 3 million borrowers (26%) have not applied for loan forgiveness.

This research explores the likelihood of a business repaying its loan based on several factors, such as lender characteristics, business characteristics (gender of the owner, number of employees, industry, age), and amount of the loan. We take particular interest in the importance of obtaining a loan from a credit union versus a bank as well as whether the lender was "active" or provided a high number of PPP loans.

Method and Data

PPP loan data are available through the SBA website. With a sample size of 2,797,196, we estimate the impact of a PPP loan serviced by a credit union on the repayment status of the loan (=0 if repayment was required and =1 if forgiven). The model is estimated using a probit model, which is standard practice for applied research with binary dependent variables. Our model provides predictive estimates for the likelihood that a loan with specific qualities would be forgiven.

To control for the number of employees, we utilized SBA categories: non-employee businesses (zero employees; owner only), micro-businesses (one to 19 employees), and medium-sized businesses (20 to 100 employees). Historically Underutilized Business Zones (HUBZones) are prioritized for federal funding and have access to additional resources and support compared to other businesses. We hypothesize that HUBZone businesses are more likely to attain and less likely to repay PPP loans. We also control for industry type using North American Industry Classification System (NAICS) codes, gender of the business owner, years in operation, and rural or urban location. We cluster the standard errors by the state where the business is located. Results are qualitatively consistent when using a logit model.

Summary of Findings

Multiple controls impacted PPP loan forgiveness. Obtaining the loan from a credit union and a lender focused and "active" in issuing PPP loans decreased the likelihood of a business being required to repay. We believe this illustrates the impact of a concerted effort by lenders: Businesses were less likely to repay their loans if a lender was focused on capitalizing potential revenue from issuing PPP loans. This theory is supported using case study examples: We see evidence that these "active" lenders invested in marketing strategies and employed workers on PPP lending.

This research finds that PPP loans rendered by credit unions during the COVID-19 pandemic were more likely to be forgiven than those administered by banks. A plausible explanation is the "distinguishing feature" of credit unions: "not-for-profit, collective nature" (Stevenson 2020, p. 63). Credit unions' member-serving mission, their proclivity to provide member services, and their lobbying for member-owners' PPP loan forgiveness likely contributed to the findings.

Other variables were also statistically significant: rural businesses, individual proprietors, and businesses with 20 to 100 employees were more likely to have to repay loans. HUBZone businesses and those owned by women were significantly less likely to repay.

Statement of Key Contributions

This research contributes to the literature analyzing COVID-related policies. The analysis of more than 2.7 million loan records from the SBA indicate clear patterns that numerous variables—including whether the lender can be considered "active" in PPP loans, use of a credit union, the company's location, HUBZone status, and number of employees—impacted the loans' likelihood of forgiveness.

This research adds to existing knowledge on credit unions and fiscal policy regarding small business lending, providing valuable insights for scholars, policymakers, and nonprofit and business leaders. Though PPP loans were unique to the COVID-19 pandemic, global climate change makes future scenarios whereby businesses must close to benefit public health more likely. Therefore, future programs like PPP are likely, and it is essential to understand variables that impact implementation, build upon successes, and learn from shortcomings. Incentives of the program were important, indicated by major differences for firms that invested resources to support PPP loans. Similarly, despite the long existence and member-serving mission of credit unions, there is a dearth of scholarly inquiry in the marketing and public policy literature. This research provides an initial step to understanding the benefits of credit unions better, specifically when administering federally guaranteed small business loans.

References are available upon request.

PLAINLY HEALTHY: THE EFFECTS OF AUTHENTIC PACKAGING ON PERCEPTION OF FOOD HEALTHINESS

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Keywords: plain package, authenticity, healthy food, sustainable food, online purchase

In two experimental studies this research shows evidence that food plain package used in online purchase settings can lead to higher perceptions of authenticity which will further lead to higher perceptions of food healthiness.

EXTENDED ABSTRACT

Research Question. COVID -19 had strong effects on business strategies and consumer behaviors. Consumers found themselves purchasing online products that they have never purchased before (Clausnitzer, 2021; Gu et al., 2021). Food online purchases increased by 45% in the USA alone (Acosta, 2021). Therefore, the pandemic made a major and important shift in consumer behavior that may have long term effects (Sharma Anupam & Jhamb Deepika, 2020). Marketers are also increasing their online efforts in making natural and healthy claims more salient on their products (Berry et al., 2017) especially through packaging design. This research is looking into the effects of *plain package* (package without color and without brand logo) on healthy food perception. Werle et al. (2016) showed that the use of plain package for unhealthy snacks increases unhealthy consumption. However, there is scarce research on the effects of such

package on healthy food products. Drawing from congruency theories (Lyons & Wien, 2018) the current research is hypothesizing that removing the colors of the packaging may be associated with removal of additives and additional colors or superfluous ingredients in food and therefore lead to increased healthy perceptions.

Method and Data. Two experiments explored the effects of plain package on food healthiness perceptions in online purchase settings. In the first study, 101 adult consumers from the Prolific Academic online consumer panel were randomly exposed to two different pictures, portraying a packaging of crackers either in their typical package or in a plain package (all colors and images were removed, the package was left with a brown, dull background color). The second experiment was designed as a typical online purchase page of a well-known British supermarket. On the web page there were four snacks presented: crackers, rice chips, chocolate biscuits and apple chips. The apple chips were presented either in original or in plain package. A Prolific Academic sample of 507 participants from the UK was randomly assigned to plain versus original package conditions of the apple chips and was required to click as fast as possible on the image of the snack that they believed was the healthiest.

Summary of Findings. In the first study, the crackers in the plain condition were perceived as being healthier than the crackers in the original condition ($t(99) = 3.64$, $p < .01$). The crackers in the plain package were also perceived to be more authentic than the crackers in the original package ($t(99) = 2.69$, $p < .01$). Subsequently, mediation analysis showed that the authenticity perception of the package mediated the effect of type of package on perception of healthiness (CI: .096, .674, 10000 bootstraps).

The second study showed that participants who were exposed to the plain package took less time to make a decision in choosing it as the healthy snack than participants exposed to the original package ($t(504) = 1.97$, $p = .049$). Moreover, the results of this study replicated the ones obtained in the first study, showing significant differences in healthiness perceptions

between the plain package and the original one and suggesting the role of the authenticity perceptions in mediating these effects.

Key Contributions. The current research shows positive effects of plain package on healthiness perceptions. These effects are explained by the perception of package authenticity. Congruency theories indicate that consumers would expect a coherence between the product and its design. Since authenticity is the lack of impression management, lacking any visual improvements would lead to increased authenticity perceptions. Authenticity in food has been associated with homemade and tradition which are often correlated with healthiness. This research adds to the literature on healthy food package by showing that removing the package color and simplifying its design can have beneficial effects on healthiness perceptions. The paper also adds to the literature on authenticity by showing positive effects of authenticity perception on food healthiness. The results have implications for public policy and for marketers since package design could attract and motivate consumers towards healthier and more sustainable food choices. Public policy could motivate food producers to implement simple packaging strategies to communicate on food healthiness and help consumers make easier healthy choices.

References are available upon request.

POST-PANDEMIC AWARE CUSTOMERS AND MARKETING

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Keywords: Post Pandemic world, Post Pandemic world marketing, customer experience, customer empowerment, customer success.

Description: Current study guides academics and practitioners to make the customers' understanding and happiness top priority, as it's the only way towards sustainable performance in post pandemic world**.**

ABSTRACT

The current study provides a systematic literature review of the top 100 articles published in the web of science indexed journals to understand and satisfy customers in the post-pandemic era. Covid-19 has resulted in rapid penetration of eCommerce platforms. Thus, customers are aware of local and global competition for products and services.

INTRODUCTION

Covid-19 has resulted in several economic, social, ecological, and environmental concerns, yet it has made humanity stronger. Post pandemic consumers are much more knowledgeable and

aware. Ecommerce, mobile learning, digital marketing, and online education acceptability fluxed due to lockdowns and work-from-home nature jobs. Customers had more opportunities to learn and grow.

Learning and growth have led to empowered and educated customers. Customers learned how they can order a product from anywhere around the globe. Empowered and educated customers always study and compare products and services before decision making. Therefore, in the post-pandemic world, companies need to be more careful. In the context of online marketing although acceptability has increased due to covid-19 yet there is a need to focus more on the originality, and credibility of online products and services. The current study has systematically reviewed 100 articles published in well-reputed Scopus and web of science index marketing journals to provide guidelines to future marketers in the post-pandemic world, particularly in handling educated customers. It has been observed that in the post-pandemic world customer experience will be driving the marketing. Customer experience will become the ultimate competitive advantage. Instead of creating products and looking for customers afterwards all firms, should first find customers and then produce products and services. Customization and individual preference understanding should be the core focus of companies to satisfy empowered and educated customers. Customers also expect the reward of their loyalty and recognition. Therefore, firms must develop strategies keeping in mind the customers' complete life journey. Sending reminders and irrelevant messages will not be productive, rather every communication and interaction should add value to customers' life.

SYSTEMATIC LITERATURE REVIEW

The systematic literature review includes identification, screening, eligibility and inclusion of research papers to be studied in any scientific research paper (Brereton et al. 2007). In the first

step of identification, it was observed that In the web of science data based on the keyword "Post-Pandemic Marketing" a total of 193 articles, book sections and conference papers have been published as of May 2022. Out of 193 publications, 161 were published articles, 22 early accesses, 10 review articles, 8 Conference proceedings and 3 editorial materials. The main categories of publication were business, environment protection, economics, and sustainable tourism. In the second step of screening, only English articles were included. After exclusion of articles written in Russian, Spanish, Portuguese, Italian and other languages 161 articles in the English language were retained. In the next step of eligibility, the quality filter was applied. Only articles that were indexed in SSCI and ESCI were retained for detailed study. The remaining 141 articles were further studied in detail and the ultimate 100 articles were retained for detailed study.

Tourism has been the main concern of researchers' post-pandemic world (Gavrila and Ancillo 2022; Hao, Xiao, and Chon 2020; Ratten 2021; Ratten and Jones 2021; Singh et al. 2022). In the new normal companies related to tourism must make uncertainties supportive strategies. For policymakers, destination managers, stakeholders, and practitioners in European destinations, the researchers proposed, six main categories of strategies (financial strategies, travellers' expectations and confidence, coordination and collaboration, employment, (post-)pandemic tourism marketing, and sustainable (post-)pandemic tourism). First time in academic literature thorough scenario planning framework for (post-)pandemic tourism in European locations, was added to academic knowledge. As a result, it can serve as a point of reference for developing particular strategies for recovering or re-designing the industry in the (post-)pandemic age (Seyitoğlu and Costa 2022).

Covid-19 mainly resulted in the creation of platform economies. Platform economies are better for the world or these will prove to poison smaller and medium businesses has been another area of research(Pompurova, Sebova, and Scholz 2022). Through semi-structured interviews with councils of Slovak tour operators' companies, it was concluded that the platform economy is not poison for the tourism industry. Smaller businesses are normally less operational thus platform helps them in handling operation related issues.

In Post Covid world peripheral becomes the core. Companies before starting their business offline introduce their services online (Abena et al. 2020; Ratul Maknu, Abdul Manan, and Ariffin 2021; Seyitoğlu and Costa 2022; Sheth 2022; Singh et al. 2022). The researcher finds that Consumers and marketers are equally eager to switch to e-commerce and digital platforms since they are easy and cost-effective, according to the study. In addition, in interactive marketing, a customer care organisation will become a strategic asset. Originality/value This is a unique study produced particularly for the post-pandemic shock special issue (Sheth 2022).

The post-pandemic education world is different compared to the pre-covid-19 world (D'Oliveira and Goncalo 2021; Erdoğmu and Esen 2011; Jones, Hutcheson, and Camba 2021; Lian 2021; Malkowska, Urbaniec, and Kosala 2021; Vyas 2022). The articles emphasised the problem of post-pandemic learning process effectiveness in higher education institutions. The work market is changing nowadays, and more and more occupations are becoming obsolete. This has an impact on the quality of higher education in Europe and abroad, as a result of the proliferation of higher educational institutions (national, public, and private) that are primarily concerned with the number of students rather than the quality of education. It's critical to identify new strategies to increase learning efficacy in a setting where the epidemic has substantially altered the learning process. In post-pandemic settings, there is now a move from an industrial society to a knowledge-based society; this means that there is a transition to mass education (Buchkivska et al. 2021).

The fields that as per scholars have transformed during covid-19 and will be considered a new normal in the coming days are interactive marketing campaigns and activities (Kannan and

Kulkarni 2022). In the Post-pandemic world, more diversity is expected in the workforce in terms of gender (Foley and Cooper 2021). The financial domain is also impacted by Covid-19 (Hidayat et al. 2022). As most businesses came online, the hiring process will get better with environmental sustainability (Zhang, Hao, and Morse 2020). Entrepreneurship has become a lifestyle in the Post-pandemic world (Dias et al. 2021). In Post pandemic world work-life balance is expected to improve (Vyas 2022). Digital Skills and Labour Market Resilience is another area that grew in the post-pandemic world (Zamfir and Aldea 2020). Post pandemic world has pushed the researchers and authors to focus more on sustainability (Castro, Fernandez, and Colsa 2021; Denicolai, Zucchella, and Magnani 2021; Feroz, Zo, and Chiravuri 2021; Rahmawati et al. 2022; Rakic, Pavlovic, and Marjanovic 2021; Sparviero and Ragnedda 2021; Zhang, Hao, and Morse 2020)

CONCLUSION

After a thorough analysis of the web of science indexed journals published articles, it is concluded that besides the socio-economic, health, life crises and losses the post-pandemic world has transformed into a better world. It is expected that the understanding and learning of customers have improved. Companies are now dealing with aware customers. Several fields have transformed such as education (Buchkivska et al. 2021; Senior et al. 2021; Vyas 2022), Health (Pompurova, Sebova, and Scholz 2022; Senior et al. 2021; Xie et al. 2021), business (Aisaiti et al. 2021; Gavrila and Ancillo 2022; Pompurova, Sebova, and Scholz 2022) and work-life balance(Vyas 2022). The educated customers are expected to push their service providers to provide better customers. As every firm is competing with both local and global customers due to digital transformation and rapid penetration of e-commerce, as a result, it will make the world a better place.

RECOMMENDATIONS

Post-pandemic most of the research was conducted in the context of the developed world. Compared to the developed world the developed countries had the resources to transform as per the requirements of the customers. The platform business has flourished in the major economies. Thus, future researchers and practitioners are recommended to focus on developing countries to make the post-pandemic world a better place.

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PRIVACY SANDBOX: REDEFINING CONSUMER PRIVACY ON THE INTERNET

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Keywords: Internet, consumer privacy, tracking technologies, Privacy Sandbox, data public policy, Google

Description: An evaluation of Google's Privacy Sandbox proposal in purview of evolving data policies and regulations in major regions of the world.

ABSTRACT

This paper evaluates the effectiveness of Google's Privacy Sandbox initiative in protection of consumer privacy, as well as its compliance with the fundamental strictures of three important data regulations across the globe while also examining the challenges of implementation of the new business paradigm.

INTRODUCTION

Concerns about privacy on the Internet have been prevalent since the inception of tracking technology in the early 1990s. The shift of the Internet from an anonymous, noncommercial "cyberspace" to a commercialized space with opportunities for customization can be majorly attributed to 1993 – 1997 when several technology pioneers, began to tap into the potential of content and web personalization (Kant 2021). The start of the new millennium marked the

evolution of the Internet into a social destination enabling mass personalized spaces with myriad functionalities such as networking, commerce, media generation and exchange between users on a global scale (Ortiz-Ospina 2019). As of January 2022, the Internet had an estimated 4.95 billion users (equating to 62.5% of the world population). That user base is estimated to spend on average close to 7 hours per day on the Internet (Hootsuite and We are Social 2022). During the time spent on the Internet, users generate vast amounts of data, estimated to exceed 2 quintillion bytes of data per day(Marr 2018).

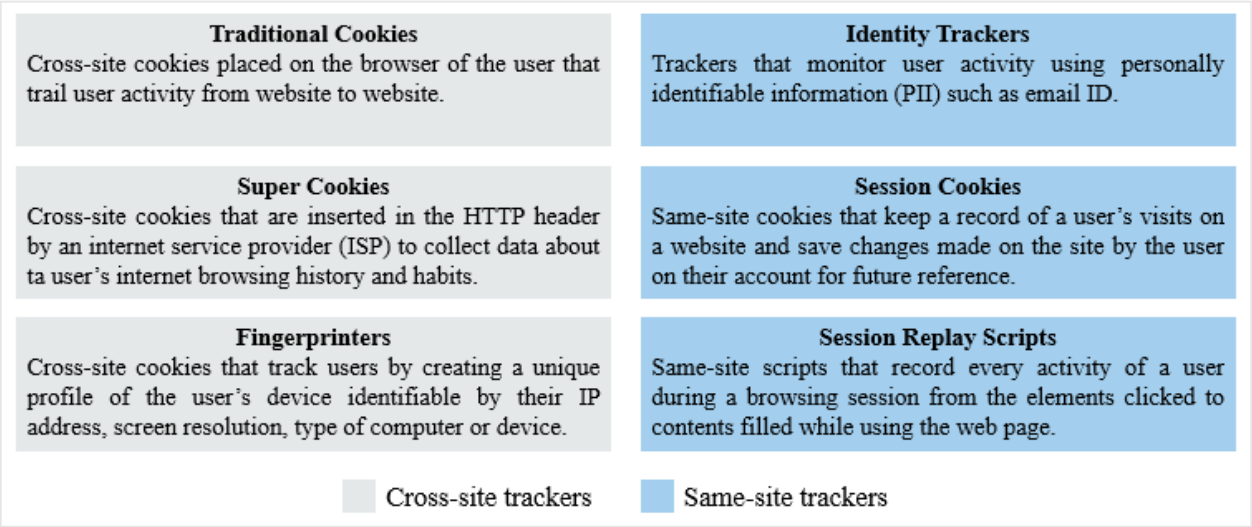
Most major online platforms and spaces make use of AI-driven technology for automated, large-scale personalization. This requires the collection of copious amounts of user data, gathered either implicitly or explicitly, in order to train complex personalization algorithms for consumer profiling and behavior prediction. The ultimate purpose being targeted marketing and advertising in the digital space A large fraction of this user data is collected passively, primarily using two types of data tracking technologies namely, *HTTP logging* and *cookies*. While HTTP logging keeps a record of every user transaction between the web client and server, it cannot be tied to an individual user's profile. Cookies, on the other hand, contain information identifying the user (Matsuda et al. 2008). Cookies are used for a multitude of applications, from cookies that store items in virtual shopping carts for the user's next visit to persistent cookies that document and track user information even after the user is no longer on a website, Matsakis (2019) offers a general classification of cookies differentiated into cross-site and same-site trackers as shown in Figure 1.

With the increasingly prevalent use of various tracking technologies across the ubiquitous Internet, major concerns have arisen about consumer privacy. In the words of Harvard Professor, Shoshana Zuboff, "Surveillance capitalism unilaterally claims human experience as free raw

material for translation into behavioral data"(Zuboff 2019). While data tracking technology is evolving at a tremendous pace, guidelines and policies pertaining to use and protection of personal data lag behind and are typically reactive in nature (Walker, Milne, and Weinberg 2019).

Figure 1

Types of Tracking Technology on the Internet (Matsakis 2019; Bacon 2017)



In light of rising concerns about consumer privacy among users and legislators alike, major technology companies face serious criticisms and accusations of violation of user privacy (Silverman 2019). All technology companies have assumed a proactive stance towards ensuring privacy and have incorporated the element of privacy into the design of their tools and technologies (Johnson, Runge, and Seufert 2021). In August 2019, Google announced its initiative, Privacy Sandbox. This initiative aims at making the Internet a safer space for users, notably by elimination of third-party cookies and introduction of alternative tracking technology that ensures greater protection of users privacy (Schuh 2019). This conceptual research work aims to understand the effectiveness of the Privacy Sandbox initiative in providing adequate protection to consumer privacy and compliance with public policy across the world. Additionally, this treatise considers

the challenges Google will face in the implementation of this initiative and its impact for the online business landscape.

UNDERSTANDING DATA TRACKING ON THE INTERNET

While the widespread use of the Internet began as early as the 1980s, it was only a decade and a half later that tracking technology became a pervasive aspect of the digital space (Kant 2021). Developed in 1994 by Lou Montulli, cookies were first used on Netscape for enabling websites to become commercially viable entities (Singleton 2000). In the same year, AT&T displayed their first ever banner ad on HotWired which eventually paved the way for the development of the *click-through* model, allowing advertisers to track user interaction with online advertisements. Mid-to-late-90s saw the popularization of online advertising with the Internet housing major cohorts of ad networks. However, these digital entities continued to face challenges with respect to monetization of online media (Kant 2021).

By 2000, developments in new monetization approaches such as Ethan Zuckerman's algorithm facilitating demographic targeting of website visitors and the establishment of Open Profiling Standard (OPS) by Microsoft further facilitated the evolution of the digital marketplace, offering viable digital services and solutions that enabled vendor access to extensive attributable user data. The advent of automated matching of online advertisements to websites based on their content and real-time bidding for ad space was instrumental in further opening the digital space to small businesses and web publishers in the early-to-mid-2000s. The integration of behavioral targeting into real-time bidding in 2008 pointed to a paradigm shift towards the utilization of *user behavior* over *media content* as the means of targeting (Kant 2021).

While data tracking technologies form a major part of an Internet user's browsing experience, concerns pertaining to intrusive tracking have multiplied with the rise in evidence pointing to a culture of “dataveillance” on digital platforms (Kant 2021). According to the Cisco 2021 Consumer Privacy Report, 46 percent of consumers expressed concerns over not being able to effectively protect their personal data citing the lack of transparency and clarity with respect to business data practices. About 76 percent of the consumers claimed that they were uncertain about how and for what purpose their data was being used (CISCO 2021). As high as 81 percent of consumers in Pew Research Survey felt that they lacked control over the data being collected by companies, while an even higher percentage feared the same for data collection by governments (84 percent). The perceived risks of data collection may outweigh the perceived benefits. Consumer concerns and lack of awareness about the ways their data is exploited are recognized as major issues in the online space (Auxier et al. 2019). With the increasing dependency on digital technologies and platforms during the pandemic, privacy concerns among users have risen drastically (Yaraghi and Lai 2022).

Research into data tracking technology suggest that widespread consumer privacy concerns may be justified. Acar et al. (2014), in some of the first large scale research into privacy-intrusive tracking techniques, such as canvas fingerprinting and ever cookies, strongly establish the difficulties of evading persistent tracking on the Internet, even by advanced users (Acar et al. 2014). Cahn et al. (2016), in an empirical study of web cookies through evaluation of cookie attributes, placement policies on websites and information transformation strategies concluded that third-party cookies are twice as prevalent as first-party cookies. Moreover, they concluded that 1 percent of entities were responsible for issuing cookies aggregating 75 percent of data on the Internet. When set to maximal permissions, it was observed that security is the

primary concern in the case of first-party cookies as opposed to privacy in the case of third-party cookies. Cahn et al. (2016) revealed an important insight that improved user visibility and knowledge on the use of both first- and third-party cookies, enabling them to make more informed judgements on the settings of their browsers. In a research work pertaining to automated detection of privacy violations, Englehardt (2018) discovered that as much as 30 percent of email traffic revealed recipient's email ID to third parties. It also established that in case two web pages embed the same tracker on a browser, a third party can link these user's visits to these pages even with distinct IP addresses during each of the visits with the ability to reconstruct nearly 62 – 73 percent of the user's web history (Englehardt 2018).

DATA POLICIES AND REGULATIONS ACROSS THE GLOBE

Owing to the omnipresence of tracking technology on the Internet and digital platforms, the resounding call for protection of personal data of consumers has been echoed across the globe. The past decade has seen a surge in data public policy and regulation across the world in response to concerns over data privacy. This research work examines three data regulations, namely, General Data Protection Regulation (GDPR) 2018 in Europe, California Consumer Privacy Act (CCPA) 2020 in the United States and the Personal Data Protection Bill (PDPB) 2021 in India. Upon review of the provisions of the abovementioned legislations, the common underlying themes are summarized in Table 1.

Table 1

Comparison of Data Privacy and Protection Legislations (collation by author of multiple sources)

Themes	Observations
Data collection, processing,	Both GDPR and PDPB require explicit user consent before collection, processing, storage, handling and transferring of data (European Parliament

storage, handling and transfer with user consent	and Council of the European Union 2016; Dhavate and Mohapatra 2022). According to GDPR, consent must be freely given, specific, informed, unambiguous and revokable (Wolford 2022). The CCPA on the other hand does not require consent for data acquisition or handling but only for selling of user data (California Department of Justice 2020). In addition to personal data processing, both GDPR and PDPB have provisions for sensitive personal data (European Parliament and Council of the European Union 2016; Walia and Chakraborty 2021). A provision for handling sensitive information is expected to be included in the regulation succeeding CCPA, the California Privacy Rights Act (CPRA) 2020 (International Association of Privacy Professionals 2021).
Data minimization/need-based data collection	While GDPR has a definitive clause for data minimization requiring that the data controller collect data only relevant and necessary to the specified purpose, PDPB does not have an express principle for data minimization and the essence of the principle is included as a part of the data collection clause instead (European Parliament and Council of the European Union 2016; Walia and Chakraborty 2021). While the CCPA has no provision for data minimization, CPRA is purported to include such a requirement (International Association of Privacy Professionals 2021).
User rights to access, transfer or erase personal data	All three legislations provide users rights enabling them to make decisions on the handling of their personal data with provisions for data access, portability, and erasability (European Parliament and Council of the European Union 2016; Dhavate and Mohapatra 2022; California Department of Justice 2020). Additionally, the GDPR makes a unique provision for correction of data if required which is expected to be incorporated in the CPRA as well (International Association of Privacy Professionals 2021). The PDPB furthermore requires the data fiduciary to maintain transparency and fairness of algorithms and methods used for processing data (Dhavate and Mohapatra 2022).
Data breach management	GDPR demands a breach notification to the supervisory authority as well as the user within 72 hours as does PDPB with an additional provision for the Data Protection Authority (DPA) to direct the data fiduciary to undertake remedial measures to mitigate any harm caused to the user (Lowijs 2022; Dhavate and Mohapatra 2022). Under the CCPA, consumers have the right to sue for security breaches as well as are eligible for statutory damage compensation of $100 - $750 per breach (Shirley 2019).
Data localization and cross-border data transfer	Both GDPR and PDPB have restrictions that limit data processing and usage within the countries under jurisdiction (Amini 2022); Chakraborty and Walia 2022). GDPR has an adequacy decision mechanism and safeguards for cross-border data transfer. (Privacy Research Team 2021). For the PDPB, on the other hand, a contractual approach for cross-border data transfer has been recommended (Chakraborty and Walia 2022). The CCPA currently has no provisions for data localization or cross-border data transfer but the CPRA will include terms in this regard (International Association of Privacy Professionals 2021).

While technology majors, including Amazon, Alphabet, Meta have been levied multi-million dollar fines for multiple violations of the GDPR during 2019 to 2022, the enforcement of the CCPA and the PDPB are also expected to subject these and other digital companies to colossal monetary and operational penalties that would act as a strong deterrent to further data privacy violations (Collins 2022; Schmidt 2018; Doval 2021).

EXPLORING GOOGLE'S PRIVACY SANDBOX

Google, with its unparalleled share of 88.6% of the global search market and approximately 4.4 billion search users, is one of the world's largest reservoirs of user data (Johnson 2022). However, Google has been in the news for controversial data privacy violations in the past (Heiligenstein 2022). As Google's technological peers such as Apple and Mozilla advance towards making their technologies more privacy-centric and as data regulations across the globe tighten, Google has had little choice but to incorporate the necessary privacy measures to retain its market share and competitive advantage in the digital market (Leswing 2021;"Adjusting Firefox settings to enhance your online privacy" 2021). Google launched Privacy Sandbox initiative in response to the rising concerns on consumer privacy among policy makers as well as users across the globe (Schuh 2019). Google claims that this initiative aims to develop technology that would bilaterally protect consumer privacy online while also ensuring that digital businesses continue to possess the tools to succeed in the virtual ecosystem with an ultimate vision to keep online content and services free for all. ("The Privacy Sandbox" 2022). Additionally, Google mentions its close work with UK's Competition and Markets Authority (CMA) and Information Commissioner's Office (ICO) to ensure regulatory compliance (Malcolm 2022). While initial development and testing of these techniques began in 2021, a fully-fledged adoption is expected as early as 2023 in sequential stages. Categorized based on

their potential applications, the proposals offer solutions to minimize the use of tracking technology, while also enabling digital entities to meet their business objectives ("Priv. Sandbox" 2022).

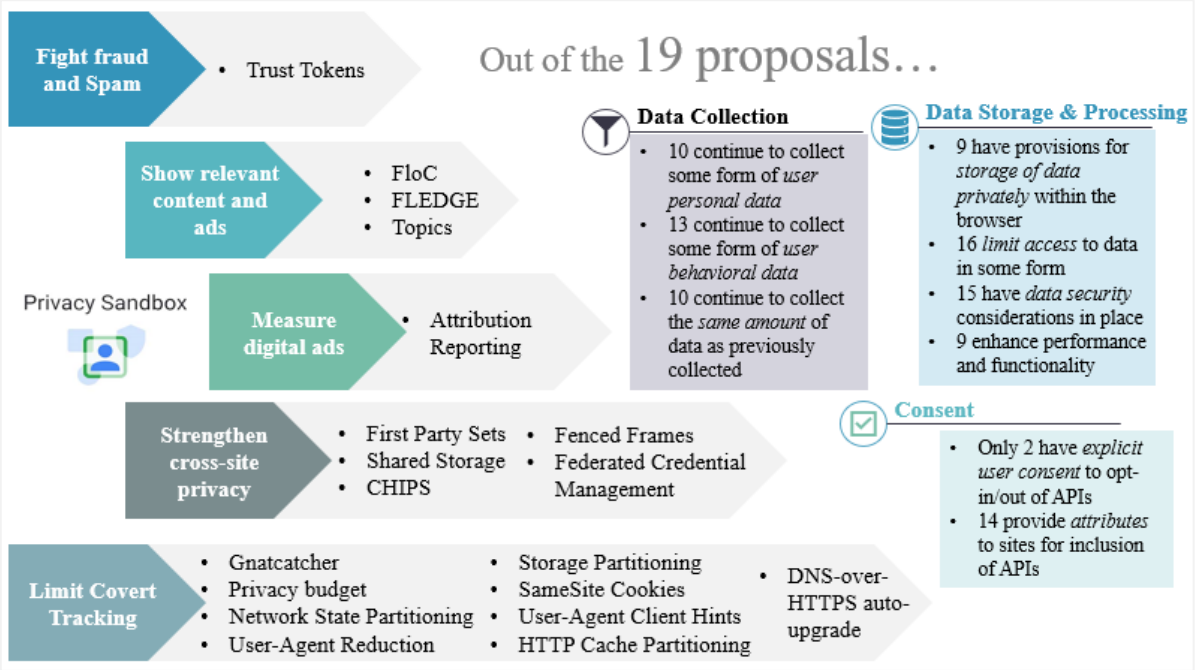
Feedback and reactions to the Privacy Sandbox have been a mixed. While some such as Johnson et al. (2021) offer insights on the novel applications of Privacy Sandbox for digital advertising from an optimistic perspective, others err on the side of caution (Johnson, Runge, and Seufert 2021). MacCarthy (2021) describes the current contention of Privacy Sandbox as an attempt to monopolize information on consumer behavior. Further, potential scenarios of an anti-trust reaction to this initiative and its outcomes are also some of the themes discussed (MacCarthy 2021). Nottingham (2021) examines whether the proposal constitutes an abuse of market power (Nottingham 2021).

In this paper the Privacy Sandbox has been studied from the perspective of adherence to the fundamental principles of the three selected data regulations as well as verification of the claims of enhancing consumer privacy. The observations made are summarized in Figure 2. Many proposals continue to collect the same amount of user-identifying data as collected previously with use of session cookies and forms of fingerprinting techniques, while enforcing data access limitations only to third parties. The use of behavioral data continues to be at the crux of most of the proposed models and technologies. FLEDGE, Attribution Reporting, Gnatcatcher, Privacy Budget and User-Agent Client Hints are some notable proposals that offer viable solutions that majorly preserve the identity of users through considerable data minimization, including localization of data to the user's browser in some cases, while also ensuring that online business requirements are met using various technologies like *differential privacy, k-anonymity,*

on-device processing, entropy, distribution of trust, cryptography, willful IP blindness, and *Near-path NAT* among many others

Figure 2

Privacy Sandbox: A Summary of Consultative Proposals and Technology Solutions ("Privacy Sandbox for the Web" 2022)



Only FloC and User-Agent Client Hints explicitly obtain user consent and offer controls for customizable settings while most proposals provide third-party sites with options to incorporate attributes of the APIs. Stronger security, enhanced performance and improved ease-of-use are major considerations in the design of most proposals in the Privacy Sandbox.

TAKEAWAYS AND RECOMMENDATIONS

While Google may have laid the initial foundation for its journey towards the development of a privacy-first web, the current state of Privacy Sandbox falls short of addressing the full array of global privacy concerns and regulatory requirements. Even as technologists such

as Ethan Zuckerman (developer of demographic targeting) call for an industry wide shift away from the highly successful yet privacy-threatening targeted ad-based model, Google strives to comply while still safeguarding the essence of its revenue model with continued reliance on user behavioral data to power solutions outlined in the proposals (Zuckerman 2014). While many of the Privacy Sandbox proposals limit access to user data for third parties, lack of constraints on collection of user data at source raise concerns on whether this constitutes an attempt by Google to further monopolize user data reservoir. An empirical analysis of the proposals may offer more definitive insights into the effectiveness of the endeavor in achieving its consumer privacy and compliance goals.

Although Google has invited sector stakeholders to participate in the development and testing processes of Privacy Sandbox, it is interesting to note that a Google Trends analysis of the term Privacy Sandbox returns only approximately 3500 hits worldwide in a five-year period. This points to minimal third-party participation, feedback and decision-making contribution on a global scale since the launch of Privacy Sandbox in 2020. Perhaps stemming from inadequate publicization of the initiative (Google Trends 2022). If Privacy Sandbox is to gain broad consensus, Google must drive forth the conversation to reach a larger cohort of technologists, legislators and peers to ensure transparent feedback and to foster debate.

It is essential to bridge the gaps between user perceptions and privacy demands, the state of legislation and the need for personalization and the needs of a data driven business model that underpins the existence of the commercial Internet. It is also essential to recognize that the data regulations house shortcomings of their own and require constant evolution to keep pace with technological advancements and balancing the interests of all stakeholders. Due management of

personal data by users must be made more feasible without overly complex access and retrieval and removal processes.

Privacy-centric measures by digital organizations must go beyond the objectives of gaining competitive advantage or retention of market share to reflect fairness in business practices and consumer well-being. Collaboration among stakeholders with active user participation would ensure the shaping of an optimized privacy-oriented digital future.

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PRODUCT LABELS REVEALING THE TOXIC HEAVY METALS IN BABY FOOD: CONSUMER REACTION TO GOVERNMENT VS. SELF-REGULATORY OVERSIGHT

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Keywords: baby food, product labels, warning labels, consumer confusion, product label oversight

Description: In response to the public outcry over the presence of toxic heavy metals found in baby food, we created a between-subjects experiment testing various label options, product testing oversight (industry vs government), product involvement, and label placement as independent variables with dependent variables of consumer confusion, trust, attitude, and WTP.

EXTENDED ABSTRACT

Research Question

Which combination of information and product label language results in the lowest levels of consumer confusion and negative affect and highest levels of understanding, helpfulness, and positive affect?

Method and Data

A between-subjects experimental design was utilized with labels (4), information (3), and label oversight (2) as independent variables. We tested 6 label options that included traditional and non-traditional product warning language, as well as front and back of package options. For accompanying information, we tested negative information (as was disseminated in the investigative report and subsequent media coverage), balanced information (as was disseminated

by manufacturers and the FDA in the aftermath of the investigative report), and a control condition with non-related information. For label oversight, we tested governmental oversight (FDA) or industry self-regulation (the Baby Food Council). The online experiment was administered by Qualtrics and had 937 respondents.

Summary of Findings

Even though this public health and product safety issue has received wide-spread media coverage, only 30% of respondents had any underlying baseline knowledge about the presence of toxic heavy metals in baby food. This finding is central to all other findings because it demonstrates the necessity for an information awareness campaign to accompany any product label roll-out. Across all dependent variables, traditional warning label language was least effective when accompanied by only by the negative information found in the congressional subcommittee report and most media coverage. When presented with factual information about the presence of toxic heavy metals in baby food and then evaluating baby food products with a warning label, consumers reported the highest levels of confusion and negative affect and lowest levels of understanding and positive affect. Confusion was significantly lower when consumers were presented with balanced information that acknowledged the naturally occurring presence of toxic heavy metals in soil and water. With regards to the source of label oversight, consumer confusion was lowest when respondents were presented with balanced information, a warning label, and a safety seal administered by the FDA.

Key Contributions

This study provides demonstrative evidence that not all product warning labels and label roll-out efforts are created equal. Our findings provide the necessary elements that should be included in any product label regulations regarding the presence of toxic heavy metals in baby foods.

Namely, these labels should not be implemented without an extensive awareness campaign to accompany them. This study provides the details necessary for resultant regulations to be consumer-centric and deliver the greatest value and understanding to baby food purchasers, particularly as it relates to what information should be included in the awareness campaign, who should be the message source, and how the information should be disseminated.

PURCHASE BEHAVIORS DURING EMERGENCIES: EXPLORATORY ANALYSES AND PREDICTIVE MODELS

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ABSTRACT

In this study, we examine consumers' shopping behaviors during emergency events by posing a series of research questions. The data for the study came from two sources: pre-and post-emergency grocery store scanner data from a regional U.S. supermarket chain, and an electronic survey. We obtained the supermarket shopping data of reward card holders for hurricanes Matthew and Irma in Florida, an early winter storm in Midwest, and COVID-19 in both Florida and Midwest, as well as baseline information for the same stores.

For the first research question, “When the public is notified about an upcoming emergency event: (a) What categories of shopping behaviors for emergency items are observed? (b) What percentage of shoppers belong in each category? and (c) What is the average expenditure in each category?” we conduct multiple cluster analyses and identify three distinct shoppers during an emergency event: strategic shoppers (i.e., those who purchase less compared to their baseline), routine shoppers (i.e., those who do not change their shopping behaviors compared to their baseline), and stocking shoppers (i.e., those who purchase more compared to their baseline). We present the percentage of consumers adopting each behavior and identify their average expenditure.

For the second question, “How do consumers change their shopping behaviors toward novel emergency events?” we compare consumers' shopping behaviors between traditional and novel emergency events, where traditional events are those that occur on a regular basis and novel events are those that occur rarely in one's lifetime. We find that most consumers adopt routine behaviors for novel events (e.g., similar behaviors as compared to the traditional baseline).

For the third research question, “How can we predict emergency shopping behaviors that will be observed after the public is notified of emergency events?” we demonstrate that shopping behaviors can be predicted before emergency events. Our model achieves an average accuracy value of 70.3% in predicting such shopping behaviors. Recommendations for public policy makers and retailers and provided.

REDUCING THE NEGATIVE IMPACT OF ULTRA-PROCESSED FOODS: EFFECTS OF PROCESSING CLAIMS AND STOP SIGN DISCLOSURES ON DISEASE RISK, HEALTH PERCEPTION, AND PURCHASE INTENTIONS FOR ULTRA-PROCESSED FOOD PRODUCTS

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Keywords: Processing claims; product disclosures; consumer perceptions; product labeling

Description: In three studies, we examine the direct and indirect effects of FOP processing claims and the attenuating effects of stop sign disclosures on healthfulness, disease risk, and purchase intention of consumer-packaged ultra-processed food products.

EXTENDED ABSTRACT

Research Question

In the United States, more than 50% of the average calorie intake comes from ultra-processed foods (UPF). High levels of UPF consumption have been linked to negative health outcomes including obesity, type-2 diabetes, cardiovascular disease, and cancer. As a result, multiple countries have implemented stop sign disclosures on the front of food products to highlight excessive levels of *nutrient* content often associated with UPFs. Unfortunately, consumers often make inappropriate inferences based on front-of-package (FOP) *processing* claims (e.g., natural) that have been shown to affect healthfulness perceptions beyond nutrient content alone (Rybak et al. 2021). In the U.S., the Food Labeling Modernization Act of 2021 calls for a new labeling system and specific requirements for processing claims to aid consumers

in making healthful food choices. Consequently, this research examines the use of Chilean-style *processing* stop sign package disclosures to present objective information to consumers. In three experiments, we examine the direct effects of stop sign disclosures on healthfulness, disease risk, and purchase intentions as well as the indirect effects through product processing level. Additionally, we examine the attenuating effects of these disclosures on the favorable, and potentially misleading, inferences drawn from unregulated and regulated FOP *processing* claims.

Method and Data

In Study 1, we addressed two types of stop sign package disclosures for UPFs, one that simply identifies the product as an ultra-processed product (UPF_{disc}) and one that presents three specific processing attributes related to UPFs (PA_{disc}). The study utilized a 2 (UPF_{disc}: present vs. absent) x 2 (PA_{disc}: present vs. absent) between-subjects design with 392 online participants. Multi-item scales drawn from prior research included disease risk, perceived healthfulness, and purchase intentions (Keller et al. 1997; Berry et al. 2017). Perceived product processing level was also assessed as a mediator. In Study 2, we included an additional factor, FOP all-natural claim (present vs. absent), to explore how each disclosure type moderates the effect of a favorable, *unregulated* processing claim and how this moderation extends to downstream outcomes. Lastly, in Study 3 we investigate the robustness of Study 2 results by testing the USDA *regulated* organic processing claim, a different food category, and the currently implemented negative *nutrient* attribute stop sign disclosure (NA_{disc}). The study utilized a 2 (UPF_{disc}: present vs. absent) x 2 (NA_{disc}: present vs. absent) x 2 (FOP organic claim: present vs. absent) between-subjects design.

Summary of Findings

In Study 1, we found similar direct and indirect effects for both processing disclosure types, suggesting that the simple, single stop sign disclosure may help consumers accurately determine the level of product processing and healthfulness, and lead to downstream effects on purchase intentions. In Study 2, in the absence of either disclosure type, the *unregulated* all-natural claim had favorable indirect effects on our outcome variables; however, in the presence of either the single UPF_{disc} or the three attribute PA_{disc}, the effects of the all-natural claim were no longer significant. These results further suggest the value of processing related stop sign disclosures to aid consumer perceptions and support the use of a simple, single disclosure. In our third study, we tested the UPF_{disc} and the USDA *regulated* organic FOP claim. We also examined the effects of the NA_{disc} which is currently used on UPF products in other countries (e.g, Chile). Consistent with our theorizing, in the absence of either disclosure the organic claim had favorable indirect effects on our outcome variables, and the presence of the *nutrient* disclosure did not attenuate these effects. Alternatively, the single UPF_{disc} again successfully attenuated these effects, consistent with Study 2.

Key Contributions

There is an extensive list of medical research within the past five years that has shown relationships between UPF consumption and severe disease risk, including type-2 diabetes, cardiovascular disease, hypertension, advanced heart age, cancer, and obesity (e.g., Mendoca et al. 2016; Juul et al. 2018; Piore 2021). The FDA (2022) is currently conducting research to select a FOP symbol that food companies could use on a food product to convey that a product is "healthy" but have yet to offer any objective definition of what is "healthy." In the past their

definition has been linked only to nutrient information (e.g., saturated fat, sodium); however, it has become clear in this and other research (Caldwell 2021; Rybak et al. 2021) that consumers perceive product healthfulness to include attributes beyond just nutrient levels and that reduced processing is viewed favorably. In all three experiments, disclosures informing consumers that the product is ultra-processed significantly reduce healthfulness evaluations. These effects occur despite a nutrition facts panel and ingredients list presented on the back of the package, and the results extend beyond *nutrient* stop sign disclosures. Further, product processing level evaluations mediate effects on the downstream outcomes of healthfulness, disease risk, and purchase intentions.

References are available upon request.

RELIGIOUS COPING AND CONSUMER WELL-BEING: A STUDY AMIDST THE COVID-19 PANDEMIC

Running head: Religiosity and Wellbeing

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Description

This paper aims to investigate the relationship between religious coping and consumer well-being during COVID-19 pandemic, an area that is still under-researched in the literature.

EXTENDED ABSTRACT

RESEARCH QUESTION

With the unprecedented drastic change in consumers' lifestyles, COVID-19 poses disruptive consequences on consumer well-being. In light of the role of religious coping as an alleviation mechanism, the study aims to examine the potential role of religious coping in enhancing consumer well-being during the pandemic. Hence, the main research question is: *what is the relationship between consumer well-being and religiosity?*

METHOD AND DATA

A conclusive descriptive research was used in this study, utilizing web-surveys, to investigate the relationship between religiosity and wellbeing among a global sample. Religiosity was

measured with 5- item scale by Mathur (2012) whereas wellbeing was measured by 5-item satisfaction with life scale by Diener et al. (1985), which is a five-item measure that assesses an individual's global judgment of life satisfaction by evaluating how a person's life is going. The last section of the survey included demographic information. The final sample size for this phase was 264 respondents. The data collection process was completed during the month of September 2020.

SUMMARY OF FINDINGS

When looking at the whole sample, the results of the current study did not support the hypothesis. However, when exploring the female and male cohorts independently, religiosity was found to have a significant positive impact on life satisfaction among females. Additionally, results showed that males reported higher levels of life satisfaction than females, whereas there was no significant difference between the two groups in their religiosity levels. Concerning the age, correlation analysis showed that there was a significant relationship between religiosity and satisfaction with life among the age cohort of 22 – 38 years only. Results also showed that there was a statistically significant difference between groups in religiosity and satisfaction levels. As for the education, correlation analysis showed that there was no significant relationship between religiosity and satisfaction with life among any educational level. With regards to the nationality, there was a weak significant relationship between religiosity and satisfaction of life among Arab respondents compared to non-Arabs. Finally, the relationship was explored across two groups of respondents based on the contact of Covid-19. There was no significant correlation between religiosity and satisfaction with life among the two groups.

KEY CONTRIBUTIONS

The research makes two important contributions to literature. First, our research extends on the religiosity and spirituality literature by studying the potential role of religiosity in improving individual well-being during a novel contextual pandemic situation. The coping role of religiosity as a coping mechanism during COVID-19 pandemic is still under-researched. Few recent studies have investigated religious coping and well-being during the COVID-19 outbreak. Second, the inclusion of both Arabs and Non-Arabs in the study allows for creating new discussions on the cross-cultural understanding of the similarities and differences in consumer orientations.

Scarcity in COVID-19 vaccine supplies reduces perceived vaccination priority and increases vaccine hesitancy

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Keywords: at-risk populations, compassion, COVID-19, scarcity, trust, vaccine hesitancy, vaccination intentions.

Description: Results from two studies demonstrate that perceived scarcity in COVID-19 vaccine supplies reduces vaccination intentions, suggesting policymakers need to deemphasize the scarcity of vaccines to increase vaccine acceptance.

EXTENDED ABSTRACT

Research Question

The development of effective vaccines against COVID-19 are paramount for containing the pandemic and preventing deaths. However, even though several successful vaccines were approved worldwide, available doses are insufficient to meet current demand. How this vaccine scarcity affects individuals' willingness to be vaccinated? This paper aims to address this important public policy question, as vaccine hesitancy can hinder controlling the pandemic. In addition, what key variables moderate the relationship between vaccine scarcity and intentions to be vaccinated?

Method and Data

In two pre-registered experimental studies (total $N = 927$), we manipulated whether COVID-19 vaccines were scarce or widely available, and tested the effect of scarcity frame on one's vaccination intention. Using moderated mediation models, we also explored the role of trust in doctors and compassion for others. Study 1 was conducted with a student population, while study

2 sampled participants with or without pre-existing conditions that can make one more vulnerable to COVID-19.

Summary of Findings

We find that scarcity of COVID-19 vaccines decreases willingness to be vaccinated (contrary to most scarcity research findings) due to lower perceived priority to receive the vaccine. Perceived scarcity in vaccine supplies reduced average intentions to vaccinate by up to10 points on a 100-point scale. Trust in doctors decreased the deleterious effect of low perceived priority due to vaccine scarcity on vaccination intentions. For participants with high compassion, namely a greater ability to understand or be aware of the suffering of others and the need to act to end that suffering, (top 48.4% of the distribution), scarcity reduced their vaccine intentions, while for participants with low compassion scores (bottom 1.4% of the distribution), scarcity increased their vaccine intentions.

Statement of Key Contributions

Results from two studies indicate that public health authorities should deemphasize COVID-19 vaccine supply scarcity to improve public acceptance of the COVID-19 vaccine. Trust in doctors may be an important lever for improving COVID-19 vaccination acceptance when supplies are scarce. Public health messaging should also target highly compassionate individuals to emphasize how accepting a COVID-19 vaccine when available helps other people, even when vaccines are scarce.

References are available upon request.

SECOND ORDER EFFECTS OF MARKETING INTERVENTIONS: EVIDENCE FROM FIREARM DAILY DEALS

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Keywords: firearms, marketing promotions, training, difference in difference

Description: We show that marketing promotions for firearms training increase the prevalence of firearms usage in confrontations in the same geographic area, demonstrating a negative second-order effect of marketing activity.

EXTENDED ABSTRACT

Research Question: Recent years have seen a marked increase in homicides, and particularly so those involving firearms. A proposed driver of this spike is the proliferation of firearms and the normalization of their use. Given their omnipresence, training in their safe handling and use may help to reduce risks associated with ownership. While intuitively it might be expected that training would improve safety and decrease their usage to resolve conflicts, prior work has shown that trained individuals are more likely to engage in unsafe storage and handling behaviors. This type of risk-seeking behavior is consistent with the idea that training increases comfort with firearms. Moreover, such training may also increase the perceived instrumentality of firearms, i.e. an owner may believe they better understand how a firearm can be used to terminate a conflict, and encourage owners to do so. We examine the effect of promotional discounts for firearms training offered at gun ranges, which has two potential impacts. First,

these offers provide training in the use of firearms, increasing the perception of their instrumentality. Second, marketing legitimizes risky behaviors and politically contested markets; suggesting that offering training might normalize the possession, carry, and use of firearms among those exposed.

Method and Data: We employ a difference-in-differences approach, with the treatment being marketing promotions offered on deal-of-the-day websites (e.g. GroupOn) for firearms training in 20 counties across the U.S. in 2011, along with two placebo treatments: promotional offers providing access to firearms without training, and other common deals including golf and yoga. Our dependent measure was the number of criminal arguments involving firearms reported through the FBI's National Incident Bureau Reporting System during the period 2001-2019. This data set provided partial coverage in approximately half the counties in the United States, and various comparisons between covered and uncovered counties suggested that the observable differences between counties and potential selection issues were unlikely to be the driver of our findings. We also include additional time-varying controls to account for alternative explanations, capturing firearms availability and salience, as well as broader economic and social factors. These data sets were sourced from the ATF, NewsBank, BEA, and U.S. Census, among others. As our dependent measure was a count variable, we estimated a Poisson model, incorporating two-way fixed effects to capture geographic- and time-varying heterogeneity. Results were consistent using a log OLS and IHS-transformed variables. All models were estimated using robust standard errors clustered on county.

Summary of Findings: Counties treated by promotional offers for firearms training experienced a significant increase in the number of arguments involving firearms. The identification strategy was validated in multiple ways, including an event study model, testing reverse causality, and for treatment heterogeneity. Results were consistent when controls were included, and we see a decreasing effect size when expanding the geographic radius of counties that experience treatment. Placebo treatments showed null effects of firearms promotions that do not involve training, nor for other common promotional offers. We see no effects on alternative dependent measures for other crimes recorded by NIBRS where firearms training would not be expected to have an effect, including counterfeiting and non-forcible sexual offenses. Finally, existing theory suggests that individual firearm usage is predicated on consumers' perceptions of instrumentality (provided by training) and their availability. Thus, areas with wider firearms availability should experience a more substantial increase in firearms arguments following treatment. To test this, we interacted the treatment indicators with measures of firearms availability: the number of Federal Firearms Licensed (FFL) dealers and of sporting goods stores in the county. Following treatment, areas with higher levels of firearms availability experienced a larger increase, consistent with our theorizing.

Statement of Key Contributions: Our results indicate that providing training in firearms increases the frequency with which individuals will use them to resolve conflicts. Our analyses highlight the robust, specific, positive effect of firearms promotions on the use of firearms in resolving conflicts and demonstrates that these effects are moderated by firearm availability, as predicted by existing theory. This suggests that marketing interventions that provide training increase their perceived instrumentality and legitimize their regular use. This is counter to the

guidance of many advocates for increased training in the use of firearms as a solution to the rise in firearms death, and instead suggests that this may have the pernicious effect of further amplifying this trend.

SHARENTING IN AN EVOLVING DIGITAL WORLD:

INCREASING ONLINE CONNECTION AND CONSUMER VULNERABILITY

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Keywords: sharenting, online privacy, social media, children's rights, consumer vulnerability, personally identifiable information (PII).

Description: Conceptual paper which establishes a framework to define different types of sharenting (active, passive, invisible), develops an ecosystem view of key stakeholders impacting information being sharented, and provides a research agenda for policymakers and consumer welfare researchers.

EXTENDED ABSTRACT

Sharenting (using social media to share content about one's child) is a progressively common phenomenon enabled by society's increased connection to digital technology. Although it can facilitate positive connections among internet users, it also leads to concerns related to children's online privacy and well-being. This paper establishes boundaries and terminology related to sharenting in an evolving digital world. First, while much of the prior sharenting research focuses on the parent-child dyad, we apply consumer vulnerability theory to conceptualize a modern sharenting ecosystem involving key stakeholders (parents, children, community, commercial institutions, and policymakers). This expanded ecosystem extends the sharenting literature to better define the complex dynamism inherent in sharenting as part of our increasingly virtual society. Next, we expand the characterization of sharenting by introducing a spectrum of awareness that categorizes types of sharenting (active, passive, and invisible). These definitions help researchers explore how and why personally identifiable information (PII) may be (un)intentionally shared in different contexts. Finally, using the conceptual structures developed in this paper, we provide a research agenda for policymakers and consumer welfare researchers.

Research Question

Digital technology's pervasiveness in everyday life is increasingly changing childhood, raising concerns about children's digital privacy from global organizations such as the United Nations and UNICEF. This already accelerating trend was put into sharp relief during the pandemic, where children saw their daily educational and social routines moved online, increasing

children's vulnerability as their digital footprint expanded. Parents are legally considered the owners of their children's information, authorizing access and co-ownership of their child's data. Many parents choose to sharent, or share information about their children on social media, which may result in unintended audience(s) gaining access to their child's personally identifiable information (PII). While sharenting often comes from the desires of a parent, it can also be encouraged by an ecosystem of stakeholders who may encourage sharenting for personal, commercial, or public gain. Similarly, with the development of increasingly complex digital platforms, a tech-burdened parent may be unaware of who the end consumers of sharented content might be. This research seeks to define the sharenting ecosystem in an evolving digital world and establish a framework of sharenting awareness to provide a structure for researchers, parents, and policymakers.

Method and Data

Our conceptual development of sharenting in today's digital landscape is based on an extensive, interdisciplinary literature review, including: marketing, law, communications, and privacy. While the sharenting literature often focuses on the parent/child dyad, we argue that a richer conceptualization of the context, developed within an increasingly connected and complex digital world, will aid understanding of how stakeholders make decisions and encourage information sharing. These stakeholders are not isolated entities, but instead interact and share data in a complex set of connections that can make accountability difficult. Our conceptual framework reflects a theoretical synthesis using a multi-disciplinary lens.

Summary of Findings

We identify an ecosystem of sharenting stakeholders that interact to create, disseminate, and encourage sharented content. The sharenting ecosystem includes parents, children, audience/community, commercial interests, and policymakers. These categories provide a clear framework for researchers, parents, and policymakers to analyze specific sharenting situations. While it is commonly parents who authorize and become co-owners of their child's information, there is a larger network of parties who may be involved in sharenting.

We develop a spectrum of sharenting awareness that categorizes three types of sharenting: active, passive, and invisible. First, active sharenting is intentional, where parents are *aware* of their posting, however they may or may not *understand* its implications. Thus, parents who believe they are sharing information may actually be surrendering it, increasing their vulnerability. Second, passive sharenting occurs as a feeling of resignation, in that sharenting may be perceived as unavoidable in modern society. Finally, invisible sharenting occurs when parents do not recognize their sharenting. This additional, covert layer of sharenting occurs after a parent shares information; it is often initiated by commercial interests and may be a byproduct of a company taking advantage of a parents' lack of digital literacy.

Key Contributions

Major changes in online communication have occurred since the pandemic began, broadening a digital landscape ripe for vulnerability and sharenting. Sharenting continues to evolve in the dynamic interaction of technology and culture. While parents and children have thus far been the most frequently researched stakeholders due to their common vulnerabilities, a systems view delivers the necessary structure to incorporate other marketplace actors into our understanding.

Our road map for evaluating the five key stakeholders (parents, children, community, policymakers, and commercial institutions) and three different types of sharenting (active, passive, and invisible) highlight the importance of understanding the scope of sharenting in an ever-increasing digital world. Finally, this framework facilitates an integrated approach for expanding sharenting research and related public policy. We propose a research agenda by each of the five stakeholders, including suggestions for translating research into guidance that can be used by parents, identify areas of need for research to explore the depth of understanding of key issues, and to develop useful partnerships and policies that may impact current privacy practices.

References available upon request.

SHOW AND SELL: STUDYING THE EFFECTS OF BRANDED CIGARETTE PRODUCT PLACEMENT IN TV SHOWS ON CIGARETTE SALES

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Keywords: Tobacco Marketing, Product Placement, TV Advertising, Public Policy

Description: TV product placement for cigarette brands increases sales for the brand portrayed on-screen, its direct competitors, and the cigarette category as a whole.

EXTENDED ABSTRACT

Research Question

The prevalence of smoking and its effect on the community have given rise to decades of anti-smoking public health initiatives in the United States. One of the ways in which organizations such as the CDC and the FDA have tried to reduce smoking rates is by restricting tobacco brands' ability to reach mass audiences. Most advertising and sponsorship activities have been banned, so one of the only remaining options for reaching a wide audience is product placement on American TV shows and movies.

There are varied opinions as to how much this product placement affects sales of cigarettes. Anti-smoking advocates and marketing consultants have provided back-of-the-envelope estimates which indicate that "Mad Men" caused Lucky Strike sales to rise by 43%. On the other hand, trade groups representing TV and film producers have argued

that there is no causal relationship between on-screen smoking and real-world smoking behavior.

In this research, our goal is to quantify how TV product placement affects sales of cigarettes.

Method and Data

We estimate a demand model that quantifies the effect of product placement on retail sales for 15 cigarette brands. Our sales data comes from IRI, and we observe 2,078 stores in 91 designated market areas (DMAs) that sell cigarettes. The product placement data is collected from Nielsen PlaceViews, which is a proprietary data set that gathers information on branded product placement. Our sample of the PlaceViews data starts in December 2003 and ends in July 2006, and it contains all cigarette brand product placement that occurred on network television (ABC, CBS, FOX, and NBC) during that time period.

We model product placement using weighted gross rating points (wGRPs) which account for both the duration of the product placement (i.e., how many seconds the product placement was shown on screen) and how many people viewed the product placement. The unit of analysis is a brand-store-week, and we have 2,740,781 such observations in the data. The demand model is a log-log demand model with log(quantity sold) as the dependent variable. Our independent variables include own-brand product placement wGRPs, competitor-brand product placement wGRPs, price, feature, and display. We also include high-dimensional fixed effects to better isolate the effect of product placement on sales.

Summary of Findings

Our main finding is that TV product placement has an own-brand elasticity of about 0.02 for the cigarette brands in our data. This estimate is statistically significant and also in line with recent elasticity estimates for conventional (interstitial) TV advertising among non-tobacco CPG brands. Our second notable finding is that the competitor-brand elasticity is also about 0.02 – this implies that Marlboro product placement helps increase Marlboro sales but also helps its competitors by roughly the same amount. Both of these elasticity estimates are robust to alternative assumptions regarding the identification strategy as well as functional form assumptions regarding the week-to-week carryover of advertising goodwill.

The fact that product placement spills over to direct competitors by expanding demand for the product category indicates that a blanket ban on cigarette brand names and logos would have very limited effect on cigarette purchases on its own. For instance, if all branded cigarettes displayed in TV product placement were replaced by generic unbranded cigarettes on screen, our calculations suggest that overall cigarette sales would be reduced by less than 2 percent. On the other hand, a stronger measure such as a ban on all on-screen smoking activity would be about 4 times more effective.

Statement of Key Contributions

We find that product placement for tobacco brands is roughly as effective as TV advertising in other categories; this demonstrates the efficacy of TV product placement as a promotional tool. For government regulators like the FTC and the FCC that have purview over TV product placement, this result also suggests that it would be helpful to

regulate cigarette TV product placement just like they have regulated cigarette TV advertising in recent decades.

Tobacco companies have previously argued (including in Congressional testimony) that government restrictions on their promotional activity are unnecessary, because their promotional activity is about brand-stealing rather than category-expansion. However, our results demonstrate that product placement has a category-expansion effect for the cigarette category. Therefore, this finding is relevant for anti-smoking advocates as well as regulators that have a vested interest in reducing smoking rates in the United States.

We also examine what kinds of product placement regulation would be most helpful in reducing cigarette use. Currently, the government limits (but does not completely eliminate) tobacco brands' ability to pay for product placement. Our results suggests that additional regulation would be more helpful if it were focused on TV producers rather than tobacco brands.

SINGLE-USE PLASTIC SOLUTION GUIDE FOR DECISION MAKERS: BUSINESS, NON-PROFIT, EDUCATION & POLICY

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Keywords: Sustainability, Green Values, Education, Single-use Plastic, Policy Guide

The key contributions to practice include the implementation guide for organizations, government and policy makers as a scalable plastic reduction program.

Description: Several factors influence understanding of sustainability, green values and single-use plastic waste. Often policy makers, businesses, non-profits and individuals do not know where to start in their own single-use plastic waste journey. The results in this manuscript provide a guide for those looking to make decisions specifically for their own needs.

EXTENDED ABSTRACT

Research Question

Policy makers, businesses, nonprofits and individuals have been seeking solutions to the single-use plastic waste problems found in their communities. Many researchers have studied green values and sustainability as a means to encourage sustainability decision making. Our exploratory research will provide insight and knowledge on two research questions: (1) Are consumers' green values and concern about single-use plastic waste more

concentrated to individuals close to the ocean? (2) How can you increase consumers' concern for single-use plastic waste and their behavioral changes? Based on our survey analysis and thematic analysis of over 100 single-use plastic waste solutions we have developed a guide around five policy solution categories: (1) business resources, (2) public policy resources, (3) non-profit resources, (4) education resources, (5) personal resources. These solution categories and strategies will be discussed more in the following manuscript.

Method and Data

The methodology uses a mixed method of research that includes both quantitative survey analysis and qualitative thematic analysis to build a guide for single use plastic solutions that meet policy makers, businesses, non-profits and individuals in their solutions process. The survey analysis is a Qualtrics Q-panel with participants evenly distributed across the U.S. Each participant was asked to review the Plastic Pollution Coalition (2016) video produced in collaboration with Jeff Bridges to educate consumers on the impacts of single use plastic waste on humans and their environment. Participants were asked to answer a series of questions on (1) Green Consumer Value Questions (Haws, Winterich, and Naylor 2012), (2) Concern for Contamination (Petrowski et al 2010) specifically single-use plastic waste disgust questionnaire developed by the research team.

A structured search was conducted to find other means of communicating the single-use plastic message beyond the video produced by the Plastic Pollution Coalition. The results of a 6-month search utilizing Google Trends to narrow the results applying keywords such as: “what are single use plastic”, “single-use plastic”, “single use plastic ban”, “plastic bag bans” developed categories for (1) name of resource, (2) content type, (3) policy solution, (4) link

to information.

Summary of Findings

The results address consumers' closeness to the ocean and are more likely to be concerned about green values. Equally distributing the survey across the US allows to explore the individual's placement and green values. [California: (n=95) had a Green Consumer Value (M=1.99, SD=1.03), Single Use Plastic (M=4.15, SD=0.64) and Contamination (M=3.37, SD=0.93)] [New York: (n=20) had a Green Consumer Value (M=2.06, SD=0.81), Single Use Plastic (M=4.08, SD=0.81) and Contamination (M=2.69, SD=1.12)] [Florida: (n=18) had a Green Consumer Value (M=2.03, SD=1.14), Single Use Plastic (M=4.29, SD=0.82), and Contamination (M=2.85, SD=1.12)] [Texas: (n=18) had a Green Consumer Value (M=2.37, SD=1.24), Single Use Plastic (M=4.62, SD=0.73), and Contamination (M=3.10, SD=0.87)] [Oregon: (n=12) had a Green Consumer Value (M=1.81, SD=0.71), Single Use Plastic M=4.14 (0.47), and Contamination (M=3.29, SD=0.65)].

The list of resources can be found at the following link: https://tinyurl.com/SUPtogether.

Key Contributions

The key contributions to practice include the implementation guide for organizations, government and policy makers as a scalable plastic reduction program. A collection of over 100 policy solutions has been categorized into five major resource groups: (1) Business Resources (N=25), (2) Public Policy Resources, (N=5) (3) Nonprofit Resources, (N=15) (4) Education Resources, (N=25) and (5) Personal Resources, (N=33). This solution guide provides those in practice with the necessary information needed to continue to build their own tailored single-use plastic waste solution. The tools and links to more information

include: books, videos, websites, educational kits, documentaries, movies, packaging alternatives and many more have been compiled. The current research adds to the existing knowledge by expanding the discussion on sustainability more narrowly to single-use plastic. In addition, the paper synthesizes many resources as a form of a meta-analysis enabling stakeholders to meet their needs as well as provide scalable solutions for future endeavors.

As we continue to research single-use plastic waste and solutions, we will share with the growing list of strategies enabled by non-profits organization, educational institutions and individuals to help build awareness, understanding and progress to protect our planet.

References Available Upon Request

SOCIAL MEDIA FOMO: A HOLISTIC APPROACH TO UNDERSTANDING SOCIAL MEDIA FEAR OF MISSING OUT AND ITS EFFECTS ON CONSUMER WELLBEING

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Keywords: Fear of Missing Out (FOMO), Social media, Consumer well-being, Mental health

Description: Social Many consumers experience fear of missing out (FOMO) while using social media and fall into a harmful social media habit loop, a process that we define as social media FOMO. We provide a conceptual framework that illustrates the relationship between social media usage and social media FOMO and discuss the mechanisms theorized to drive the relationship.

EXTENDED ABSTRACT

Research Question – Social media has become a major part of modern social connection, yet there is still insufficient research on the connection of FOMO and social media. We review the psychological drivers of the social media FOMO process (e.g., social comparisons, self-verification, self-evaluation maintenance, etc.) and present a framework for how it can lead to mental health consequences. We propose future research questions based on our framework of social media FOMO. The following are research questions meant to inspire future research on social media FOMO: What factors affect the amount and impact of upward social comparisons on social media? In addition to body image, what other content categories interact with gender and FOMO? How do gender norms heighten FOMO across different content categories? Does active posting on social media increase FOMO when self-presentation worries arise? Can active posting also decrease FOMO because of the agency it provides the user? When self-verification goals fail, does FOMO arise? Do consumers use social media to self-verify on certain aspects of the self (e.g. physical, personality) more than others? How do feelings of FOMO develop into a chronic habitual process of social media FOMO over time?

Summary of Findings – With this theoretical work, we set an intention for our conceptual framework to stimulate research findings that can be translated into actionable implications for

consumers, businesses, and policy makers to reduce social media FOMO. We advocate for social media platforms to collaborate with our social media FOMO research paradigm. Research conducted by researchers external to the social media platforms will reduce the bias of internal research. For example, a reminder to take a break on social media would be more effective at supporting well-being if coupled with identifying segments of users who are low in self-esteem and seek social comparisons. Some social media content can even increase user well-being. Consumers can be educated to become aware of the effects that FOMO has on their overall well-being which could encourage them to adopt healthier social media habits. While we encourage consumers to empower themselves to manage their social media habits, the scale of the social media FOMO problem represents a public health crisis that requires supporting policies and funding. Policy makers can consult with child development experts and gain understanding from social media FOMO research to reassess minimum age requirements and require social media platforms to provide warning labels for FOMO-inducing content.

Statement of Key Contributions –This work aims to encourage future research on the topic of social media FOMO by proposing a holistic framework for social media usage. Prior research on the links between social media and consumer mental health has been fragmented; therefore, laying out a conceptual framework for it with psychological mechanisms is a key step in understanding the social media epidemic. We highlight the central role of social media FOMO and propose a series of research questions at every stage of the framework. This research contributes to the social media literature by providing new avenues of research that can enrich the discipline and provide greater understanding to the construct of social media FOMO and its consequences on well-being. We conclude our theoretical paper by recommending detailed actions that key stakeholders (businesses, policy makers, and consumers) can take to deal with the negative consequences of social media FOMO. While we note examples of some social media platforms taking steps to reduce social media FOMO, we focus on empowering consumers to understand the challenges they face in managing their social media usage towards improving their mental health outcomes.

Spending and Happiness: The Role of Perceived Financial Constraints

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Keywords: perceived financial constraints, consumer finances, purchase happiness, opportunity cost consideration

Description: This paper demonstrates that consumers derive less happiness from spending when they feel financially constrained.

EXTENDED ABSTRACT

Research Question

Feelings of financial constraints are ubiquitous among consumers. Prior research has suggested that consumers are more likely to engage in compensatory consumption when they feel financially constrained. Yet, little is known about how perceived financial constraints affect the happiness consumers derive from spending. The current research examines this question.

Method And Data

We conducted 5 studies. In study 1, we look at natural variation in feelings of financial constraints. We find that consumers derive lower happiness from their purchases when they feel financially constrained, and that this effect is robust across several purchase categories. In studies 2A-B, we experimentally manipulate perceived financial constraints and examine the role of opportunity cost consideration as a mechanism. We find that consumers who feel financially constrained are more likely to consider opportunity costs of their purchases, resulting in lower purchase happiness. We demonstrate this effect when directly measuring opportunity cost consideration (study 2A) and examining spontaneous consideration of opportunity costs (study 2B). In study 3, we provide further evidence for our proposed mechanism by directly manipulating opportunity cost consideration. When all consumers are led to consider opportunity costs, the effect of perceived financial constraints on purchase happiness is attenuated. Finally, study 4 demonstrates that the effect is attenuated for planned purchases, demonstrating a boundary condition consistent with our proposed mechanism.

Summary of Findings

Our data suggest three main findings. First, perceived financial constraints decrease the happiness consumers derive from spending. We identify this effect both when measuring and manipulating perceived financial constraints. Second, this effect occurs because of opportunity costs consideration. Specifically, consumers who perceive greater financial constraints are more likely to consider alternative use for their money, which in turn results in lower happiness from spending. Finally, we find

that the effect of perceived financial constraints on purchase happiness is attenuated for planned purchases. Precisely, the extent to which financial constraints increase opportunity cost consideration is lower for planned (vs. unplanned) purchases, and the extent to which opportunity cost consideration reduces purchase happiness is lower for planned purchases. Thus, the overall effect of perceived financial constraints on purchase happiness is smaller for planned (vs. unplanned) purchases.

Statement of Key Contributions

The current work offers a few contributions to marketing scholarship. First, it increases understanding of how financial resources affect happiness. Because happiness from spending is likely to contribute to overall happiness, our findings contribute to research investigating the relationship between money and happiness. Second, this work contributes to literature on consumers' perceived financial constraints, which has largely focused on pre-purchase outcomes. Finally, the current work contributes to research on purchase happiness. While a large body of work has demonstrated that purchase happiness depends on different purchase types (e.g., material vs. experiential purchases, purchases for the self vs. for others) and individual differences, the current work finds that consumers' perceptions of their financial resources also drives their happiness from spending.

SUSTAINABLE PRODUCT PURCHASE BEHAVIOR: ARE CONSUMERS STILL CONCERNED? EXTENDED ABSTRACT

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Keywords: Sustainable product, sustainable initiatives, likelihood to purchase, PLS-SEM, environmental concern.

This paper examines sustainable product purchase behavior.

EXTENDED ABSTRACT

Research Question

Consumers have expressed an interest in their likelihood of purchasing sustainable products, but their intentions sometimes do not match this desire. When this occurs, the result is a halo effect (Auger & Devinney, 2007). To reduce the negative impact non sustainable products have on the earth and society, research must be conducted to find ways to reduce the likelihood of a negative halo effect so the outcome is a positive impact.

This study focuses on two research questions. First, we examine the effects of waste reduction, consumption levels, attitudes, values, eco-labels, defaults, and eco-literacy on sustainable initiatives and ultimately the likelihood to purchase sustainable products. Second, we examine the moderating effect of consumer's level of concern on the relationship between sustainable initiatives and likelihood to purchase.

Previous studies by Cachero-Martinez (2020), Tandon et al. (2020), and DeCanio, Martinelli, and Endrighi (2021) revealed that environmental concern was positively associated with consumers' purchase intentions. The current study proposes that when consumers are more concerned with the environment and society, they will purchase more sustainable products. The proposed theoretical model identifies and evaluates the impact of three exogenous constructs (environmental, social, and economic) on likelihood to purchase.

Method and Data

The sample consisted of 180 respondents from a Midwest community college involved in several sustainable projects who were knowledgeable about the concepts associated with sustainable products. Data was collected using the Qualtrics software platform. The PLS-SEM power analysis method (Hair et al., 2022) guideline for sample size indicates a minimum useable sample size of

137 so the 180 useable surveys exceed this guideline. Following data cleaning, the confirmatory composite analysis (CCA; Hair et al., 2020) was executed to assess the measurement models using SmartPLS 3 software (Ringle, Wende, & Becker, 2015). Then the structural model relationships and metrics were assessed including out-of-sample prediction applying PLSpredict.

Summary of Findings

The analysis revealed both hypotheses were supported. Sustainable initiatives were associated with likelihood to purchase sustainable products (p value <.001) and environmental concern moderated the relationship between sustainable initiatives and likelihood to purchase (p value <.05). Path coefficients (Hair et.al., 2021) associated with eco-labels, defaults, values, waste reduction, and consumption levels were relied on to identify the most influential predictors of sustainable initiatives. The most influential predictor constructs of likelihood to purchase were, respectively, environmental, social, and economic. The findings provide insights for managerial decision-making regarding products that facilitate sustainable benefit for consumers.

Key Contributions

Key contributions of this study include: (1) sustainable initiatives indicate firms need to utilize eco-labels informing consumers of the sustainable impact their products make; and (2) when consumers opt into programs, firms should consider using defaults that automatically move individual toward more sustainable alternatives. The cost is typically not expensive, and results show consumers will typically not opt out. In addition, many consumers indicate their values are increasingly focused on being sustainable. The third contribution is: consumers indicate a willingness to consider reducing their waste – typically by recycling and decreasing their use of items that impact the environment. Finally, consumers exhibited an interest in products and/or services that help the environment and society, and indicate they are willing to support firms that

promote and follow sustainable initiatives.

Among the greatest contributions of this study are the findings regarding the effect environmental concern has on the relationship between sustainable consumer initiatives and the likelihood to purchase sustainable products and particularly that environmental concern fully moderates this relationship. This finding suggests an opportunity for firms to emphasize how their products are better for the world and society.

References are available upon request.

COMPETITIVE PAPER

THE COMPANY YOU (DON'T) KEEP: AN EXAMINATION OF STIGMA WITHIN THE VACCINATION DISCOURSE ON TWITTER

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KEYWORDS

Stigma; Public Health Communication; Social Media; Anti-vaccination; Figurational Sociology.

This paper attempts to explain power dynamics between pro-vaccination (i.e., *pro-vaxx*), anti-vaccination (i.e., *anti-vaxx*), and *vaccine hesitant* individuals, and provides insights into the potential negative impact of stigma on the decision to vaccinate against COVID-19.

ABSTRACT

Refusing to vaccinate can lead to stigmatisation. 9,655 tweets published in December 2018 and December 2020 are examined to understand how vaccination sentiments are perceived online and how stigma influences the intent to vaccinate amongst hesitant users. Analyses show increases in hesitancy and stigma and underline topics of the vaccination discourse before and during COVID-19.

1. INTRODUCTION

Social media is both a major source of health information for the public and a means of health surveillance for public health agencies and researchers (1; 2; 3; 4). Unfortunately, its use has been adversely impacted by quality issues surrounding out-of-date, incomplete, or inaccurate content - an issue exacerbated by lacking regulation of non-expert health sources (5; 1). Determining the credibility of information and regulating the tone of discourse has become dependent on consumers' *digital literacy* levels (6; 7).

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The World Health Organisation (WHO) estimates that vaccine hesitancy and the associated decline in routine vaccinations worldwide indirectly contributes to 1.5 million deaths annually which could be avoided if global vaccination coverage improved (8; 9; 10; 11). During the COVID-19 pandemic, rising levels of anti-vaxx promotion have been widely reported on social media (12; 13; 14; 15). Anti-vaxx opinions are shared amongst distant individuals online and become entangled with undecided, vaccine hesitant clusters (16; 17). The promotion of such misinformation campaigns has the potential to influence pro-vaxx narratives and decision-making processes, for example resulting in preferences for finding information online rather than accredited healthcare organisations and increased distrust towards vaccines (13). Research suggests that COVID-19 misinformation on Twitter has had a negative impact on COVID-19 vaccine uptake and is correlated with increased vaccine hesitancy (18).

Given the personal and public implications of vaccine hesitancy and vaccine denial, choosing to refuse vaccination and sharing this choice on social media can lead to stigmatisation (19). This is the product of a breach in societal norms that leads to "undesired differentness" ((20), p. 464) and reduces an individual "from a whole and usual person to a tainted, discounted one" ((21), p. 3). Stigmatisation describes the process of exercising social, economic, or political power in an effort to label, stereotype, separate into *out-groups*, revoke status, and discriminate against members of said out-group (22). Although psychological and social distance in virtual networks have lowered norms of appropriate behaviour and increased the likelihood of verbal aggression and stigmatising exchanges substantially (23; 24), little research examines stigma within an online anti-vaxx or vaccine hesitant context (25).

Our objective is to build an understanding of stigma within the online vaccine discourse. We analyse tweets over time to (i) identify *blame gossip* (i.e., stigmatising content) by extrapolating categories of stigma cues and (ii) determine key topics to lead social marketing initiatives towards individuals of varying vaccination stances (i.e., vocal vaccination deniers, the vaccine hesitant, and pro-vaxx individuals). We apply thematic analytics to compare stigma in two datasets generated before and during the COVID-19 pandemic and place findings within a figurational sociology context (26). A content analysis lastly identifies linguistic patterns and topics discussed (27).

2. BACKGROUND

2.1. *Stigma*

The process of stigmatisation, as conceptualised by Link and Phelan (22), generates in- and out-groups through social, political, or economic power imbalances:

(1) Highly salient human differences are deemed socially significant, distinguished, and linked to undesirable characteristics or negative stereotypes.
(2) Labelled individuals are separated into negatively viewed out-groups.
(3) Individuals within out-groups experience a loss of status in the eyes of those who stigmatise and, as a result, are discriminated against.

Stigma results in the exclusion of out-group members, social distance, and disengagement through the cognitive separation from norms established by more powerful in-groups (28). In its function in distinguishing outsiders, stigma has been defined as an unavoidable product of group formations and inter-group solidarity (29) and is therefore not something that can be eliminated entirely, but rather to be managed (30). Broadly, research suggests both positive and negative outcomes resulting from the propagation of stigma online. However, it is stigmatising *behaviour* that potentially results in prejudice, alienation, and subsequently limited access to educational or professional opportunities (31; 32; 33), mental and physical stress linked with a devaluation of social identity (31), and increased anxiety or sustained illness (34). Somewhat counterintuitively, positive reactions to stigmatising behaviour range from access to support networks, heightened social capital in newfound social groups, and reduced stigma through the normalisation of otherwise stigmatised out-groups (35; 36; 37).
Fear of negative implications may result in *potential stigma*, or "an undesirable identity that someone fears others will attribute to him or her" ((38), p. 790). For example, Andalibi and Forte's (39) Disclosure Decision-Making framework identifies factors related to the self, the audience, the network, societal parameters, temporality, and the platform which influence the decision to disclose potentially stigmatising information on social networking sites. The concept of potential stigma is supported by the Spiral of Silence Theory, according to which individuals voice their opinions based on how

they evaluate their environment's stance towards that opinion (40). If morally-laden opinions align with the majority's views, individuals are more likely to voice them; when opinions are found to be in the minority, individuals are likely to remain silent (40). We theorise that social phenomena such as the threat of potential stigma and the Spiral of Silence allow for a degree of monitoring amongst in-group members to abide by moral and social norms, which can have positive effects in a vaccination or a wider public health context. Although literature is scarce, findings within the context of HIV-related stigma show that social boundaries established through stigmatisation increase feelings of safety within in-groups and support protective behaviours, or a so-called *avoidance response* to stigma, in practicing safe sex (41).

Beliefs and stigmatising behaviour circulated on social media may equally be influenced by users' causal attributions. Attribution Theory research dictates that individuals may be more likely to blame others if believing that a situation's outcome was within that individual's control, and thus ascribe negative connotations to their character (20; 25; 42). This may serve as an indication for greater stigmatising attitudes and behaviour (25; 42) and coincides with a further commentary on stigma offered by Neuberg, Smith, and Asher ((43), p. 34): "People will stigmatize those individuals whose characteristics and actions are seen as threatening or hindering the effective functioning of their groups." From a socio-functional perspective, moral or physical harm are clear stimuli for reinforcing stigmatising attitudes, for example towards those who oppose vaccines and threaten to endanger public health (20).

2.2. *The Dynamics Of Established Vs Outsider Groups Within Vaccination Dialogues*

Elias and Scotson (26) argue that self-regulation and stigma are dependent on societal norms and cultural valuations. Individuals are not viewed as such, but rather as *homines aperti*, or dynamic beings bonded within society (44). So-called *figurations*, or interdependent relationships between mutually-oriented individuals and groups, are subject to change over time and discourses, developments on macro, meso and micro levels, and stages of establishment and cohesion within groups (26; 30). Cohesion is in turn influenced by what Elias and Scotson distinguish as two types of gossip: *praise gos-*

sip and *blame gossip*. When employed, praise gossip strengthens in-group ties, whereas blame gossip solidifies stereotypes, propagates stigma towards members of out-groups, and furthers existing discriminatory structures (26). Within social cadres, power ratios influence the dynamics between groups. When comparing established groups with those deemed to be "outsiders," individuals within out-groups are distinguishable in that they are excluded from positions of authority throughout. The stigmatisation process can only take place under an imbalance of power and is, in turn, used as a method of maintaining power (26). According to Elias and Scotson, power endows group members with authority and virtue in the form of a moral or social superiority. Power is also directly related to levels of cohesion and establishment, which influence "collective identification" and heightened degrees of uniformity (26). This forms the basis of figurational theory's *established-outsider figuration*, which dictates that higher social positions are reinforced through union and coherence. Notably, it also illustrates a *pars pro toto* fallacy, which indicates that a part of something (in this case, a group of people) becomes representative of the whole. As such, established groups tend to identify themselves with their most exemplary members and their "best" virtues, whereas out-groups are measured according to their "worst" anomic members (26). In a vaccination context, we argue that pro-vaxx cohorts are indeed more cohesive, established, and authoritative, and are measured according to their most commendable members, which include doctors, public health officials, and health workers active online. We also posit that vaccine hesitant individuals are oftentimes measured against their most ousted out-group members, namely anti-vaxx individuals (i.e., *anti-vaxxers)*.

3. RESEARCH QUESTIONS

This study explores stigma within the vaccine discourse on Twitter in December 2018 and December 2020. Thematic and content analyses were applied to answer the below:

(1) How has blame gossip, or potentially stigmatising content, towards anti-vaxx and vaccine hesitant users on Twitter developed over time?

(2) What are the most prevalent topics and sub-topics in the anti-vaxx discourse during the periods in which data was gathered?

4. DATA & METHODOLOGY

4.1. *Data*

Through Twitter's enterprise application programming interface (API) platform, we prepared two datasets of all English-language tweets that included the word "antvaxx" in (i) December 2018 and (ii) December 2020. 2018 was chosen as a focal period to compare a year during which the vaccination discourse was "standard" with a period in which the subject became topical due to the COVID-19 pandemic. December 2020 was chosen as COVID-19 vaccines were given first approval in the US during this time (45; 46). The December 2018 dataset includes 544 users (9 verified) and 706 tweets (220 original tweets, 26 replies, and 460 retweets). 500 (98.8%) of these tweets were found to be pro-vaxx and 6 (12%) anti-vaxx; 200 irrelevant or non-classifiable tweets were removed, resulting in a final dataset of 506 tweets. The December 2020 dataset includes 7,721 distinct users (156 verified) and 8,949 tweets (2,301 original tweets, 336 replies, and 6,312 retweets). 6,342 (73.7%) tweets were coded as pro-vaxx, 1,567 (18.3%) as anti-vaxx, and 673 (7.8%) as vaccine hesitant. Again, all tweets marked as irrelevant or non-classifiable were removed, resulting in a total of 8,582 tweets.

4.2. *Methods*

To identify stigma cues in both datasets, message content and user biographical information was coded by two independent researchers. Message content was categorised as (i) pro-vaxx, anti-vaxx, or vaccine hesitant, and (ii) stigmatising, non-stigmatising, or neutral. Cohen's Kappa was calculated to provide inter-coder reliability amongst the stigma codes; the values for the December 2018 and December 2020 datasets are 0.99 and 0.97 respectively. Any further mismatches were resolved by a third researcher. In current research, there is a lack of annotated datasets on stigma, particularly in the context of vaccines (28; 47), whereas qualitative stigma research relies on interviews or sentiment analyses of historical raw data (48; 49). This paper offers two methodological contributions: (i) a large set of manually-coded tweets which can be employed to train algorithms to process significantly larger data, as well as (ii) a more granular definition of vaccine-related stigma, which can be expanded on in future research.

Literature largely supports that Link and Phelan's (22) process of stigmatisation offers a valuable starting point for stigma research while leaving room for further theoretical development on stigma assumptions and management (30; 50). The identification of stigma categories was led by existing literature, specifically Wiley et al. (49). Methodically coding, categorising, and conceptualising stigma has been conducted in existing analyses, including attitudes towards mental illness (51), weight and obesity (48), or the contraction of COVID-19 (50). Accordingly, stigma cues were categorised along the process of stigmatisation, as shown in Figure 1.

5. RESULTS & DISCUSSION

5.1. *How has blame gossip, in the form of stigma cues, towards anti-vaxx and vaccine hesitant users on Twitter developed over time?*

Our analysis suggests a stark increase in stigma over the two time periods from 72 (14.23%) stigmatising tweets in December 2018 to 6,276 (73.13%) stigmatising tweets in December 2020. The types of stigma cues visible in the datasets and their prevalence are shown in Figure 1. An illustrative example of blame gossip includes:

> For every person who dies of #COVID19 I blame all #antivaxxers and every #antimask person. If we all spent 30 days isolated and safe we might be fine by now. Ignorance on thier [sic!] faces and blood on all thier [sic!] hands.

The majority of stigma cues in the #antivaxx conversation on Twitter in December 2018 revolves around accusing anti-vaxxers of anti-social behaviour, hypocrisy, and public endangerment (38.9%), an example of which is provided below:

> This is utterly depressing to read... #Measles is a #vaccine preventable disease, and the #antivaxxer movement is leading to needless deaths across the [sic!] #Europe...

Levels of stigmatising content questioning the intelligence or moral integrity of anti-vaxxers are relatively high in December 2018, but remain constant in December 2020. As per Link and Phelan (22), this suggests that, in December 2018, the stigmatisation of anti-vaxxers was still at an early, albeit established stage. Stigma cues found in De-

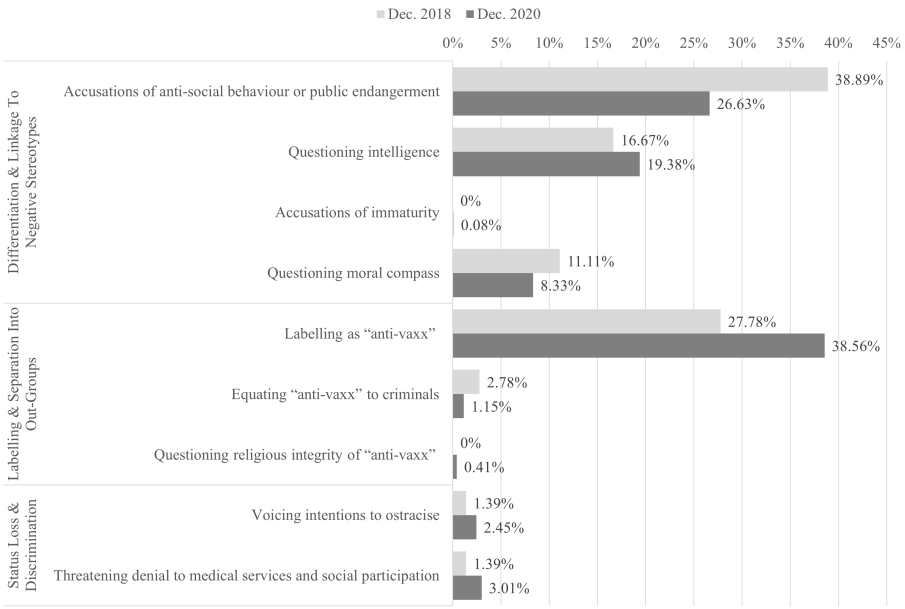

Figure 1. Distribution of Anti-Vaxx Stigma Cues, December 2018 & December 2020

cember 2018 are primarily attributed to the "Differentiation & Linkage To Negative Stereotypes" phase. Data gathered in December 2020 depicts the increasing popularity of the "anti-vaxx" label as an umbrella term for all negative connotations already established within the first phase of the stigmatisation process - a clear characteristic of the "Labelling & Separation Into Out-Groups" phase. Vaccine hesitant users in particular highlight distance between themselves and "the anti-vaxxers." This indicates that the true out-group within the vaccine discourse comprises individuals critical of *all* vaccines and demonstrates a fear of potential stigma amongst vaccine hesitant individuals who, for example, voice concerns only about the COVID-19 vaccine:

> I'm in no way an antivaxxer, but I'm not completely sold on this COVID vaccine.

In comparing the datasets, two findings become clear. First, the stigmatisation process towards anti-vaxxers and vaccine hesitant individuals evolved between December 2018 and December 2020, moving from varied and complex negative stereotyping to the entrenched labelling of a now clearly established out-group of "anti-vaxxers." Second, the overall stigmatisation process towards anti-vaxxers is not developed. Although levels rose since December 2018, cues replicating full stigmatisation in the form of "Status Loss Or Discrimination" remain scarce. These include tweets like:

> Antivaxxers should be made to sign a waiver. Refuse the vaccine, pay for your own healthcare. The NHS should refuse to treat antivaxxers.

Elias and Scotson (26) argue that the continuous repetition of stigma results in its substantiation as a reality amongst those labelled as out-group members. Stigmatisation may, in its most firmly rooted form, result in social withdrawal or a demonstration of deviancy and anti-social behaviour during exchanges with in-group members (26). Examples for such reactions from anti-vaxxers range in their perpetuation of anti-vaxx rhetoric, often in combination with the acceptance of the "anti-vaxx" label:

> ...the Covid vaccine will have little robots inside of your body. You can hate us #anti-vaxxer [sic!] all day. We are the ones who DID the homework.

5.2. *What are the most prevalent topics and sub-topics in the anti-vaxx discourse during the periods in which data was gathered?*

At the beginning of December 2020, the first COVID-19 vaccines were given emergency use approval in the US notwithstanding concerns amongst the general public that vaccine development, testing, and authorisation had been rushed (45; 46). Manually coding the data into pro-vaxx, anti-vaxx, and vaccine hesitant categories reflects these concerns through an increase in vaccine hesitant and anti-vaxx tweets.

Word use was examined by means of R-integrated machine learning packages (52) in which the most frequently co-occurring words in tweets were computed to deliver insights into the content discussed (53; 54). In 2018, tweet content is more general and not disease-specific. By 2020, content analysis suggests not only a more nuanced COVID-19 specific discourse, but a legitimisation of concerns associated with the speed at which the COVID-19 vaccine was developed. These concerns, shown in Table 1, also reflect the emergence of more vaccine hesitant topics within the discourse and serve to acknowledge and potentially differentiate vaccine hesitant individuals from explicit anti-vaxxers. However, there is also greater use of stigma-based cues in the discourse: anti-vaxx supporters are most frequently referred to as "fools" or "dangerous", arguably underlining stigma cues established in Section 5.1 and further isolating the vaccine hesitant. Notwithstanding this, a closer examination of the content gathered

in both datasets indicates primarily pro-vaxx sentiments. This may align with the social withdrawal described in Elias and Scotson's work: while anti-vaxx users partially remain on the social network, others may have withdrawn from the Twitter #antivaxx discourse to other hashtags or platforms (55).

Table 1. Frequently Occurring #antivaxx Tri-Grams

	Frequently Co-Occurring Words	**Count**
December 2018	bad dangerous vaccinessavelives	153
	dangerous vaccinessavelives vaccineswork	153
	vaccinessavelives vaccineswork bad	151
	vaccineswork bad dangerous	151
	disasterinprogress looks like	23
	ever wondered disasterinprogress	23
	look vaccinessavelives vaccineswork	23
	wondered disasterinprogress looks	23
	vaccinessavelives vaccineswork ever	21
	vaccineswork ever wondered	21
December 2020	covid deniers antivaxxers	347
	challenge covid deniers	327
	change many minds	327
	dangerous fools still	327
	deniers antivaxxers wherever	327
	need challenged facts	327
	antivaxxer coronavirus benign	294
	every antivaxxer coronavirus	294
	concerns speed vaccine	240
	rational concerns speed	240

6. POLICY IMPLICATIONS

There is a dearth of literature that examines stigma as a social factor within the online vaccination discourse (30). Our results suggest that there is a significant increase in the use of stigma to distinguish vaccination stances between 2018 and 2020. A rise in message volume and vaccine hesitancy assumes increasingly varying opinions within a discourse that would otherwise show no scientific grey areas (56; 57). In addition, rising stigma levels observed in this research may lead to increased levels of vaccine hesitancy over time. For example, Leader et al. (58) find that individuals are less intent on receiving the human papillomavirus (HPV) vaccine when it is framed as a prevention against sexually transmitted infections (STIs) rather than a prevention against cervi-

cal cancer - indicating stigma surrounding STIs to be a major influence on the decision not to vaccinate. Both increased stigma and starker polarisation within the discourse require stronger public policy interventions in consumers' digital health literacy and vaccine literacy. Such interventions may be viewed as forms of social marketing, which Melovic et al. (59) define as "an approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole." As such, findings offer insights into how influencing consumer attitudes and awareness are necessary to strengthen trust towards vaccines and, as a result, enhance public health on a larger scale (59). Research shows that organisations promoting vaccines are well-placed to do so, often relying on social marketing strategies such as open and evidence-based communication, fostering audience dialogues in safe spaces, establishing community partnerships, and countering misinformation (60). We posit that effective social marketing messages, particularly in times of urgency, must be appropriately fitted (or omitted entirely) according to consumers' varying vaccine sentiments, levels of self-disclosure, and degrees of trust towards public health institutions. Such messages should also differentiate between levels of disease-specific, vaccine-specific, and vaccination-specific hesitancy.

Public health responses must be led on a per-topic, per-consumer basis. When aimed at vocal anti-vaxx individuals, public health institutions might follow the WHO's three-step intervention strategy: (i) identifying the topic, (ii) identifying the technique, and (iii) responding with key messages to unmask both the topic and the technique used (61). Topics may include the threat of disease, the availability of alternatives, questioning the effectiveness of a vaccine, and trust towards authorities; techniques include relying on conspiracies, fake experts, selective or anecdotal evidence, misrepresentations or logical fallacies, or promoting impossible expectations (61).

Our manual and algorithmic content analyses show that the main topic of concern within the #antivaxx discourse on Twitter arises in December 2020 towards the *safety* of the COVID-19 vaccine. However, negative opinions towards vaccines do not originate only from vocal anti-vaxx activists, but also hesitant individuals with real concerns and knowledge gaps. Stigmatising such users as "anti-vaxx" increases the risk of further losing trust and alienating audiences (60). As such, persons of influence, such as

health care professionals, must assume non-judgemental and personal "active listening approaches" to address ambivalence (62; 60). *Pro-vaxx advocacy action*, which is defined as promotions of public policy that increase the reputation and likelihood of vaccinations, must be employed in a way that does not emit blame (63). Research in brand activism for example finds that policy-making organisations may partner with activists to strengthen the legitimacy of their combined efforts (64).

Lastly, Andalibi (35) finds that disclosing potentially stigmatising information may result in an individual becoming a *support source* and *mentor* for other stigmatised users in offering social support exchanges and, to a degree, normalising the experiences of stigma. Engaging with previously vaccine hesitant individuals may therefore pose a further resource for public health communication efforts when combating vaccine misinformation and stigma towards the vaccine hesitant.

7. CONCLUDING REMARKS

This research puts into perspective the emergence of stigma towards anti-vaxx sentiments and illustrates how stigma is used within the #antivaxx discourse on Twitter. We theorise that, contrary to popular anti-vaxx narratives (49), true discrimination of anti-vaxxers remains hypothetical. Although this is the first known research to examine stigma towards online anti-vaxx users prior to and during a pandemic, it is not without limitations. The data covers an early-stage period of the COVID-19 outbreak and, as such, may not properly indicate the development of this online discourse. An analysis of later data is required, particularly following vaccine and mask mandates established in 2021, as well as an expanded analysis to determine the characteristics of users who publish stigmatising content. Future research will include a survey of previously determined vaccine hesitant users on Twitter and the development of a detection and predictive modelling algorithm that will be applied to 240 million German, Italian, and Portuguese-language tweets (28; 47).

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THE EFFECTS OF PERCIEVED BRAND POLITICAL ORIENTATON ON CONSUMER CHOICE INTENTIONS

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Keywords: Corporate Social Advocacy, Corporate Political Advocacy, Political Orientation, Consumer Choice

Description: This research examines the interactive effects of individual political affiliation and a brand's perceived political orientation on willingness to recommend the brand.

EXTENDED ABSTRACT

Research Question

Liberals and conservatives have been found to have stark personality differences that impact their perceptions, actions, and opinions in non-political contexts (Carney et al. 2008), including purchasing decisions (Chan and Ilicic 2019; Hewage, Klucarova, and Boman 2021; Ordabayeva and Fernandes 2018). The current research seeks to answer the question of whether the increasingly common use of corporate political advocacy (CPA) is an appropriate response to consumer polarization in the United States. To explore the effect consumer perception of companies' politics (i.e., a brand's political orientation) has on preference and purchase intention, the current research strives to understand the relationship between the inferred political orientation of a brand and an individual's likelihood to consume, recommend, and think highly of the brand, mediated by the individual's own politician orientation.

Method and Data

A survey was administered to study consumers' perceptions of eight popular brands: YouTube, Nintendo, Sony, Dove, Microsoft, Netflix, Uber, Twitter. Respondents (n = 320) were randomly assigned a brand to evaluate based upon their reported familiarity with each company. Survey measures included the Brand Experience Scale, Customer-Company Identification Scale, Multidimensional Brand Equity Scale, Product Involvement Inventory, Brand Personality Scale, and Self-Brand Connection Scale. Respondents indicated what they believed the brand's political orientation to be on a seven-point scale [1 = very liberal, 7 = very conservative], and how likely they are to recommend the company on an eleven-point scale [0 = not at all likely, 10 = extremely likely]. Data on respondents age, gender, education, race, income, and own political affiliation were also collected. A bivariate correlation analysis was conducted using SPSS 28 for each of the eight brands, using the brand political orientation measure and the other summated brand

constructs. Additionally, to dive deeper into understanding a brand's perceived political orientation, and its interplay with an individual's own political viewpoint and recommendation intentions, regression analyses were conducted for each brand.

Summary of Findings

No consensus for the relationship between brand political orientation and the other measures across brands was found. No significant ($p>.05$) main effects existed between brand political orientation and recommendation intentions across the eight brands. Main effects exist for the respondent's personal political orientation on recommendation intentions for Microsoft, Sony, and Uber, and a combined effect between personal political orientation and brand political orientation on recommendation intentions exist for Microsoft and Uber. The R^2 values across the eight regression models for respondents' political orientation and the recommendation intentions ranged from .002 to .373. The coefficients for respondents' politician orientation in each regression equation are negative, indicating that the more liberal the respondent was the more likely they were to recommend the brand for each of the eight the brands. In sum, regression results indicate that individual political identity is an important factor in consumers' willingness to recommend a brand.

Key Contributions

This paper contributes to existing marketing literature on the importance of political climate, company corporate social and political advocacy, and the political orientation of the consumer as factors in consumer purchasing choices. By analyzing the relationships between consumer political orientation, perceived brand political orientation, and intention to recommend this research provides a better understanding of the effects that political stances, and the general political orientations deduced by these stances, have on consumer choice. This data shines light on whether the general public has a homogenous understanding of what a particular brand's political orientation is, and if there is a relationship between a person's political viewpoint and their consumer choices. What is learned in this research will help marketers make well-informed decisions regarding what and how information about a company is presented to consumers. Research findings may inform the ways in which companies engage with contentious social and political issues and the social impact they themselves choose to have.

References are available upon request.

Full Competitive Paper

THE EUROPEAN UNION APPROACH TO THE "GREEN TRANSITION": THE OPPORTUNITY OF A SHIFT FROM THE STEREOTYPES OF THE "MEDITERRANEAN SYNDROME" TO A "MARKETING DRIVEN" STRATEGY

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Keywords: *Green Transition, European Union, Mediterranean Countries, Green Marketing*
Description: Positioning paper discussing - in the light of Marketing - the progress of European Union Southern member states towards a green transition.

ABSTRACT

This paper aims to discuss and critically analyse the progress of European Union Southern member states towards a green transition, in the light of Marketing. The stereotype of the existence of environmental "leaders and laggards" is disputed and a way to find an equal-for-all green transition is explored.

INTRODUCTION

In the EU, the green transition is an issue of outmost importance. As Doussis stated *"2021 opens a window of opportunity to better deal with a climate crisis and make progress towards the implementation of the EGD"* (Doussis, 2020). But this, however, can happen if all individual member states work on incorporating climate action in their COVID-19 relief plans. Evidence suggests that not all EU member states are performing in the same way concerning their journey to comply and implement the European environmental regulations. A divide between Southern EU members and the Northern ones has been observed. More specifically, the stereotype of Northern EU countries being the "leaders" and the Southern ones being the "laggards" of the EU green transition has been circulating (Gregory-Smith, Manika, Demirel, 2016; Environmental Performance Index, 2020). A great part of the literature attributes the

poor compliance and effectiveness records of these countries to common inherent characteristics of their socio-political institutions, the so called "Mediterranean syndrome" (La Spina, 1993) based on: socio-historical factors, administrative structures and traditions, ineffective legislative processes (Koutalakis, 2002). Without denying that Southern EU members face significant compliance problems, these problems cannot be simply attributed to endemic characteristics of their socio-political institutions (Koutalakis, 2002).

The aim of this positioning paper is to discuss some preliminary arguments on the opportunity to revise the stereotypes of the "Mediterranean Syndrome approach" thanks to the adoption of a Marketing-driven perspective.

Our analysis is focused on the cases of Greece, Spain, Italy and Portugal, the most well-known "laggard" countries, where we assess the role of governmental and non-state actors in the implementation of effective environmental policies and the various factors that caused their late coming in compliance and implementation of the EU environmental regulations.

The main objective is to underline the need for a Marketing approach based on the segmentation of EU countries according with peoples' needs and cultures, in order to find a common pace towards an equal for all green transition in the post-pandemic scenario.

THE EUROPEAN UNION APPROACH TO THE GREEN TRANSITION

The EGD, adopted in 2019, is an ambitious plan with a straightforward, long-term goal. Nevertheless, it has a bottom-up nature (Doussis, 2021). The EU is very much driven and shaped by the dynamics of its member states. It can act as a facilitator but member states, including the Southern ones and their societies, must "do their fair share" through their own policies. If everyone takes action, all EU member states will move towards better environmental sustainability. However, this process can be speeded up if the efforts for contribution were made for the right reasons.

It is of outmost importance to see how both governmental and non-state actors of various EU member states, as well as the EU itself, can contribute to the green transition of the Southern EU member states which are "environmentally delayed". The transition from a linear economy to a circular one needs to be stressed and understood, primarily through the EGD. An *"equal for all green transition"* can only be achieved if all EU member states cooperate and reach environmental sustainability. Moreover, there is a necessity for *a "Just-transition for all towards an environmentally sustainable economy"* (International Labor Organization, 2019). More specifically, the recent goal is to 'not leave anyone behind', especially those who have

been trapped in polluting activities for decades and now should shift to sustainable pathways. Europe is trying to become the first climate-neutral continent in the world, that means zeroing net carbon emissions. In its efforts, many blame the "laggard" countries that slow-down this transition, namely the Southern EU member states. However, it has been shown by studies that Europe's delay towards sustainability cannot stem from the Southern actors' lack of knowledge and willingness to pay for green products, but from other reasons (Gregory-Smith, Manika, Demirel, 2017).

Table 1 shows the ranking of the four considered Southern countries, based on their Environmental Performance Index (EPI) score.

Rank	Country	EPI
11	Spain	74.3
16	Italy	71.0
18	Greece	69.1
20	Portugal	67

Table 1: Southern EU member states categorized on their EPI score (Source: Wood, 2021)

The EPI measures Countries across 32 performance indicators – from climate change mitigation to air quality – revealing the world's most environmentally-friendly economies (Wood, 2021). The ranking reflects the efforts made by the Southern EU member states, namely Spain, Greece, Italy and Portugal. For instance, Greece has made considerable efforts to eliminate coal and have a lignite-phase out by 2028, much earlier than other EU member states that still produce coal, with the support of the Just Transition Mechanism. What is more, the country recently announced the prioritization of green transition in its recovery and resiliency plan (Greece: Generation 2.0, 2021). Furthermore, Spain, in 2018, announced a new environmental policy with the goal of ending the country's dependence on fossil fuels, by drawing most of its electricity from renewables by 2030, reaching 100% by 2050 (Heggie, 2020). A year later, Italy, according to its 2019 Report on circular economy, ranked first on waste management performance (EU Commission, 2021). Finally, Portugal has set as their main goal to become carbon-neutral by 2050 (Griego, 2019). Thus, it can be concluded that there is significant evidence of these countries' efforts towards a sustainable way of living.

For Europe to achieve the goal, however, all member states need to cooperate and be efficient. This means that the environmentally delayed countries need to "catch-up" with the more

advanced ones. The stereotype of Northern EU countries being the “leaders” and the Southern ones being the “laggards” of this green transition has been circulating. Without denying that Southern EU members face significant compliance problems, these problems cannot be simply attributed to endemic characteristics of their socio-political institutions (Koutalakis, 2002). There is an explanatory dynamic of the “Mediterranean Syndrome approach”, focusing on the cases of Greece, Spain, Italy and Portugal, the most well-known “laggard” countries. The stereotype follows the logic that all Southern EU countries possess a similar historical, economic, and cultural background that has shaped their political systems and social attitudes to be incapable of adapting to today’s policies (Börzel, 2000).

The above statement is misleading since there are significant differences between countries with similar cultures, such as Greece, Spain, Italy and Portugal. Each member has tried to comply with the EU policies and implement them in a significantly different way.

In fact, there exists a plethora of factors that delayed the environmental transition of the Southern member states that are to be blamed instead of the “Mediterranean Syndrome” and the non-willing to change culture:

1. History of a country: its date of entrance in the EU, challenges that came along with the EU membership (democratic consolidation, socioeconomic modernization);
2. Political structure & characteristics of the government;
3. Necessity for mobilization of all actors (Internal help): mobilization of governmental and non-governmental actors, as well as of administrative structures;
4. Misfit with already existing structures: reponses to the EU pressure by Southern member states (policy misfit (Börzel, 1999), goodness of fit (Risse et al. 2001), role played by domestic institutional settings in mediating EU influence (Radaelli, 2003; Bulmer, 2007)), causes for non-compliance, lack of a push-and-pull approach, the concept of Europeanization and its limitations (concept: Territorial structure, policy saliency, trust between state and non-state actors; limitations: lack of a comprehensive national environmental strategy, inability of domestic actors to make full use and financial tools provided by the EU, lack of social support to act for the benefits of environmental protection (Doussis, 2011));
5. Help provided by the EU (external help): role of governance shaper (amount of influence on the environmental regulations of each member state exerted by the EU (Fernández et al., 2000), EU funding, infringement process);
6. Influence from neighboring countries.

Despite the disadvantages experienced in the Southern EU member states, these countries also contain numerous advantages that can and will help them prosper if used efficiently. An important point of their strength is their geographical location, which grants them an abundance of sea and sun (great opportunity for renewables), and their strong culture. More specifically, Spain, Greece, Italy and Portugal are all found to be open to new innovations and flexible when facing challenging changes. Furthermore, these countries need to understand the benefits they currently hold and use them to "move forward" in the "journey" of sustainability. Another crucial factor driving the countries' motivation to shift quickly to sustainable pathways, is that Mediterranean is characterised as a *"climate change hotspot"* (A. Tuel et al.,2020). In other words, the Southern EU member states are facing and will continue to face the impacts of climate change more vividly than their Northern partners.

GREEN MARKETING AND THE SOUTHERN COUNTRIES: RECOMMENDATIONS

No matter the valuable help it offers, the EU must consider the various social and economic challenges faced by the Southern states and help them adapt to this new reality. Country specific marketing approaches could be adopted in the different contexts in order to meet these challenging objectives.

Emerging Scenarios

- Energy Crisis

The energy crisis of today's time is more than evident. However, *"this will not be the last crisis in the brave new world of clean energy"* (Popkostova, 2022), since factors such as extreme weather, dwindling domestic gas resources and lack of strategic reserves and efficient climate policies are still having strong ramifications. The post-covid recovery and the EU-Russia dynamics have also heavily influenced the EU's energy transition. More specifically, the soaring energy prices amplify inflationary pressures and thereby adversely impact the post-Covid recovery curve, delaying the objectives of the EGD.

At this point a balance must be found between security, affordability, and sustainability, the three important dimensions of the energy trilemma, and effective management is required in order to stop the anti-transition sentiment that could delay the goals of the EGD (Popkostova, 2022). Flexibility is necessary to deal with the short-term needs of the EU; however, the climate concerns must remain focused on the medium and long-term objectives in order for them to be efficiently achieved on time. There is the chance that a *"high price environment might become the 'new normal' as we progress down the pathway of decarbonization"* (Popkostova, 2022). The excessive energy dependence on Russia and the post-covid recovery require

structural solutions for Europe's energy security, goals which coincide with the one's of the EGD in the medium and long run. The situation calls for bilateral and multilateral cooperation to find solutions with a geopolitical approach to sustain the goals of the EGD.

- Covid-19 pandemic

The COVID-19 Pandemic has become a major public health concern worldwide, which impacts on environmental sustainability and social responsibility, as well as people's quality of life (Severo et al., 2020). Despite causing numerous difficulties, the pandemic has shed light on some valuable lessons. Just like health, the environment and climate must be considered by all stakeholders and citizens as global public goods to be protected.

Implications of the COVID-19 pandemic on sustainability have started to be seen since profound and pervasive social changes are occurring at a global level (Sarkis et al., 2020) but the most difficult challenge remains on how to ensure the participation of everyone in the efforts. From peoples' side, it seems that experiencing a period of quarantine, social isolation and health crisis has changed and intensified environmental awareness, sustainable consumption and social actions.

It is noteworthy that numerous reports and studies have shown that COVID-19 has focused our minds on helping to create a better and healthier world. The 2020 global survey by Accenture said that consumers "*have dramatically evolved*", and that 60% were reporting making more environmentally friendly, sustainable, or ethical purchases since the start of the pandemic. Accenture added that 9 out of 10 of that percentage will continue doing so (Accenture, 2020). Also, a study by Kantar testified that since the beginning of COVID-19 sustainability is more of a concern for consumers than before. And 65% of global respondents believes *"it is important that climate change is prioritised in the economic recovery after coronavirus"* (Kantar, 2020). BCG in a recent survey on more than 3,000 people across eight countries has found that in the wake of the pandemic people are more concerned—not less—about addressing environmental challenges and are more committed to changing their behaviour to advance sustainability with a relevant part of participants which said they were more aware now than before COVID-19 and three-quarters of respondents said environmental issues are as or more concerning than health issues. BCG survey also found that people want to see aggressive action on the environmental front in the economic recovery plans which should make environmental issues a priority (BCG, 2020).

- Invasion of Ukraine by Russia

With the ongoing invasion of Ukraine by Russia and the incoming economic sanctions imposed by the EU, Europe's energy dependence was made more than clear to the world and major policy decisions need to be carefully made.

The energy prices for oil, gas and coal are skyrocketing and have heavily affected the price of electricity in Europe. Additional inflationary pressures have in this way introduced a risk of "stagflation", keeping in mind that the maximum use of all available indigenous energy resources is indispensable. At the same time social concerns need to be addressed to avoid the risk of losing public support for a "greener" economy, just because it is perceived to be impacting on their bills (Amaro, 2022). At this point, it is of outmost importance to stress the topic of a fair green transition. Governments need to aid EU member states with scarce financial resources to survive this crisis. *"This must be a fair green transition. This is why we proposed a new Social Climate Fund to tackle the energy poverty that already 34 million Europeans suffer from"* (Ursula von der Leyen, 2022).

However, this energy crisis has reinforced the necessity to be less dependent on imports and instead strive to improve energy efficiency and investment in renewables. The reduction of the reliance on traditional fossil fuels and the introduction of new climate-neutral technologies, such as hydrogen, biochemicals or decarbonized materials needs to be put in action (Delbeke, 2022). At the same time, however, governments should not rush to propose major changes in the current energy market regulation, to avoid unwanted side effects, such as undermining investment incentives, that would make short-term problems worse in the future.

The crisis is driving change at the individual level, and this increased commitment to sustainability has major implications for companies and governments too.

People seem to be ready today, like never before to embrace the green challenge but better and solid bridges of communication with the scientific community and policy makers are needed.

Available Marketing Strategies

Increasingly, more firms are seen to utilize green opportunities and change the way they function to be eco-friendlier (Molina-Azorín et al., 2009; Haden et al., 2009). For these more forethoughtful firms to adopt green marketing efficiently, they should try to integrate the concept of green marketing into all routine marketing activities. Some of the main reasons why companies would introduce green marketing would be exploiting opportunities such as increasing corporate image, raising product value, enhancing competitive advantages and complying with environmental trends (Chen, 2010).

It is obvious that there is a need to create a **sustainable green supply management** especially in the Southern member states. As a first step *"a deeper look and new perspective are needed regarding supply chain risk sources comprising uncertainties arising from the supply chain-environment interaction, a path that has already been followed by several authors"* (Wu et al., 2013). Some challenges are to be faced by the firms underdoing such change of management, namely the internal process optimization (Ferrer and Whybark, 2001; Kleindorfer et al., 2005) and *"understanding the effects of this change at the level of the external elements"* (Couto et al., 2016). All these external elements will need the efficient cooperation and contribution of competition (Martin and Matlay, 2001), suppliers (Guide and Van Wassenhove, 2002), social responsibility, risk (Wu et al., 2015) and, above all, consumers (Guide ad Van Wassenhove, 2009).

Moving on, there is the need of an introduction for **tailor-made green products** in a unique way for these countries, to achieve an effective result. Some examples of such products could be energy-saving TVs, LED lights, solar panel water heaters, solar panel charging cases, eco-friendly verification phone apps, electric cars and eco-friendly fridges. The hard part is not really the production and the availability of these products, but their **normalization and increased use**.

Several studies revealed that a positive relationship exists between the three variables of the so called KAB model (Couto et al., 2016). KAB stands for: *subjective knowledge about environmental impact of products (K of KAB), the environmental product attitudes of EU consumers (A of KAB) and lastly their willingness to pay for green products (B of KAB*)" (Gregory-Smith et al., 2016). Thus, consumers are aware of the value and help of green products and they have a positive attitude towards them. Moreover, it was proven that the willingness to pay for green products in Southern countries was higher than that of the Northerner EU member states (Gregory-Smith et al., 2016). This outcome contradicts the assumptions of a *"broad literature, which predicts the opposite because of lower level of income and development in the South of Europe"* (Gregory-Smith et al., 2016).

This effect is due to different strategies used by Northern and Southern member states regarding the diffusion of green products in the past. However, these strategies have been leaving the Southern member states behind. More specifically, in the North consumers have managed to normalize the use of green products and diffuse them in their everyday life (Gregory-Smith et al., 2016). They buy those kinds of goods for the purpose of being eco-friendly and not for feeling prestigious. Moreover, the normalization of green products has led several providers across countries to deliver them without the need of high prices (Gregory-

Smith et al., 2016). On the other hand, green products in the South were introduced in later years. They are considered luxurious and are highly priced, since *"premium prices can be claimed in markets where environmentally- friendly products are not widely diffused"* (Etsy & Winston, 2009). In this way, people have the perception that whoever owns such products has a greater prestige and power. At the same time, there are only limited producers and importers of eco-friendly products in the South, this situation creates almost a monopoly and allows the set of higher prices.

The impact of a smaller number of people paying very high prices for green products is what drives up their average willingness to pay and creates the aforementioned adverse effect. Their enthusiasm in green products is linked to the fact that for them they are still a novel and scarce and this becomes a drivers of their willingness to pay. What happens in the North is that the more established positioning of eco-friendly products is accompanied by a *"wider diffusion and higher competition within green product categories, which leads to a declining price premium and a lower willingness to pay" (Gregory-Smith et al., 2016).* In other words, in the Northern member states green products have become a usual norm that everyone learns to follow.

CONCLUSION

One-size-fits-all model cannot be effective in fostering the green transition. Only a country-specific Marketing driven approach might allow an efficient diffusion of tailor-made green products.

Country-specific educational campaigns and marketing communication could play a role in building green consumers' behavior: nobody should be thinking about how to improve the individual daily life, without caring for the rest of humanity. Communication campaigns should inform citizens on why the transition is needed and keep them "in the loop" regarding the dilemmas that arise in the process of climate-neutrality.

The points of strength of Southern Countries should be exploited, including the higher consumers' willingness to pay, which should be linked to a new perception of the environmental values and not limited to the social approval as it is nowadays.

To achieve sustainability objectives, it is not enough for EU policy-makers to take measures and for the national member states' authorities to be committed to the implementation of these objectives, nor the individual awareness of the private sector and citizens. Only the coordinated mobilization of all stakeholders together with citizens can make the difference becoming absolutely essential nowadays.

The catastrophic events of summer 2021, in particular in Southern EU member states (wildfires, floods, droughts, etc.) has made more than clear the need to accelerate the green transition. Prevention is something that can cost much less than inaction, and this is something to keep in mind.

The EU will continue to pursue its goals towards an environmentally friendly lifestyle. In this long-lasting and challenging journey towards sustainability no one should be selfish. No stereotypes that create divides between the North and the South of the EU should exist. No one must be "left behind" and everyone needs to tangibly adapt to a greener reality.

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THE IMPACT OF DISCLOSURES ON SOCIAL MEDIA-BASED PHARMACEUTICAL ADVERTISING

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Keywords: pharmaceuticals, disclosures, social media, DTCA

Description: This research provides evidence that consumers who frequently use social media are more likely to respond favorably to social media influencer disclosures within the context of pharmaceutical advertising.

EXTENDED ABSTRACT

Research Question: This research examines how consumers respond to advertising disclosures made by social media influencers for electronic Direct-to-Consumer Advertising (eDTCA). More specifically, we examine how an individual difference variable, social media usage, influences consumer reactions to advertising disclosures for prescription drugs by social media influencers.

Methods and Data: A total of 182 participants were recruited via an online panel. The study used a 2 (post condition: less information post vs. more information post) x 2 (Instagram use frequency: less frequent users vs. more frequent users) between-subjects design. Social media posts from influencers were modeled after Instagram posts, given that Instagram is one of the top social media portals consumers use to search for health information. The post conditions included (1) an Instagram post with a short amount of information and additional information disclosure with a link included (less information post) and (2) an Instagram post that was the same as the first condition but included more detailed product and warning information (more information post). The dependent variables included product interest, motivation to look up information, perceived product safety, and trust in the information. To examine the interaction, we classified those who were more frequent users as respondents who said they use Instagram a few times a week or more. All others were labeled as infrequent users of Instagram. Since the influencer used is a real influencer, we included awareness of the influencer and gender as covariates.

Summary of Findings: As predicted, we find that consumers who are more frequent users of the social media platform (a) have more interest in the advertised pharmaceutical product, (b) more motivation to look up information about the pharmaceutical product, and (c) perceive the

pharmaceutical product to be safer when they see eDTCA posts containing disclosures with additional information on product and safety risks (as compared to less information). We also find that consumer perceptions of trust in the information contained in the post mediate the relationships mentioned above. For less frequent users of the social media platform, there was no difference between the posts across the dependent variables and nonsignificant indirect effects.

Key Contributions: For policymakers, researchers, health advocates, and social partners, our findings underscore that consumers notice and respond to DTCA disclosures. Earlier studies regarding social media advertising disclosures have produced mixed findings. We build upon previous results by showing that consumers who use social media more, consumers that are arguably more familiar with ad disclosures and the lack thereof, respond favorably to ad disclosures in terms of product interest and safety perceptions. Among more frequent social media users, the disclosure information also increased motivation to look up the product information, a potentially significant response to persuasive information for pharmaceuticals from a consumer welfare and health education perspective. We are not aware of research in this domain investigating social media use as a moderator of influencer marketing post evaluations. By doing so, we add nuance to the literature surrounding influencer marketing and persuasion knowledge and add to literature demonstrating the positive effects of social media use. We suggest that our findings could be due to the heightened risk associated with prescription products and increasing expectations that sponsored posts include sponsorship information.

References are available upon request.

THE NOTICE-AND-CHOICE PRIVACY GAMBLE: GAME THEORY, CONSUMER AGENCY, AND IMPLICATIONS FOR GDPR

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Keywords: game theory, GDPR, notice-and-choice model, Ellsberg Paradox, privacy notices

Description: A theoretical basis for the notice-and-choice model of consumer privacy protection is presented and discussed within the context of the US and EU policy environments.

EXTENDED ABSTRACT

This paper introduces a theoretical framework for how the notice-and-choice model for protecting consumer information privacy can be considered a viable policy approach, despite mounting evidence that privacy notices are often ignored, difficult to read, increasing in length, and misunderstood by consumers. Drawing from several well-known game-theoretic models from Daniel Ellsberg (c. 1961 & 62) that we believe map closely to an online consumer's notice-and-choice context, we outline a rational choice model for consumer online privacy and discuss its relevance for the EU's General Data Protection Regulations

[GDPR]. We argue that an online consumer's notice-and-choice privacy gamble is a 'reasonable bet' given the consumer's expected payoff in an environment that is constrained by competition and dynamic forces of institutional trust. Consumer choice, as a deliberate, consistent, and repeatable action, is context dependent and underwritten by consumer agency and the communicative aspects of a notice-and-choice transaction. Additional choice-theoretic derivations involving uncertainty and ambiguity (inspired by renewed interest and discussion of the Ellsberg Paradox) are also discussed and explored as a potential direction for research.

Research Question

Privacy notices and the requisite checkbox action to 'acknowledge-and-continue,' although ubiquitous to the online experience, are proving to be increasingly difficult for privacy and marketing scholars to justify as a matter of sound public policy. While there is little disagreement that information disclosure and consumer choice remain basic components of informed consent, there is a growing body of evidence that suggests privacy notices fail to provide consumers with sufficient information for an actual informed privacy choice. Privacy notices are too often ignored, considered difficult to read, increasing in length, difficult to comprehend, and/or fundamentally misunderstood (Calo 2012; Martin 2015; Milne and Culnan 2004; Nissenbaum 2011). What, if anything, do privacy notices provide for a consumer's choice in the context of a notice-and-choice transaction? Is the checkbox action to acknowledge-and-continue a completely meaningless or empty gesture, given that consumers do not read, or hardly read, or fundamentally misunderstand the conditions to which they "volunteer" personal information?

Summary of Findings

This paper outlines a defense for the notice-and-choice model for online privacy by addressing persistent worries about notice adequacy and information disclosure. Drawing from game theory and a theory of consumer agency, we aim to explain how consumer choice, as a deliberate action, is the result of a rational and experiential process that is constrained by competition and dynamic forces of institutional trust. Game theory provides a useful forum for evaluating privacy related decision making because it introduces a set of concepts that frame a consumer's expectation for privacy protection in terms of subjective 'degrees of belief' and 'theory of revealed preference.'

Recent provisions in the EU's General Data Protection Regulations [GDPR], such as requiring better privacy notice communication protocol and providing consumers the opportunity for data access and deletion, are consistent, at least in their intent, with our interpretation of consumer agency and consumer choice. Moreover, we argue further, the central notions of the EU's GDPR, such as privileging the locus of privacy protection on 'natural persons' and/or 'human data subjects' and framing obligations of data controllers and data handlers are consistent with the theory of rational choice and consumer agency we outline and describe.

Key Contributions

The current discussion contributes to the marketing and public policy environment by offering a theoretical grounding for the notice-and-choice model, as a current consumer protection policy approach in the US, while discussing its implications for the (now) established

GDPR in the EU. Although there are some prior studies that examine how game theory can be used to clarify privacy research, this is the first effort that we are aware of that attempts to theoretically ground a current and emerging policy approach within a decision theory framework.

- This paper provides a conceptual framework for situating many of the central concepts and assumptions of the EU's GDPR within a theory of consumer agency.
- Warrant for endorsing the notice-and-choice model is postulated from a discussion and analysis of Ellsberg's (now) classic 1961 & 1962 game theoretic problems and solutions. Additional choice-theoretic derivations involving uncertainty and ambiguity are also considered and discussed.

References are available upon request.

THE POSITIVE UTILITY OF CONSUMER TRAVEL: INVESTIGATING CONSUMER ADOPTION OF GREEN AND NON-MOTORIZED TRANSPORTATION MODES

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Keywords: Sustainability, transportation, green consumption

Description: Using focus groups, the paper examines both instrumental and non-instrumental factors that affect green transportation mode decisions.

EXTENDED ABSTRACT

Research Question

The emergence of novel means of transportation allows consumers in urban areas to choose between a variety of motorized as well as green and non-motorized transportation modes, including walking, bicycling, bike-sharing, car-sharing, public transit, or driving their own car (or, in the near future, riding in an autonomous vehicle). Recent research in the field of consumer behavior and consumer psychology has started to investigate ways to persuade consumers to engage in pro-environmental behavior, such as recycling (White & Peloza, 2009) or car-sharing programs (Graul, 2014). Yet, when it comes to transportation mode adoption, less is known about the factors that consumers may consider when adopting or not adopting green transportation modes. What needs and motivations underlie consumers' travel mode choices

when it comes to different transportation modes? What role do instrumental and non-instrumental attributes play? Our study sets out to uncover whether both instrumental and non-instrumental factors are important and significant in the travel decision-making process of the consumer. These insights are important for consumer theory, as well as for informing policies and public outreach campaigns to decrease motorized transportation, address societal needs, and meet environmental targets.

Method and Data

US participants (n=42) from a large urban area were recruited to participate in six mode specific focus group sessions in the summer of 2019: walking, driving own car, bus/rail transit, bicycling, carpool/carshare, and bike/scooter-share. Each focus group session was capped at ten participants, though the researchers planned for an optimum of eight group members (Gill et al., 2008) per session. Semi-structured focus group guides were developed to systematically guide each discussion, including group questions and activities that centered on the usage and perceptions of transportation modes, motivations and decision processes involved. We followed a structural approach to examine all data with the goal of identifying coding frames and structuring a model (Hsieh & Shannon, 2005). First, a thorough reading of the transcripts without annotation was required, followed by a second, annotative reading to develop a consistent code set. Next, four research assistants performed separate, conventional content analyses based on a grounded theory approach (Foley & Timonen, 2015).

Summary of Findings

Several important findings were uncovered. First, non-instrumental motivations (especially those regarding health, social connections, and well-being) in travel mode decisions were important to describing why consumers may choose active transportation modes. Users of non-motorized, green transportation modes (walking, bicycling) tended to discuss non-instrumental attributes more than instrumental attributes and placed a higher importance on non-instrumental factors in their mode decision choices than those in the motorized focus group sessions. Second, safety and security concerns were particularly salient for users of modes other than driving own car, especially active transportation modes. For instance, respondents from all sessions discussed security in the context of perceived threats from crime and strangers. Rideshare users in the carpool/carshare session discussed how they wished for an in-app connection to law enforcement in the event of a threat from passengers or drivers. Respondents in the bus/rail transit session reported avoiding travel during night-time off-peak hours. Third, the importance of each attribute in travel mode decisions varied situationally and with the purpose of travel. Our findings illustrate the most impactful factors in a mode choice decision vary with the purpose of travel and current travel conditions, occasionally resulting in dynamic mode choice changes mid-trip.

Statement of Key Contributions

This study contributes to the existing knowledge about consumer mode choices by adding a perspective that considers non-instrumental factors (including symbolic or affective influences) in consumers' mode choice decisions. Transportation mode choice has traditionally been understood through a framework based almost solely on attributes like cost, travel time, distance,

instrumental factors which are costs to the consumer. In contrast, non-instrumental factors often take the form of intangible benefits (e.g., well-being, social influences) for the consumer derived through the act of traveling itself. Our work shows that accounting for both types of attributes is critical to characterize how communities travel, how infrastructure and system design impacts quality of life for travelers, and how campaigns encouraging green and sustainable travel behaviors might be framed for greater impact. This work is particularly relevant for governments, regional planning agencies and policy makers, transportation networking companies, and green marketing firms. We conceptually identify drivers and barriers of various travel behaviors, deterrents to travel via active transportation modes in automobile-dominated environments, and situational variability determining how such factors work together to produce individual travel mode choices.

References are available upon request.

THE POWER OF THE PLATFORM: PERSUADING CONSUMER BEHAVIOR FOR SOCIAL GOOD

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Key Words: Influencer, Power, Consumer Behavior, Social Good

Description: This paper explores the concept of the 'Power of the Platform.'

EXTENDED ABSTRACT

Research Questions

- What does the term 'Power of the Platform' mean to consumers?
- What types of individuals (e.g., social media influencers, celebrities, companies/brands, politicians, etc.) use their 'Power of the Platform'?
- Are consumers listening and responding to these platforms?

Method and Data

A questionnaire was distributed online to MBA-level graduate students at a southeastern university in the United States. A total of 236 questionnaires were analyzed with NVivo to identify data themes.

Summary of Findings

Students were able to provide a definition for the concept 'Power of the Platform;' however, the platform could be perceived as the message (or cause) as well as the media (social

media site). In addition, it was noted that anyone can use their platforms. More than 100 unique names were identified as using their 'Power of the Platforms' with Lebron James, Donald Trump, Taylor Swift, Joe Biden, and Christy Teigen leading the responses. Celebrities and influencers persuade consumers and their behaviors, causing them to act based on the message provided, including voting and donating behaviors.

Key Contributions

While celebrities and influencers have taken active roles in social movements, the term 'Power of the Platform' has been used in mass media; however, it has not been explored in the academic literature. The persuasive nature of influencers for "social good" needs further exploration by marketing academics. Moreover, this exploratory study examined the concept of 'Power of the Platform' as it relates to social and political issues, and it identified consumer behaviors which can be impacted by the powerful influence of celebrities.

References are available upon request.

The role of retail service quality, brand perception and trust in the green energy sector – a research agenda—foundations and overview

Abstract

Green brand, retail service quality, and trust have become an important area of interest for the academicians and the marketers with regard to its influence on the consumer's green product purchase intention. However, limited inquiries have been initiated in particular green energy context and very scarce literature exits with regards to the association between green energy purchase and intention. The current study aims to explore the literature on the theoretical foundation of factors motivating the green energy purchase intentions (GPI), and to provide a path for future research for this field of study. The study identifies the possible impact of green brand perception and retail service quality on consumer's intention for purchasing green energy. An explanatory mediated mechanism through the lens of green energy trust is established to see changes in GPI as an outcome. The paper is conceptual, incorporates and interrelates the findings of existing behavioural research as applied within the context of green energy and proposes a set of research agenda to guide future research in the field of green energy consumer behaviour. The study significantly fuel the green energy consumerism literature and managerial implications to gain a deeper understanding of the antecedent and precursors that lead the development of green energy purchase intention.

Key words: Green energy, Green energy purchase intention.

Introduction:

Higher generation cost and the consequently higher market prices constitute the principal barrier to consumers' intention to purchase green energy, as a result to date, green energy market share remains low (Salmela & Varho, 2006; Ibáñez, 2006; Hartmann & Apaolaza, 2012; Hartmann et al., 2018, Palandino & Pandit, 2019; Ahmed et al. 2021).This presents a significant challenge to green energy marketers as the price perception, and intangible nature of green energy is considered one of the main challenges to grow this particular market (Hanimann e al. 2015; Paladino & Pandit, 2019). Researchers suggests that marketing strategies like branding, service differentiation and trust perceptions are the key components to foster the demand for green energy (Paladino & Pandit 2012, 2019; Hanimann et al. 2015). Thenceforth, energy marketers, retailers should focus on branding, value-added services and trust to defend the dilemma of the evolving green energy market. It is essential that green energy service providers should attract consumer interest towards green energy offering superior service quality, brand image, and by acquiring trust towards green energy to uptake the market. This conceptualization focusses on the impact of green energy branding, retail service quality and green energy trust builds up a research concept for the current study. Although there are some instances of prior research relevant to these factors (e.g., Hartman, 2007; Palandino & Pandit, 2012; Hanimann et al, 2015), the extant literature lacks an understanding about their relationship with green energy purchase intention (GPI).

Prior studies (e.g., Halder et al. 2016; Palandino & Pandit, 2019) predominantly focused on factors affecting the green energy purchase intention (GPI) viz. environmental concern, attitude, social norm, attitude, price perceptions, subjective norm etc. However, limited inquiries have been initiated and very scarce literature exits with regards to the association between green energy brand perception (GBP), retail service quality (RSQ), green energy trust (GET) with GPI. The lack of empirical evidence relevant to these factors, lays down the background this study and thus motivated the authors to develop a set of research agenda gives a standardization that offers marketing practitioners insights into the development and implementation of marketing strategy to motivate consumers' GPI. The underlying mechanisms involving contingency linkages between GBP, RSQ, GET and GPI found still vague in marketing literature. Therefore, the study proposes a set of research agenda that could be validated, tested and applicable to a set of consumers living in different countries and to investigate the strength of the relationship between values identified as GBP, RSQ, GET and GPI within an integrative research proposal.

Following the above paradigm of knowledge gap towards green energy context, the aim of the study is to draw attention of researchers to the possible unexploited areas by providing a set of agenda for future research. The study identifies the possible impact of GBP and RSQ on the GPI. An explanatory mediated mechanism through the lens of GET is established to see changes in GPI as an outcome. In line with that, this paper developed a set of research agenda for future exploration proposing the relationships between GBP, RSQ, GET and GPI to be tested in future research. The intention of this study is to construct and design a research agenda that could be validated, tested and applicable to a set of consumers living in different countries and to investigate the strength of the relationship between values identified as GBP, RSQ, GET and GPI within an integrative proposal.

Conceptual background on cognitive factors:

Green energy brand perception (GBP)

Green energy brand positioning plays a crucial role determining the quality of green energy that effects consumers' energy purchase decision. Referring to Hartman et al. (2005), this study defines "*green energy branding"* as "a specific set of green brand attributes such as reliability of green energy and benefits related to the lower environmental impact of the brand and its perception being environmentally sound".

Retail service quality (RSQ)

The dimensions of perceived service quality in this study referred to as service process quality (functional service quality). This study proposes the notion of "*perceived service quality*" and refers to Palandino & Pandit (2012) and to define it as "a list of attributes that an energy provider must have in order for them to consider purchasing their green energy from them (in order of importance): customer service, exposing green information, energy reliability/performance, educating customers for their contribution and genuine environmental benefits, capacity to guarantee reliability, green energy tip, awarding customers for green participation etc."

Green energy trust (GET)

Trust is a greater issue for green energy providers as compared to a traditional energy where consumers expect evidence to be provided to show that they were really green (Paladino & Pandit, 2012; Chen & Chang, 2012, 2013; Cheung et al., 2015). Consumers in general are skeptical towards the reliability and performance of green energy (Hobman & Fredrick, 2014). Referring to Testa et al (2015) and Palandino & Pandit (2012), this study defines "green energy trust" as "a willingness to depend on green energy services, or brand based on the belief or expectation resulting from its credibility, reliability, performance, benevolence, and ability about its environmental performance".

Green energy purchase intention (GPI)

Purchase intentions are often regarded as the most important predictor in buying behavior (Ajzen, 1991). Referring to Litvine and Wüstenhagen (2011), this study defines "green energy purchase intention" as "the likelihood that a consumer would buy green energy services resulting from his or her cognatic, social and environmental needs". The effectiveness of purchase intention generally increases when they are aimed at important antecedents of the relevant behavior and at removing barriers for change (Halder et al., 2016; Yadav & Pathak, 2017). Therefore, it is important to understand which factors uptake green energy purchase intention.

Building the blocks for research agenda:

The effect of green energy brand perception on green energy trust

Researchers recommends that green energy providers must set up a distinct green brand and build consumer trust to the intangible green energy product (Wiser & Pickle, 1997; Hartmann et al., 2016). If retailers build a strong brand image of green energy, customers would form a higher level of trust towards green energy. However, research evaluating the role of green energy brand towards green energy trust is absent in marketing literature, which motivates to propose our first research agenda:

Agenda 1: To what extent green energy brand can affect green energy trust in adoption green energy?

The effect of retail service quality on green energy trust

The dimensions of perceived service quality in this study referred to as service process quality (functional service quality). Green energy retailers are expected to provide special services, important to consumers as consumers pay higher price premium than grey energy. In the focus group study conducted, green energy service providers are found to increase brand trust by frequently engaging with customers by providing unbiased information, better customer service, and showing consumers the effects and changes of pro-environmental behavior (Palandino & Pandit, 2012). Thus, if energy retailers are committed to deliver superior services to their targeted green customers, consumers would form a higher level of trust towards their service quality. This calls for the research agenda 2 and 3:

Agenda 2: What is the relationship between service quality and trust in relation to green energy purchase intention?
Agenda 3: How the service quality of green energy retailers can affect the trust in adoption of green energy?

The effect of green energy brand perception on green energy purchase intention

Purchase intentions are often regarded as the most critical predictor in buying behaviour (Ajzen, 1991). In green energy context, consumers are skeptical about the authenticity of real green, but green brand image can provide information about green energy's unique brand attributes and its benefits (Palandino & Pandit, 2012). Green branding would help loyalty to foster and ultimately positively influence the buying decision and stock or share prices for green energy (Ginsberg & Bloom, 2004; Palandino & Pandit, 2012; Hanimann et al. 2016). Earlier studies by Suki (2016) affirmed that the green brand in general effect consumers' green product purchase intention. However, there are no empirical findings regarding how green branding applies to uptake a specific green product - green energy purchase intention. This calls for our research agenda 4 and 5:

Agenda 4: What is the influence of green energy brand on consumers' intention to purchase green energy?
Agenda 5: Can green energy branding enhance can enhance the purchase intention of green energy?

The effect of retail service quality on green energy purchase intention

Service quality is considered to be a crucial factor in increasing customers' green energy purchase intention in the liberalised energy market. During the purchasing process of green energy, consumers look for certain service attributes as important to them such as performance/quality, reliability, price (Palandino & Pandit, 2012; Ibáñez et al., 2006). Most researchers defined perceived service quality as the comparative judgement of expectations versus perceived performance (Ibáñez et al., 2006; Palandino & Pandit, 2012). Since the intangibility of green energy is an important barrier for marketers to overcome, several authors suggest that the energy retailers should exploit every interaction with their customers to improve the consumers' perceptions towards green energy, thus motivate the intention to purchase green energy. Despite this, research evaluating the role of green energy retailer service quality and their characteristics are limited in marketing literature. Hence, the following additional agenda is proposed:

Agenda 6: What is the relative role of energy retailers service quality in green energy purchase intention?
Agenda 7: What are the dimensions of service quality affect consumers' green energy purchase intention?

The effect of green energy trust on green energy purchase intention

Trust is a greater issue for green energy providers as compared to a traditional energy where consumers expect evidence to be provided to show that they were really green (Paladino & Pandit, 2012; Chen & Chang, 2012, 2013; Cheung et al., 2015). Green energy trust includes consumers' expectation toward their energy retailer's service quality. In the context of our study, if energy retailer can keep their green commitment and fulfill customers' expectations toward green energy services, customers would form a higher trust towards the energy retailers. Furthermore, if customers have had a trust experience with the energy provider and their services, customer would form a higher level of purchase intention (Ibáñez et al., 2006; Chen & Chang, 2012). However, research evaluating the role of consumers' trust towards green energy purchase intention is scant in marketing literature, which motivates to propose our final research agenda:

Agenda 8: To what extent trust can affect consumers' green energy purchase intention?

Additive theoretical contributions:

This paper advances several streams of research. The review contributes to the existing marketing literature in three important ways. First, the study adds to the growing body of theory on the field of macro marketing literature by conducting theoretically grounded research which may help in shedding empirical lights on effective green marketing approaches to green energy. Second, to our knowledge, this research is the first that undertakes an extensive and systematic review of the literature, resulting to the identification and documentation of three socio-psychological cognitive factors: GBP, RSQ and GET that influences green energy purchase intention (GPI). Thus, this study strives to fill the research gap by operationalizing and portraying the linkage between GBP, RSQ and GET with the GPI under the nexus of green energy consumer behavior. Third, while most studies offer behavioral theories (i.e., TRA, TPB) to investigate the GPI, which are still questionable on its unanimous applicability in the green consumer behavior, and thus emerged an issue of debate for academia in order to address (Jaiswal & Kant, 2018). However, the current study embraced with socio-psychological cognitive factors (GBP, RSQ and GET) in one framework to predict the GPI applying our customized approach. Thus, this study strives to fill the research gap by operationalizing and portraying the linkage between GBP, RSQ and GET with green energy purchase intention under the nexus of green energy consumer behavior. The final contribution to the literature is, our eight-research agenda where we draw major guidelines on this important topic for further strengthening and investigating in future empirical research. The proposed agenda thereby offers valuable opportunities for future research.

Implications for marketing practice:

Apart from academic use, the study can also help practitioners in different ways. Since, the nature of the current study is more focused on service marketing approaches (i.e., service marketing), the authors suggested relevant socio-psychological cognitive factors (e.g., green energy brand, service quality and green energy trust) to focus which may contribute to stimulating the market share of the intangible green energy. The lack of empirical evidence relevant to these factors lays down the background this study and thus motivated the authors to develop a set of research agenda gives a standardization that offers marketing practitioners insights into the development and implementation of marketing strategy to motivate consumers' green energy purchase decision. The study also educates energy retailers about the significance of service quality (i.e., functional service quality) which can enhance consumers' trust towards green energy in a more complicated marketing environment. Finally, this study could help potentially identify which (internal or external) factors having significant impacts on the green energy purchase decision.

Limitations and directions for further research:

This paper as with any other paper is not without limitations that bring to light avenues for future research. The current study focused on theory construction; empirical evidence should be drawn in future research for an in-depth understanding of this critical topic which could help to shed lights on consumer's expectation and analyses major forces can shape consumers' purchase intention towards green energy. This paper, therefore, invites empirical studies to test the proposed research agenda. However, to note that the current study was limited in discussion with only three psychological, cognitive factors motivating consumer's green energy purchase decision, future research may incorporate other factors relevant in empirical research. The current study proposes a set of research agenda framing four novel constructs for future research to analyses the effect of green energy branding, perceived service quality and trust toward green energy purchase intention. To test the framework, structural equation modelling techniques will be applied to a representative sample of residential consumers of energy market. Validating and testing the model through experiments and surveys would help the future study to identify impact of these key factors. Future research can verify the hypotheses by means of a questionnaire survey method and providing cross-sectional data.
The empirical findings of postulated model may provide new and valuable insights in explaining the determinant factors of green energy purchase intention, especially the mediating role of trust in green energy

purchase intention. Finally, this study hopes that the proposed research framework will be helpful to managers, researchers, practitioners, and policy makers, and contribute to future research as reference.

Concluding remarks:

The study aimed to conduct a literature review and lay out a possible set of research agenda for future empirical research. The underlying mechanisms involving contingency linkages in the context of green energy purchase intention and consumers' actual behavior found still vague in marketing literature. Therefore, the study proposes several research agenda that could be validated, tested and applicable to a set of consumers living in different countries and to investigate the strength of the relationship between values identified as green energy brand, service quality, green energy trust and green energy purchase intention within an integrative research proposal. In brief, they are the following:

1. *The role green energy brand on green energy trust in the adoption of green energy*
2. *The relationship between service quality and trust in relation to green energy purchase intention*
3. *The role of service quality of green energy retailers on trust in the adoption of green energy*
4. *The influence of green energy brand explaining consumers' intention to purchase green energy*
5. *The extensive power of green energy branding to enhance the purchase intention of green energy*
6. *The relative role of retailer's service quality in a green energy purchase decision*
7. *The dimensions of service quality on consumer's green energy purchase intention*
8. *The influence of trust on consumers' green energy purchase intention*

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TOWARD A DYNAMIC FRAMEWORK OF MARKETING IDEOLOGY

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Key Words: Marketing Ideology, Legitimacy, Market Criticism, Consumer Sovereignty, Strategy

Description: A relational framework describing the interrelationships between marketing ideology, marketing/firm strategy, firm legitimacy, and criticism is presented.

EXTENDED ABSTRACT

Research Question

Marketing ideology has been the subject of academic analyses and discourse since its inception. While members of the community often disagree as to marketing's prevailing identity, there is broad consensus that marketing evolves in response to internal and external forces. The discipline, however, lacks a cogent understanding of the dynamics and forces impacting marketing ideology and marketing/firm strategy. A relational framework describing the interrelationships between marketing ideology, marketing/firm strategy, firm legitimacy, and criticism is presented. Through the lenses of legitimacy (i.e., the firm's desired state) and criticism (i.e., feedback originating from consumer sovereignty, social economic change, and marketing universality) the framework helps to clarify the forces that impact marketing and navigate ideological evolution.

Summary of Findings

We visualize marketing ideology as a unique, complex, describable, and evolving set of ideas and beliefs about the nature of marketing. Marketing ideology has a dual influence between firm-level ideology/strategy, with each influencing the other. Firms possess unique congruences of ideologies that inform their daily actions and long-term strategies (including firm-level

marketing). It is these firm strategies, rather than marketing ideology, which influence society's perceived legitimacy of the firm. The implicit outcome of these strategies is to support the legitimacy of the ideology. It is society's judgment of the firms' ideologies and strategies that results in an assessment of their relative legitimacy, and thus the efficacy of that ideology. In turn, legitimacy (or a lack of legitimacy as the case may be) informs criticism. Criticism provides feedback originating from a variety of social parties. Criticism may be categorized as originating from consumers (i.e., their sovereignty in the marketplace), from society (i.e., the social economic evolution), and an overall market universality (i.e., the pervasiveness of the marketing concept). It is this criticism that influences marketing ideology and also possesses a dialectic influence with firm ideology and strategy. A full articulation of these components and their relationships to each other follows.

Key Contributions

This work contributes to the research and practice in a number of ways. First, by identifying the forces influencing marketing ideology, we extend the rich research stream in marketing and macromarketing thought development (e.g., Fullerton 1988; Hollander, Keep, and Dickinson 1999; Kotler and Zaltman 1971; Kumar 2015; Wilke and Moore 2007). Second, through an exploration of legitimacy and criticism (as a causal mechanism originating from consumer sovereignty, social economic change, and marketing universality), we extend the exploration of marketing's role in society (e.g., Monieson, 1988; Rassuli and Hollander 1986). Finally, we provide a means by which both practitioners and academics may better understand the role of marketing strategy and tactics in the context of firm strategy and legitimacy; enhancing their overall capabilities to anticipate and plan for change.

UNDERSTANDING HOW THE SOURCE OF ONLINE CONSUMER DATA AFFECTS RESPONSE QUALITY AND CONCLUSIONS DRAWN FOR POLICY-RELEVANT RESEARCH

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Keywords: online data collection, MTurk, survey response satisfying; response quality; professional panels

Description: We compare results from a front-of-package (FOP) nutrition disclosure experiment in which an identical survey and manipulation are used for two different samples, a professional panel and Amazon's Mechanical Turk, and results show how source of the data can lead to some substantial differences for outcomes of interest.

EXTENDED ABSTRACT

Research Question

The widespread use of the internet to collect primary data is a methodological advancement in the social and behavioral sciences that has had a large impact on policy research. Crowdsourced data collections have created opportunities for researchers to drastically reduce the time and cost

of collecting primary data, while accessing diverse nonstudent samples that are more relevant for policy research. Many policy researchers use differing online data sources that can vary in the quality of responses supplied by participants. We believe that part of the replicability crisis in the social sciences may be related to differences in data quality across online data sources. We examine two data sources, MTurk and a professional panel (Qualtrics), used for an identical front-of-package nutrition disclosure experiment. Results demonstrate the degree to which some substantive differences can emerge despite the same experimental design, measures, and procedures. We then briefly address the role of survey satisficing, multitasking, and response effort in affecting data quality in online data collections.

Method and Data

The study used for our comparisons is a between-subjects experiment with two different sources for samples, one obtained from a major online professional vendor (Qualtrics) and the other from Amazon's MTurk via CloudResearch. The design was a relatively straightforward nutrition disclosure experiment with the primary independent variable relating to nutrient information disclosed on the front of the food package (FOP). One format used a traffic light icon in which nutrients are each colored coded to identify poor, moderate, or good levels. A second condition used a *stop sign* for negative nutrients (e.g., sodium, saturated fat) when levels reach a high (i.e., undesirable) level. The third was a FOP control (no nutrition disclosure) condition. Various multi-item measures, including nutrient evaluations, disease risk, and purchase intentions, were assessed as outcomes suggested by theory to be potentially affected by the manipulated FOP disclosure conditions. We also tested two measures that involved objective knowledge and required some level of participant effort, measures of numeracy and objective nutrition

knowledge. The number of participants completing the survey recruited through Amazon's MTurk was 580, and there were 704 participants in the professional panel.

Summary of Findings (200)

We proposed that there would be potential differences in effects for policy-relevant measures due to differences in participants' response satisficing across the two data sources. Although there is evidence of effects of the disclosure for *each* sample, the sample source moderates the effects of the disclosure for many measures. For nutrient evaluations, results are much weaker for the professional panel sample. For more downstream measures in which the disclosure is utilized to evaluate disease risk and purchase intention outcomes, some disclosure results are nonsignificant (e.g., heart disease risk and purchase intention) for the professional panel, while they are significant for the MTurk sample. These concerns are reinforced by differences observed for a simple attention check and the two objective measures that require some effort for responses (i.e., numeracy and nutrition knowledge), where the MTurk sample provided much stronger responses than the professional panel sample. Such variations in results suggest differences in substantive conclusions that may be drawn. In a separate study, we demonstrate that response satisficing, multitasking, and participant effort differ across sample sources; these constructs directly and indirectly affect data quality assessed through attention checks, providing an explanation for the differing effects on policy-related outcomes in the first study.

Key Contributions

Use of the internet to collect primary data is a methodological advancement that has had a large impact on policy- and public health-related research. It is clear that internet sourced data has

become prevalent across many social science disciplines, including policy research conducted by government agencies and consumer research published in journals such as *JPP&M* and *Journal of Consumer Affairs*.

We propose that the replicability crisis in the social sciences may partially relate to differences in data quality associated with different online data collections. Because conclusions may differ simply due to the online data *source*, the disparities we demonstrate are particularly important for research designed to help inform policy-related decisions. There are many non-profit organizations, CPG companies, governmental agencies, and policy researchers who should be aware of such differences in results and how they could affect conclusions. We empirically show how satisficing can lead to problematic responses behaviors (e.g., multitasking and lower participant effort), that these measures can differ across sample sources, and they can directly and indirectly (through mediation) affect data quality. We suggest possible ways in which policy and public health researchers may attempt to address these problematic issues.

References are available upon request.

UNDERSTANDING THE INFLUENCE OF GENDER ROLE IDEOLOGY, FINANCIAL SELF-EFFICACY, AND GENDER IDENTITY ON WOMEN'S FINANCIAL LITERACY

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Keywords: financial literacy, gender roles, financial self-efficacy, women's financial literacy

Description: This paper examines the relationship between gender role ideology and financial literacy among women by analyzing data collected via an online survey.

EXTENDED ABSTRACT

Research Question

This research aims to examine factors that might influence women's financial literacy. Specifically, we investigate the role of holding traditional views regarding societal gender roles for men and women (i.e., traditional gender role ideology) as an antecedent of low financial literacy scores among women. Moreover, we examine the mediating role of financial self-efficacy and the moderating role of masculine gender identity. This study is motivated by studies showing that consumer financial literacy levels are generally low (Lusardi and Mitchell 2014), and this knowledge deficit seems to be even more pervasive among women than men (Lusardi and Mitchell 2008). Past research has identified gender-stereotypical beliefs among women regarding financial ability and interest between the genders were related to lower financial literacy scores among women (Driva, Lührmann, and Winter 2016). These findings, along with supporting literature in gender roles and expectancy-value theory (Eccles 1983, 1984), motivate us to examine: 1) whether traditional attitudes toward appropriate societal roles based on gender influences women's financial literacy scores (H1), 2) whether this relationship is negatively mediated by financial self-efficacy (H2), and 3) whether the direct and indirect relationships are

negatively moderated by women's identification with masculine traits (e.g., assertive, agentic, etc.) ($H3_{a-b}$).

Method and Data

We employed an online survey to collect data from MTurk to test our predictions. A total of 411 MTurk workers participated in the study for compensation. Of these participants, 154 identified as women and comprised the sample for our data analysis and hypotheses testing. More than half of these 154 respondents (56.5%) were between 18 and 40 years of age, with 70.7% holding a bachelor's or a more advanced degree. Nearly sixty percent (57.1%) had a household income of $50,000 or higher and most were married (72.1%). Close to eighty percent (79.2%) of the respondents were White, followed by African American (12.3%), Asian (3.2%), Hispanic or Latino (1.9%), and American Indian and other ethnicities (3.2%). Gender role ideology was measured with seven items based on Baber and Tucker (2006). Financial literacy was assessed with Lusardi and Mitchell's (2014) three-item scale. Financial self-efficacy was measured with items adapted from Netemeyer et al. (2018). Masculine gender identity was assessed using Schertzer et al.'s (2008) eight-item scale. Age, education, income, ethnicity, and marital status were included as covariates. We used Hayes PROCESS Version 4.0 (Hayes 2021) to test the hypotheses. We ran Model 4 to test H1 and H2, and Model 8 to test $H3_{a-b}$.

Summary of Findings

This study found that gender role ideology was negatively related to financial literacy (b=-0.31, SE=0.05, p<0.001, CIs=[-0.42, -0.21]), supporting H1. Additionally, gender role ideology was positively related to financial self-efficacy (b=0.14, SE=0.05, p=0.004, CIs=[0.05, 0.24]), which was positively related financial literacy (b=0.25, SE=0.09, p=0.004, CIs=[0.08, 0.42]). The indirect effect indicated that financial self-efficacy positively mediated the relationship between

gender role ideology and financial literacy (*b*=0.04, CIs=[0.005, 0.09]), contrary to our negative prediction. Therefore, H2 was not supported. Further, masculine gender identity moderated the relationship between gender role ideology and financial literacy (*b*=-0.08, SE=0.04, *p*=0.02, CIs=[-0.15, -0.01]). Specifically, when masculine gender identity was low (i.e., one standard deviation below the mean), this negative relationship was not significant. But, supporting $H3_a$ when masculine gender identity was high (i.e., one standard deviation above the mean), this negative relationship became significant. The study also finds that masculine gender identity moderated the relationship between gender role ideology and financial self-efficacy (*b*=0.08, SE=0.03, *p*=0.01, CIs=[0.02, 0.14]). Specifically, when masculine gender identity was low, the positive relationship was not significant. Contrary to our prediction, when masculine gender identity was high, this positive relationship became significant. Therefore, $H3_b$ was not supported.

Key Contributions

This research aims to contribute to consumer financial literacy literature. Specifically, we shed light on how beliefs regarding appropriate societal roles based on gender might be related to women's low financial literacy through the mediating process of financial self-efficacy and the moderating effect of the degree to which women identify with masculine gender identity traits. Research has examined individual differences and contextual factors as contributors to the financial literacy gap between men and women (Agnew, Maras, and Moon 2018; Hung, Yoong, and Brown 2012; Niederle and Vesterlund 2010). As researchers continue their efforts to understand the causes of the gender gap in financial literacy, it is important to identify barriers that may be preventing specific populations from acquiring and increasing their financial literacy. Our research adds to this body of knowledge by presenting evidence that holding

traditional views of societal gender roles is related to low financial literacy scores among women and therefore, could be undermining efforts to bridge the gender gap in financial literacy. In terms of practical contributions, this research provide practitioners and public policy decision makers with psychographic segmentation characteristics that may be relevant for targeting efforts to improve financial literacy.

References are available upon request.

VOMITING FOR VIEWS: AN INVESTIGATION OF RISKY BEHAVIOR IN USER GENERATED ALCOHOL BRANDED CONTENT ON YOUTUBE AND ITS ROLE IN DRIVING ENGAGEMENT

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Keywords: Alcohol advertising, User Generated, User Copied, YouTube, Content Analysis

Description: A content analysis of YouTube videos to better understand the prevalence of depictions of risky behaviors in alcopop brand-focused content.

EXTENDED ABSTRACT

Research Question: Use-generated advertising is increasingly prevalent across social media platforms as users develop brand-centered promotional materials for their followers. This practice is common across all market segments, but it is of particular concern in regulated industries such as alcohol where user-generated advertisements are currently outside the purview of regulatory bodies. Thus, social media posts featuring alcohol products can and often depict usage of the product that is dangerous and would not be allowed if so depicted in legacy media. This research seeks to better understand the growth of user-generated advertisements of alcohol products on social media and the techniques influencers use to drive engagement with their posts. Specifically, we are motivated by two research questions: 1)How do the different content types—Brand Sponsored (BS) vs. User Copied (UC) vs. User Generated (UG)—of alcopop brand videos differ with regard to community engagement on YouTube? 2) How are risky behaviors and alcohol consumption portrayed in these different types of video content and how do these risk behavior portrayals affect community engagement on YouTube?

Method And Data: This research is focused on the presentation of alcopop brands (Mike's Hard, Smirnoff Ice, Four Loko, Twisted Tea, White Claw) on YouTube. We chose to focus on alcopops due to their popularity with youths, YouTube's primary users. To identify potential videos for inclusion, we programmatically searched YouTube using the YouTube Data API v3. We used each brand's name as a search term and then downloaded data for the most-viewed videos matching that term. Once downloaded, videos were then screened to exclude videos that did not feature the focal brand alcohol. In total, 380 videos were reviewed to get to a dataset of 50 videos per alcopop brand which resulted in a final sample of 250 videos.

To assess the presence of risky behaviors in each video, independent raters were extensively trained in identifying behaviors including overconsumption, passing out, chugging, vomiting, risk of injury, injury, addiction, violence, drinking challenges, drinking games, vehicle use,

active intoxication, and illegal activity. During training, agreement among coders was high (raw agreement = 88.5%) and remained high throughout the coding procedure (raw agreement = 90.9%). Upon completion of coding, all discrepancies were reconciled via discussion amongst coders and the final reconciled codes are used for analyses.

Summary of Findings: Overall, 50.8% of the videos portrayed one or more risky behaviors. On average, each video portrayed 1.46 risky behaviors. UG videos portraying significantly more risk behaviors than BS or UC videos. Significant differences in risky behaviors was also found by brand with Four Loko and White Claw videos portraying significantly more risky behaviors than the other brands.

To understand how viewers respond to the portrayal of risky behaviors, we conducted a series of one-way ANOVAs using the portrayed risk behavior as the factor and views, likes, dislikes, comments as dependent variables. Videos that portrayed overconsumption yielded significantly more likes, dislikes, and comments as compared with videos that did not portray overconsumption. Videos that portrayed chugging yielded significant differences in dislikes and comments. Videos portraying active intoxication had significantly higher likes, dislikes, and comments. Videos that portrayed drinking challenges had significantly higher dislikes and comments than those that did not. Videos that portrayed illegal activity had significantly higher dislikes and marginally significantly higher likes and comments than videos that did not. Videos that portrayed vomiting had significantly higher dislikes and comments and marginally significantly higher likes than those that did not. Videos that portrayed injury had significantly higher likes and dislikes.

Statement of Key Contributions: Our analyses suggest portrayals of alcohol consumption and risk behavior may significantly influence viewer behavior. First, we find that alcopop brand videos' voice is clearly dominated by users, and not the brand, with 204 of the 250 (81.6%) most watched videos being UG. Our study also reveals that a significant number of risky behaviors are depicted in these videos with 50.8% of videos portraying at least one risky behavior with 36% portraying two or more. Finally, these videos portray a significant amount of high-risk drinking with overconsumption, active intoxication, chugging and participating in drinking challenges. Our analyses show that videos portraying risky behaviors are significantly more likely to have more viewer engagement.

UG's portrayal of risky behaviors are of great concern because viewers may conclude that such behavior is normative. Indeed, it may make them feel that if they are not drinking in these ways, that they are in the minority. Beyond how high-risk drinking is portrayed in the videos themselves, the fact that these videos garner significant attention and engagement in and of itself glamourizes these behaviors. Additionally, YouTube's microtargeting strategy ensures that more people will be exposed dangerous depictions of risky consumption behaviors.

Loyola University Maryland Internal Use Only

WHERE HAVE ALL THE POWER PLANTS GONE? ASSESSING THE DISTRIBUTIVE (IN)JUSTICE OF ENERGY MARKET SYSTEMS

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Keywords: Energy justice, renewable energy sittings, distributive injustice, intersectional demographics

Description:

Examining the market system of energy in the United States, we assess the existence of distributive injustices of renewable and non-renewable energy, demonstrating that while we may be transitioning to a more sustainable energy market system—reducing coal, increasing solar and wind farms—this is not being done equitable.

EXTENDED ABSTRACT

Research Question

In this paper we explore elements of distributive energy justice, asking: *are renewable energy power plants sited near privileged or marginalized communities, and how does this compare with fossil fuel power plants?* Our premise is that just because the U.S. is shifting to a more ecological sustainable energy grid, it is not being done in an equitable way.

Method and Data

We align U.S. EIA (2019) data on the location of oil (n=1600), coal (n=327), wind (n=1138) and solar (n=3330) power plants with the U.S. Census Bureau's (2019) American Community Survey (ACS) demographic information for the block-groups (communities), using geographic information system shape files to match communities with power plants. We also added in the average wind speeds (Draxl et al. 2015) and solar radiation (Sengupta et al. 2018) of the areas to capture context-specific effects.

We focus on coal and oil because of their higher toxic profiles (natural gas is a cleaner burning fuel), and wind and solar because these technologies are expected to make up the largest shares of low carbon energy in the future.

Using a centroid-distance based method (Mikati et al. 2018), we compare the demographic profiles (race, class, education, limited English/linguistic isolation) of host communities for oil, coal, solar and wind power plants to those who are non-host. Host communities are those whose centroid fall within a 5-mile radius of the power plant; non-hosts have their centroid fall within a 50-mile circle of the power plant but outside of the 5-mile radius.

We build logistic regression models for each type of power plant (Lilijenfeldt and Pettersson 2017; McCoy 2017), assessing the odds that a community with a certain demographic profile will be a host community.

Summary of Findings

Distributive injustices are evident but vary pending the type of power plant. For coal, we find that communities with higher levels of Indigenous or White populace are significantly more likely to host power plants (odds ratios greater than 1), however, those with Black Americans are less likely (odds ratio less than 1). This could reflect the effects of the transition away from coal (since 2010, 1/3 of coal plants have shut down) (U.S. EIA 2019), and the support among White populaces for coal due to a perceived fear of job losses (Blaacker, Woods, and Oliver 2012).

For oil, we find the typical energy distributive injustice scenario (Mohai & Saha 2015; Richmond-Bryant et al. 2020): communities that are low-income, with a higher proportion of Blacks, Latinx, Asians and Indigenous people or those who have limited English (linguistic isolation) are more likely to host an oil power plant.

Solar power plants are more likely to be located in Black, Latinx, Asian, and Indigenous communities, yet are also overrepresented in those communities with a higher level of income, education, and lower levels of linguistic isolation. This points to the ability of non-White communities to utilize their social capital to secure the benefits of solar farms, however, it also means that these latter additional inequities skew these (desirable) power plants away from those who are more marginalized within these non-White groups (lower-income/education, linguistically isolated).

Communities that host wind farms are more likely to have a higher proportion of Latinx and White populaces (but not Black and Indigenous Americans) and lower levels of income. The White communities also tend to have lower levels of education and limited English capabilities. These findings could point to the rural nature of wind farms, generational differences (in

English/education levels), and/or the economic (and likely social) power needed to stymie undesired wind farms.

Key Contributions

Our results provide updated data regarding the transition of U.S.A.'s energy system to more renewable sources, demonstrating that inequities are occurring in various ways. These insights highlight the importance of power dynamics that policy makers and marketers need to recognize, as these can influence which communities get undesirable or desirable power plants. This includes power that stems from economic (income), social (education, race), and political (linguistic isolation) sources.

Thus, for policy makers and utility companies, our paper demonstrates a need to take a more targeted approach when siting desirable renewable sources of energy, employing intersectionality analysis and using social marketing tactics that can accommodate a spectrum of education/English literacy capabilities and socio-cultural pressures (e.g., the perceived necessity of coal plants among certain White communities). They also need to look at the flip side of our research: the notable absence of wind energy in places where natural conditions are prime yet where privileged people (e.g., coastal communities) undermine their development.

Tracing distributive injustices is thus key to shedding light on the resource and power imbalances that are shaping the landscape of power plant sittings. While we may be shifting to a more environmentally-friendly energy system, much work remains to ensure that this is also an equitable transition.

References available upon request.

WHITE IS RIGHT:
THE PERVASIVE IMPACT OF WHITENESS ON FEMALE BEAUTY STANDARDS

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Key Words: race; beauty standards; cross-cultural marketing

Description: Whiteness as a beauty standard for women has existed as long as colonial occupation by Caucasian nations. Our presentation illuminates how it plays out in three nations with such a colonial past, with implications for ethical marketing exchanges.

EXTENDED ABSTRACT

Research Question

Our research objective was to investigate how whiteness as a beauty standard impacts women of color in former colonial nations, emphasizing how marketing plays a role in its continuation and how to enhance customer engagement through its diminution.

Method and Data

We conducted interviews with women in three different countries of India, Egypt, and Ghana. These data were used in the development of three central themes that capture their experiences and the possible relationship of marketing to its propagation.

Summary of Findings

Our findings demonstrate the difficulties women face because of whiteness beauty standards that many cannot or may not wish to meet. We offer a marketing solution through customer engagement based on an ethical frame called perfectionism.

Key Contributions

First, a novel look at customer engagement. Second, a new strategy to improve such engagement that takes into account the larger needs of both sides of the exchange equation. Third, a comparison between two different marketing campaigns that use this paradigm versus another that is reactive.

"COW-NTERFEIT" INFORMATION: THE SIDE EFFECTS OF ANTIBIOTIC-FREE MILK LABELING WITH PERSPECTIVES FROM CONSUMERS & SUPPLIERS

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Keywords: Misleading labels, information asymmetry, consumer vulnerability

Description: Using a multimethod approach, we explore the unintended consequences of legislation designed to protect consumers.

EXTENDED ABSTRACT

Research Question: The U. S. dairy industry saw a significant drop in milk production after the 1970s, losing more than half of its licensed dairy operations since 2003 (Farm Bureau 2021). Farmers lose approximately $.60 in revenue per gallon (McCausland, 2018). Wisconsin, America's Dairyland, has lost 20% of its dairy farms in the last five years (Barrett 2018). This shift has significant consequences for supply chain members, particularly dairy farmers, and many rural economies as farmers continue to go out of business, but is there a negative impact on consumers as well? There has also been an increase in dairy products labeling, including "No Antibiotics," "Antibiotic Free," "Tested for Antibiotics," and "rBST-free." Consumers may interpret these differently: that some milk contains antibiotics, only some milk is tested for antibiotics, or that milk containing antibiotics and rBST is unfavorable and products without

them are superior. However, while these labels are technically accurate, such labels can be deceiving since *all* milk currently sold in U.S. grocery stores is tested for and free from antibiotics. Is misleading labeling a cause of the significant decline in milk demand and shift to controversial "milk" alternatives? Are there unfavorable outcomes when purchases are influenced by such misleading labels?

Method and Data: We explore the unintended consequences of legislation designed to protect consumers. Across two studies, we examine a situation that breeds information asymmetry, misinformation, and creates a significant burden to producers (e.g., rBST voluntary labeling). With marketplace practices outpacing regulatory intent, consumers who rely on product labels to inform their choices may be unknowingly vulnerable. Importantly, we use a multimethod approach to examine the effects of antibiotic-free milk labeling from the perspectives of both consumers (Study 1) *and* dairy farmers (Study 2). Study 1 was designed through Qualtrics and delivered to Amazon Turk participants via CloudResearch; survey data was analyzed via SPSS. Study 1 included a 2 [**Objective Knowledge**: high or low] x 4 [**Label**: antibiotic-free, rBST-free, a fictional label (e.g., eLE-free), control (no label)] between-subjects design. DVs included subjective and objective knowledge, purchase intent, and perceived vulnerability. Study 2 was a qualitative study; we conducted phone interviews using a convenience sample of 11 dairy farmers located in the Midwest. Participants were asked about consumer misperceptions regarding product labeling (e.g., the meaningless "antibiotic-free" labels), their perceptions about current regulatory policy pertaining to the dairy industry, and suggestions they have for addressing consumer misperceptions. This text data was analyzed via Diction 7.0.

Summary of Findings: In Study 1, we found a significant discrepancy between consumers' subjective and objective knowledge; nearly 62% of participants answered 2 or fewer questions

correctly (out of 10). This discrepancy and consumer involvement explained most of our relationships. Consumers also expressed a need for clarity in differentiating between dairy- and plant-based alternatives. We used hierarchical cluster analysis to find four unique combinations of consumer variables that predicted purchase intent and choosing between dairy- and plant-based alternatives. *Unbothered Haters* were uninvolved, had negative perceptions, and would not buy the stimuli. Their choice was easy; they knew that they had poor knowledge and did not feel more vulnerable than others. *Uninformed Buyers* were involved, had positive perceptions, and would buy the stimuli. Their choice was difficult; they *thought* they were knowledgeable but felt more vulnerable. *Smart Buyers* were involved, had positive perceptions, and would buy the stimuli. Their choice was easy; they knew that they were knowledgeable and did not feel vulnerable. *Vulnerable Haters* were uninvolved, had negative perceptions, and would not buy the stimuli. Their choice was easy; they underestimated their knowledge but felt vulnerable. In Study 2, we found that the dairy farmers were uncertain, emphasized risk, and used abstract language.

Key Contributions: This research improves our understanding of the consequences of consumer vulnerability in the presence of information asymmetry, which occurs when consumers are unable to determine the quality of a product before they buy it (Mishra et al 1998). When it is present, consumers are more susceptible to opportunism by another party distorting product features or quality. The result, confusion, is a failure to correctly interpret various facets of a product or service during information processing, which leads to a misunderstanding or misinterpretation of the market (Chen and Chang 2013). Three primary sources lead to consumer confusion: product similarity, choice abundance, and information ambiguity (which results from unclear, misleading, or inadequate information in marketing communications; Mitchell and Papavassiliou 1999). All three are present in the dairy aisle; many products carry similar,

misleading claims. As a result, consumers may interpret certain labels differently. Additionally, responses from dairy farmers highlight production-related consequences to “antibiotic-free” labeling as well. Across two studies, we examine a situation that breeds information asymmetry, misinformation, and creates a significant burden to producers (e.g., rBST voluntary labeling) and uninformed shoppers. With marketplace practices outpacing regulatory intent, consumers who rely on product labels to inform their choices may be unknowingly vulnerable.

References available upon request.

Poster

Extended Abstract – Poster Presentation 145

ACCESSIBILITY AND INCLUSIVENESS FOR AN AIR TRAVEL EXPERIENCE DEMENTIA-FRIENDLY

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Keywords: air travel, customer experience, dementia, netnography, service marketing

Description: We aim to make air travel more accessible and improve the experience for everyone, accurately persons living with dementia and their travel companions.

EXTENDED ABSTRACT

Research Question

What guidelines and recommendations will define the best Canadian strategy to enable freedom of flying to persons living with dementia, their travel companions, the airline staff, and other passengers?

Method And Data

The novelty of this topic and the scarcity of academic literature led to organizing a preliminary systematic literature review on separate investigations. This combines scientific and grey literature by merging the two main concepts of dementia and the air travel experience.

This study proposes netnographic methods to bring inclusiveness and innovation in focus. This internet-based data collection approach delivers many benefits, including reaching across international borders, gaining access to existing conversations, avoiding questioning biases, and generating ideas alongside participants with agility. Web scraping is used to study consumer conversations on selected social media platforms, uncovering the extensive and detailed views of people living with dementia, travel companions, and other passengers during their travel plans. Firstly, through purely observational and non-participatory netnography, the data has been collected without connecting with online communities. The initial framework was created based on the insights from the literature review, leading to identifying keywords and patterns to commence open coding. The interpretation has been made through computer-assisted analysis. Next, a secondary active and participatory netnographic approach will provide direct interaction with online communities through asynchronous online focus groups.

Summary of Findings

Numbers have shown that globally we are faced with a constant ageing population that interrelates with health factors. Dementia has been seen as a primary challenge prominently growing. Its incurable nature must lead to acting and planning for a projected enhanced quality of life. Findings have shown that when addressing dementia, society and people still adopts stigmatized attitudes shaping it into a disability socially constructed. The underlying lack of inclusion and accessibility results in adversities that persons living with dementia constantly encounter, astonishingly in transportation and mobility. The number of travellers with dementia will increase with the escalation of the older population, and the growing demand for dementia-friendly destinations will require augmentation in transportation to allow these target tourists to reach their locations. When travelling by air with dementia, it is fundamental to think about the whole journey, such as the planning of the trip, the time spent at the airport, the flying experience, and the post-flight.

Furthermore, there is still a lack of awareness, education and training in this field. The primary keyword discussed is the concept of universality. There is a need for universal standards, a versatile terminology setting, a universal global policy, and a universal database.

Key Contributions

This study shines the spotlight on a group of consumers, persons living with dementia and their travel companion, who rarely get much attention as they are not representative of mass-market travellers. Accordingly, their views, needs, and preferences are underrepresented or marginalized. This research is all about accessibility and inclusiveness and stresses the need to make things accessible to each and every one. A qualitative action-oriented research approach combined with the service marketing discipline has been chosen to nurture social change through collaboration

between community partners and researchers by reducing disparities and discrimination for a better quality of life. The aim is to formulate guidelines and recommendations to outline a Canadian strategy to serve this clientele appropriately and shape their experience at its best. This will provide policymakers and industries with informed alternatives while presenting individuals with information about identifying and fighting for their rights. This research's insights will not only address the barriers within the dementia context but could also yield spillover benefits by eliminating impediments to other people affected by invisible disabilities such as mental health issues, autism, and hearing disorders. Lastly, it could help address the transport industry's challenges in the post-COVID19 era.

CLOSING DISPARITY BETWEEN ONLINE DEGREE AND TRADITIONAL DEGREE

Abstract

In this paper, we explore the disparity between online degree and traditional degree in the job market. We discuss how online education plays the role in the training of essential working skills. Interviews conducted with human resources managers in enterprises of different types are valuable in understanding perceptions job market have towards online degree and traditional degree.

Statement of Key Contributions

The application and practice of the research content of this article is not only reflected in the future talent selection of marketing and management personnel, but also provides a reference for thinking and reform directions for student groups under online education, as well as the country and the government. The research results of this article will help corporate managers to have clearer and more targeted new considerations and standards in the future recruitment process; it can help students who have experienced online education to have a more comprehensive and in-depth understanding of their own abilities and weaknesses. , And the risks that may be faced in the future job search; it may also provide the country with new reform directions, as well as workplace-oriented resource allocation and support to improve the country's job search market.

Paper

Considering how online education plays the role in the training of essential working skills, it was found that remote teaching constrains the development of communication, teamwork skills. One investigation by Montgomery College revealed that online courses may bring students a sense of isolation. From Sean's perspective, being lonely and having the computer as the only companion is frightening (Montgomery College 2019). Such feeling exposes that people need but cannot have the basic and necessary in-person interactions with others. Another article suggests that remote learning lacks face-to-face communication, so students are unable to give teachers feedback in time, and cause social isolation as well (Anon, n.d.). A quantitative study showed that students preferred to attend face-to-face courses because the online sessions did not meet their minimum level of personal interactions (Keis et al., 2017).

Additionally, a study finding states that students receive very little guidance on how to collaborate with teammates via virtual platforms from their instructors (He, Wang and Li, n.d.). Such absence of support regarding teaching students how to work effectively with others online lowers the quality of online collaboration. Hence, it is difficult for college students to efficiently grasp and apply teamwork skills. At the same time, other papers reveal a similar problem as well. Under the remote learning sessions, students spend most or all of their time studying along by facing the computer, therefore some of them even dislike group assignments. Such antipathy towards teamwork hinders students from practicing working with peers. Additionally, students themselves lack basic knowledge and skills of online group work, while they even lack supports from teachers (Roberts and McInnerney, 2007). Therefore, the online session does not provide an ideal chance for students to properly learn and practice teamwork abilities.

Online education not only limits the cultivation of certain employability skills but also prevents graduates from well preparing for working due to the academic integrity problem in online learning. According to the result of a quantitative study, both the instructors and students complained that they felt constrained to teach and practice the actual and clinical work via remote teaching. They stated that they were only able to work on the theoretical components. Teachers were unable to assess students' understanding during online lectures due to a lack of timely response. Students also mentioned their short attention span and the resource-intensive nature of online learning as drawbacks. Some professors also claimed that pupils misbehaved and attempted to use online resources during exams while studying online. (Mukhtar et al. 2020).

To figure out the influence online education puts on college graduates when they find a job, it is necessary to identify the essential employability skills and whether remote learning would limit or improve the cultivation of such abilities. In order to discuss this issue more scientifically, rigorously and relatively comprehensively, network data search and sorting, as well as interviews with relevant personnel (company human resources directors or managers) are used as data collection and research methods.

According to the study analyzed the 16 job-specific skills which summarized by data gathering from the responses of 250 Human Resource Managers from Aerospace and Defense, Automotive, Consumer Products, Electronics and Industrial Manufacturing, The top five skills

for STEM students were team player, self-motivation, verbal communication, problem-solving and being proactive, which consistent to the previous studies on workplace skills (McGunagle and Zizka, 2020). More broadly saying, the Qualifications and Curriculum Authority (QCA) framework had identified the core abilities that constitute employability, including "information technology (IT), numeracy, communication, problem-solving, teamwork, and the skill to enhance learning and performance" (Exley and Dennick, 2004).

In addition to the employability skills specified by previous studies, the interview results also revealed what types of skills and employees the companies look for. "Considering the impacts of the sudden pandemic, I would say both the students under online education and the companies are still learning to cope with such effects." Wei Liu (the founder of China Center for International Educational Exchange) said, "While the students are attempting to learn as much knowledge and skills as possible in the remote classes, we, the company, and our HR, are seeking for a way to redefine and judge the applicants' abilities. Yet, it is hard to build a new system to run recruitment in a short term, so we still prefer to hire the candidates who received the traditional education because we are more familiar with it." (Wei Liu, Interview, November 8, 2021). Meanwhile, the ex-CEO of Edukeys. Inc (one of the largest international education companies in China), Chungcheng Liu, shared in his interview that although the companies have no specific preference or barrier regarding online or in-person education, they do look for certain skill sets such as teamwork, problem-solving, and communication (Chungcheng Liu, Interview, November 6, 2021). According to his opinion, what the companies care about is not what type of education the applicants received but the core abilities they have, but the development of the skills which the employers look for is influenced by the form of education, so online education does not directly affect job-seeking but put an indirect impact on it. In addition to their perspectives, Yong Zhu (the ex-manager of Ping An Insurance) also shared something worth thinking about. "It is true that the remote classes reduce the learning efficiency and quality, and it is hard for students to grasp certain skills needed in job-seeking, such as in-person communication and teamwork. Nonetheless, online education pushes them to develop new skills which are not considered such important before by the employers, such as psychological quality, remote meeting, and technology use."(Yong Zhu, Interview, October 25, 2021). From his point

of view, online learning not only limits students from skill development but also potentially brings them new abilities. Same as what Wei Liu said, the recruitment policies and job market may adapt to the world with COVID-19, but it costs some time to establish a new system, and it is a long-term consideration. Hence, for lowering the risks, employers still prefer applicants with a background of traditional education instead of online education, at least in the short term.

Schools should provide richer and more targeted workplace education to undergraduate and graduate students who use online education. At the same time, in view of the purely online education model used now, schools should modify it to a mixed education that combines online education and offline education. Because pure online education makes it more convenient for students to study, it also limits their exploration of non-academic and workplace abilities. Therefore, for schools, it is very necessary to provide them with additional offline workplace education or online vocational skills training courses. These courses include the use of online simulation software to simulate workplace situations such as negotiation scenarios in the Indecision game, and professional skills training including accounting, marketing, business law, etc., so as to allow students to be exposed during the university and graduate studies. While online academic education, you can also directly interact with other students and improve your interpersonal skills and special skills necessary for the future workplace. While incorporating vocational skills-related courses and communication-related courses into the online curriculum system, in order to ensure that students have certain offline communication skills, schools should also use a half-online and half-offline integrated education form. At the same time as online education in academic courses every week, students can return to campus while conducting discussions and experiment-related courses to experience the charm of traditional offline education. As an organization that macro-controls the overall society, the government should also implement relevant preferential treatment policies to ensure that online education students will not be discriminated against while showing the same abilities as students receiving pure offline education when applying for the company. The government should encourage the emergence of new education models and provide corresponding subsidies and rewards to companies that recruit relevant students. So as to ensure that society can gradually accept the updates and changes of the education system in the new era.

Research Method

The data that have been used in this research include both online data and offline interviews. Online data mainly comes from academic or reliable websites and databases, such as Pew Research-Internet and Technology, Gartner Open Data, Kaggle data, Amazon open data, Google Trends, NASA-earth data, and data from official governmental organization, including US Government, Singapore Government, World Health Organization- City and County of San Francisco. The design of the interview questions is mainly aimed at talent selection considerations and systems for recruitment by large enterprises, considering their worries and different considerations about the new batch of talents cultivated under the online education system, and their consideration of talent skills required for enterprise development and the current situation of the online education system. These data provide a more comprehensive background understanding, sufficient evidence to support, as well as the entry point and more specific directions for subsequent in-depth exploration.

The research data is mainly aimed at students' literacy under the online education system, corporate recruitment criteria, and national systems and policies. The data reflects that these students who have experienced online education are lacking or inadequate in social skills, collective awareness, communication skills, teamwork awareness and ability, interview skills, etc., compared with students trained in traditional offline education. The results of the interview show that companies pay attention to comprehensive quality in talent selection, as well as the embodiment of teamwork ability, communication ability, speech skills and other abilities in non-academic literacy. The data and research show that the systems of Western countries, China and other countries may be adjusted in certain/certain policy directions, as well as the support of certain types of resources that a certain country may provide.

The contribution of this article to the academic field is mainly in the job market and national policy research. In the research and discussion of the job market, this article analyzes the market environment itself and both supply and demand. For the market, this article collects and studies the environment and trends of the entire job search market in the future; for job seekers, we study their comprehensive ability under the online education system, especially the non-academic part and the cultivation results of job-seeking literacy, and future application

process, the potential difficulties faced by the different abilities brought about by this online education; for the enterprise side, we learned about the recruiter's considerations and concerns based on data and through direct interviews (especially for online education Cultivate future job seekers). At the same time, this article also attempts to discuss and seek policy adjustments and resource support for future job search conditions that can be provided from the national and government levels. Based on the potential trends that can be analyzed under the research of various countries' systems, current policies, and large amounts of data, this article provides possible solutions from the perspective of national policies.

This article studies and explores the potential discrimination or risks faced by students under online education in future employment, the company's possible considerations and preferences in the selection of the two types of talents cultivated under the online and traditional education systems, as well as from Policy improvement and resource support that may be provided at the national level.

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DIGITAL TRANSFORMATION CAPABILITIES AND CHALLENGES AS STRATEGIC DETERMINANTS OF MENTAL HEALTH INSTITUTES PERFORMANCE: A CASE STUDY OF VIMHANS

Keywords: Mental Health Institute; Digital Marketing Capabilities, Digital Capabilities, Resource-based theory; Challenges; Digital Transformation

EXTENDED ABSTRACT

Research Question

IS DIGITAL TRANSFORMATION IN MENTAL HEALTH SECTOR IS NECESSITY OR CHOICE.?

Introduction: Digital Transformation (DT) can be referred to as "a process that aims to improve an entity by triggering significant changes to its properties through combinations of information, computing, communication, and connectivity technologies" (Vial, 2019). In healthcare, digital transformation is mostly focused on the digitization of information and adoption of information technology, hence further studies are required to focus on business model transformation and implications for the management. As digital transformation is a continuous process and it depends upon the context of the organization's delivery of service/product, it is different for each frame of reference. Therefore, knowing that DT provides much facilitation, Mental Health Institutes (MHIs) face the dilemma of effective integration of digital tools within their complex service delivery structure. From the preceding analysis, this paper aims:

- To identify critical digital transformational capabilities for Mental Health Institutes to develop sustainable and long-term relationships with patients and caregivers

Method: The study followed a mixed-method approach both qualitative and quantitative measures to analyze the case. To present a comprehensive depiction of VIMHANs we adopted data collected mentioned by Yin, 2011 including focus group interviews, questionnaires, and observational facts aligned with the objectives of the study. In the first step, we followed by conducting focus group interviews, with the team responsible for the digital transformation implementation. The interview duration varies from 40 mins – 90 mins with structured questions and open-ended discussions with seven interviewees. In the second step, we prepared a questionnaire consisting of digital transformational capabilities and floated it to the whole institute team to collect the general response. The questionnaire embedded capabilities within three contexts i.e. Digital Capabilities, Digital Marketing Capabilities, and Skill Building Capabilities. Next, we applied ordinal regression to check the fitness of the good of the model. Where we propose checking the feasibility of the proposed hypothesis:

H1a: The performance of Mental Health Institutes depends upon Digital Marketing Capabilities.

H1b: The performance of Mental Health Institutes depends upon the Digital Capabilities of an organization.

H1c: The performance of Mental Health Institutes depends upon Skill Building Capabilities of the employees.

H2a: Positive co-relation exists between Digital Marketing Capabilities and Digital Capabilities.

H2b: Positive co-relation exists between Performance and Digital Capabilities

Results: The results were recorded in a two-fold process- first, the focus group interviews revealed challenges within the digital transformation process and the core competencies that need to implement to effectively implement digital platforms for MHIs. The second process identified the framework to be adopted to implement a digital transformation, where it revealed that MHIs can improve their performance by increasing their awareness globally which indirectly affects the mental well-being understanding and treatment acceptance. The results concluded the digitalization provides them the opportunity to improve their service delivery and effective digital transformation depending upon three main capabilities i.e. Digital Capabilities, Digital Marketing Capabilities, and Skill Building Capabilities. Also, a strong positive correlation exists between MHIs performance and the Digital Capabilities of the institute.

- The focus group results revealed challenges categorise into three main elements – Technological Adaptivity,
- Legal Paradigm in Digital Platforms, and
- Digital Communication Planning.

These results comprehensively provide a roadmap for MHIs to implement digital transformation effectively especially targeting the developing economies where mental health is still stigmatized and resources are scarce for Not-Profit Organisations.

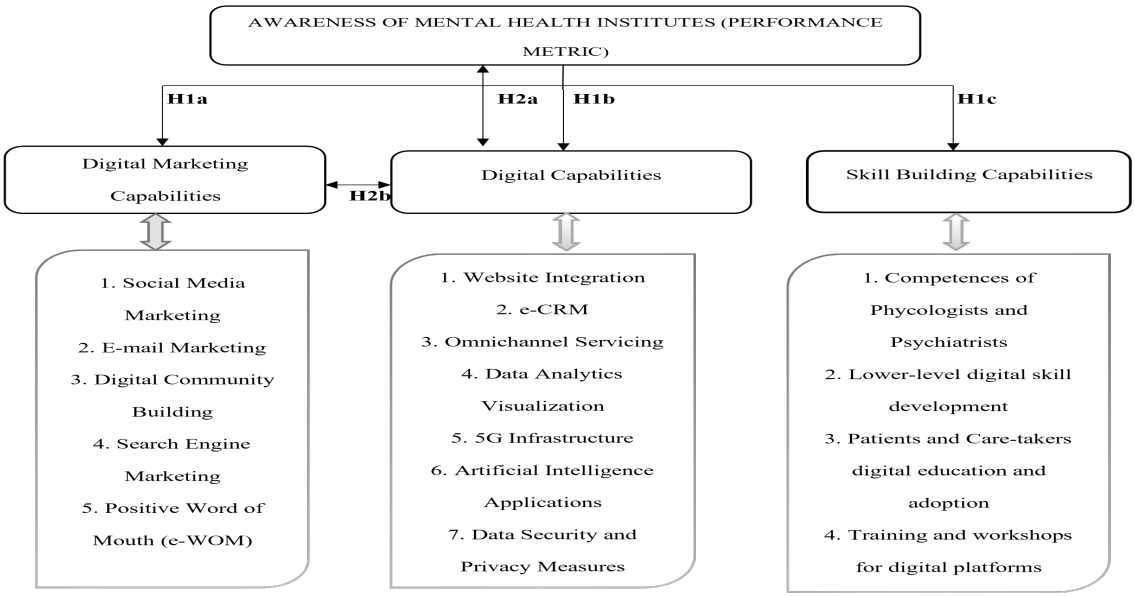
Conclusion: The study fulfils the objective and provides novel insights into MHIs digital transformation challenges and competencies. To the present, the study remains the first to analyze the case of a mental health institute practically implementing digital transformation. The observation data, focus group interviews and questionnaire provide a detailed roadmap of solutions for this which is very useful for global NPOs, government stakeholders, and policymakers.

The study concludes that in order to implement digital transformation in an MHI, the instate needs to focus on three main capabilities:

- Digital Capabilities,
- Digital Marketing Capabilities, and
- Skill Building Capabilities.

The study proposes that by integrating the above mention capabilities MHIs can level up their reachability globally (increase awareness) and also build a sustainable model to provide service delivery both academically and clinically. As the world is experiencing a rise in mental health conditions, MHIs with quality service delivery is required to function effectively using digital technologies. The challenges collected in the study also need to be handled urgently as this will help MHIs to overcome the barriers to effective digital transformation. Digital Transformation is a contextual journey where the allocation of digital competencies, recourses, and skills of an organization depends upon the function of the domain. The results also support that digital transformation provides extensive opportunities when implemented effectively. The advanced digital technologies including Big Data Analytics, EMRs, Artificial Intelligence, and 5G also provide several opportunities in MHIs. The results agreed on the implementation of advanced technologies in near future.

Figure 1. Understanding Digital Transformation Competencies: An Organising Framework



GREEN SPACES, NEW FACES: *ECONOMIC DEVELOPMENT AND BRANDED ADVERTISING SIGNALS IN ONLINE REAL ESTATE LISTINGS.*

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Keywords: economic development, advertising signals, housing policy, social commerce

Description: This study demonstrates the inflation impact on real estate prices of advertising signals associated with active lifestyle, green space economic development projects in central city districts of major metropolitan areas.

EXTENDED ABSTRACT

Research Question

Urban renewal is happening in central city districts of major cities (Bohl, 2000; Burchell, et al, 2000). A renewed interest in inner city living often includes a focus on active and green lifestyles associated with parks, green spaces, and sustainably built homes. Previously undesirable, working class neighborhoods are now sought after and more expensive (Ding & Knapp, 2010). These shifts are partially attributable to a change in homebuyer preferences for proximity to green spaces. Real estate agents have taken notice and now prominently feature such descriptions in online real estate listings. These featured attributes act as advertising signals for consumption of homes in neighborhoods adjacent to economic development projects featuring active lifestyle green spaces. In some cases, the names of the projects act as brand names.

This study uses the Atlanta, Georgia metropolitan area and the Beltline green space economic development project to investigate the impact, if any, of green space advertising signals on home prices.

In doing so, we ask the following research questions:
Do buyers and sellers place a positive value on green space advertising signals?
Do buyers and sellers attribute a greater value to branded versus generic green space advertising signals?

Method and Data - 200 words

We use a content analysis of agent-generated content in 989 online real estate listings for evidence of green space advertising signals for the target neighborhoods within the Beltline region. These results are coded branded or generic and applied to a traditional hedonic pricing analysis to isolate the incremental value of the green space advertising signals in listing and sales prices of homes. A generic (park or green space) and branded (Beltline) signal are tested.

Hedonic pricing models are the most common method used to evaluate the value of real estate. The underlying premise of this approach is that a home represents a bundle of desirable and undesirable characteristics to a consumer seeking to maximize their utility. Collectively, these characteristics contribute to the market value of a property which is revealed through a sales transaction (Cebula, 2009). The job of hedonic analysis in real estate is to investigate the relationship between the existence and amount of all characteristics and the price consumers are willing to pay (Coulson, 2008).

Generally, hedonic price models take on the following form:

$$\text{Price} = f(\text{Physical Characteristics, Other Factors}).$$

In this study, the hedonic price model is adapted as:

$$ln\text{Price} = f(\text{Physical Characteristics, Transaction Details, Green Space Signals}).$$

Summary of Findings

Results suggest green space advertising signals have a statistically significant contribution to listing and sales prices. The branded signals are positively contributing to price, while generic signals have a negative contribution. Results from independent and combined effects of branded and generic signals support this finding. This implies the market places greater value on the brand name of the affiliated development project, Beltline, over general references to parks and green spaces.

Results also suggest branded advertising signals are contributing to home price inflation. This may potentially displace existing neighborhood residents, often low-income or communities of color, for whom the underlying economic development project was intended to benefit (Rothstein, 2017).
Many municipalities with economic development projects put rental or new construction policies in place to protect low income and/or workforce housing stock. There are rarely mechanisms to provide reserves or set asides for low income residents in the resale real estate market. This study definitively demonstrates price inflation in the resale real estate market associated with economic development projects. Such evidence may inform the creation of protective policies to serve the unmet needs of vulnerable residents in the resale real estate market in revitalizing central city districts.

Statement of Key Contributions

Research in green status consumption behavior finds consumers will pay a premium for such items in public consumption conditions (Griskevicius et al, 2010). This study applies an adapted framework to real estate prices in a major metropolitan neighborhood associated with green space development. Results suggest home price inflation may potentially displace existing residents, often low-income or communities of color, for whom the underlying economic development project was intended to benefit (Rothstein, 2017).

Many municipalities with economic development projects put rental or new construction policies in place to protect low income and/or workforce housing stock. There are rarely mechanisms to provide consideration for low income residents in the resale real estate market. This study demonstrates price inflation in the resale real estate market associated with economic development projects. Such information may inform the creation of

protective policies to serve the unmet needs of vulnerable residents in the resale real estate market in revitalizing central city districts.

Affordable housing stakeholders would benefit from this manuscript. Collectively, these entities protect the interests of vulnerable residents in central city neighborhoods through policy-based initiatives. Findings may serve as a catalyst to spur investigation and policy development in other metropolitan areas experiencing similar phenomena.

References are available upon request.

IMPACT OF K-12 ONLINE LEARNING ON HEALTH AND WELLBEING OF TEENAGERS UNDER COVID PANDEMIC AND ITS IMPLICATION IN POST-PANDEMIC SCHOOL POLICY

Statement of Key Contributions

The sudden epidemic has not only changed everyone's daily life, but also affected people's mental health to varying degrees, especially for adolescents. In response to this pandemic, government and school policy makers have announced a series of protocols and policies. In this context, this article studies and discusses the new challenges, problems, and impacts on the mental health of adolescents and children (primary and junior-high school students) in the online education situation, as well as possible future problems and impacts. The assistance and support provided by government and local organizations are analyzed and suggested. The purpose of this research is to study the impact of K-12 online learning on health and wellbeing of teenagers and to seek for implications for post-pandemic school policy change.

The contribution of this article to the academic field lies in the research on the mental health of young people and children who are in the process of receiving online education. Based on this extension, the new thinking on the education system is explored from the perspective of the government to investigate possible educational reform directions and policies. Based on the mental health of teenagers and children, the potential help that the education system and the entire market can provide will also become a new demand in the market, such as social mental health education, psychological counseling and guidance for teenagers and children. At the same time, the managers in the education system have provided new focus. In the future, they will focus on the relevance and conflict between online education and the mental health of teenagers and children, and how to balance the two. This article uses research and data analysis to find

solutions and possible government support for this problem from the national and local levels and considers possible help from social resources.

Extended Abstract

According to Google Trends, interest in children's mental health peaked from May 2–8, 2021, while interest in online education peaked around the same time (86 out of 100). As a result, the effects of online education on adolescent mental health are worth investigating and debating. According to a Pew Research Center (2021) survey, 70% of US teenagers, aged 13 to 17, rated anxiety and sadness as the most serious problems they encountered. Meanwhile, a national study from 2016 to 2019 revealed that 7% of young teenagers, aged 3 to 17, had an anxiety condition (Health Resources and Services Administration, 2021). Furthermore, studies show that "[with] an estimated 46.6 million youngsters included for analysis, the prevalence of at least one mental health condition in the United States was 16.5% (weighted estimate, 7.7 million)" (Whitney and Peterson, 2019).

Research has identified two key variables that contribute to the tensions and anxieties, and lead to mental health problems in teenagers: scholastic achievement and family income. According to 61% of respondents, one of the biggest sources of stress is the desire to obtain a good score (Horowitz, 2020). According to Sareen et al., "low family income is related with many mental illnesses and suicide attempts, and a decrease in household expenditure is associated with an increased risk of incident mental disorders" (2011).

During the COVID-19 pandemic, online education has a detrimental impact on these two elements (academic achievement and family income), potentially escalating the problem. According to Kamenetz, the preparation for the remote course - printing and distributing

educational content, preparing thousands of teachers for online teaching, and gathering web resources - took only three days. Because the planning was hurried, the quality of the online instruction was concerning (Kamenetz, 2020). According to another survey, only 14 percent of instructors had considerable experience with online learning or computer-based education prior to the outbreak of COVID-19. Simultaneously, 67 percent of teachers polled believed student homework or assignment completion rates were getting worse, with 27 percent indicating it was significantly worse than before (EDUCATORS FOR EXCELLENCE, 2020.). Students who lack online learning experience and have poor assignment completion rates can further diminish teaching quality, making it more difficult for students to get a passing grade, creating increased worry and despair. Meanwhile, it is estimated that 12 million low-income families lack a home broadband internet connection (Kamenetz, 2020) Data show "a quarter of lower-income teens do not have access to a home computer," and one in five 13- to 17-year-olds (17%) say it is difficult to finish schoolwork at home due to a lack of resources (Auxier and Anderson, 2020). Prior to the pandemic, such a lack of access to online learning exacerbated the mental health problems among students from low-income families.

The challenges of online education also contribute to additional teen mental health issues. To begin with, online learning significantly limits in-person connections (Irawan, Dwisona, & Lestari, 2020); instead, teenagers are increasingly spending time looking at a screen. According to a poll, teens' usage of social media is aided by distant schooling and social distance. "68% of parents responded they ‘believe social media affects their teen's ability to socialize normally’; 56% believe their teen ‘has an unhealthy desire for attention or approval via social media’; and 67% of parents have felt their teen is ‘addicted to social media,’" according to the survey results

(Katharin & Unruh, 2020). Therefore, the limitation of social interaction by online learning harms adolescents' mental health due to the fact that they may overuse social media.

Research reflects negative trends in the mental health of teenagers and children. Problems such as autism and social disorders have become very typical mental health problems or obstacles among teenagers and children, and even suicide and other extremes. At the same time, the trend of data analysis shows that after the epidemic is relatively controlled, online courses have not disappeared. Under this general trend towards normalization of online education, the government's policy adjustments in the future will be aimed at the reasonable control and standardization of online education, the corresponding development and support of mental health education for children, and the integration and differentiation between the two educational forms.

Research Method

In order to discuss this issue more scientifically, network data search and sorting are used as the data collection and research methods. Data collection was conducted on the pervasiveness of online education during the epidemic (and emerging from it), the response of adolescents and children to this and the changes in their psychological state, and the typical mental health problems of children in online classes. The data used in this research includes both online data and offline interviews. Online data mainly comes from academic websites and databases, such as Pew Research, Gartner, etc., and data from official governmental organizations, which we used to analyze the cause for teenagers' health and well-being. Offline interviews involve teenagers who are diagnosed with different levels of mental issues to share their personal stories during pandemic. These data provide a more comprehensive background and understanding as the entry point, and sufficient evidence to support more specific directions for subsequent, in-depth exploration.

Implications

Cognizant of our current situation, the following suggestion is provided for a local school in order to maximize their students' mental health conditions: combine both online education and offline education methods into hybrid education and occasionally launch local, mental illness/wellness tests for students. Hybrid education is a combination of both online education and offline education where students usually take their lecture-formatted classes online and then meet with their peers for the purposes of both doing academic-related projects and social interaction. However, when considering the essentialness of offline communication and social interactions for young students, this format could be used to both efficiently utilize the online education resources and ensure these students have enough social interaction offline to meet their needs. Another solution is to make the occasional, compulsory mental illness-related test for students. Due to the limited knowledge about mental illness, patients of young ages usually are not aware of their illness and would ignore some precursors of it. Therefore, it is essential to launch occasional compulsory mental illness-related examinations for students to make sure that their mental condition is both healthy and stable. If an illness is detected, it is also better to discover the illness as early as possible.

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INCENTIVIZING HEALTH BEHAVIORS FOR SELF AND OTHERS THROUGH REWARDS AND PUNISHMENTS

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Keywords: Health incentives, rewards, penalties, regulatory focus, self and other

Description: We aim to understand public sentiments toward reward versus penalty-based health incentives targeted toward the self and others, especially in situations where there are weak compared to strong interconnections between individual and collective health outcomes (e.g., personal health outcomes as opposed to those for infectious diseases).

EXTENDED ABSTRACT

Research Questions

Public health, governmental, and non-governmental bodies often incentivize personal health behaviors to positively impact community health and lower healthcare costs (Giles et al., 2015; Vlaev et al., 2019). This research aims to examine people's dispositions toward positive incentives (rewards) and negative ones (penalties), the effects of individual differences (namely, in regulatory focus), and preferences for incentive types when these are targeted toward themselves and those we identify with versus others. Specifically, we ask the following questions: (1) are people more favorably disposed toward self-directed reward over penalty-based health initiatives, and do individual differences in regulatory focus impact this disposition (Study 1)?; (2) are rewards (driven by positive emotions) preferred over punishments for

ourselves and those similar or close to us, and punishments (driven by negative emotions) preferred over rewards for others (planned Study 2)?; and (3) are these effects intensified where there are greater connections between individual and collective health outcomes (e.g., for infectious diseases; planned Study 3)?

Prospect theory (Kahneman and Tversky, 1979) which proposes that individuals seek to maximize gains and minimize losses, and regulatory focus theory which suggests that individuals adopt a promotion- or prevention-focus in goal pursuit (Higgins, 1987) are used within our conceptualization.

Method and Data

Prospect theory suggests that reward-based incentives are more impactful than penalty-based ones (*H1*). Daryanto et al. (2010) also found that promotion-focused individuals expressed greater intentions to exercise and were more likely to choose a promotion-type reward whereas prevention-focused individuals were more likely to react to prevention-type penalties. We thus expect that promotion-focused individuals will be more supportive of rewards over penalties, while prevention-focused individuals will be more supportive of penalties over rewards (*H2*). Positive emotions are shown to have a greater impact on ad attitudes than negative ones (Williams and Aaker, 2002). Thus, we expect that positive affect mediates the effects of incentive type and regulatory focus (*H3*).

Study 1 used a two (regulatory focus: promotion, prevention) by two (incentive type: reward, penalty) between-participants design in the context of health initiatives at US universities. Eighty-eight undergraduate students (48.9% male, average age=19.67) reported their chronic promotion- and prevention-focus (Lockwood et al., 2002). Participants read about a health initiative at their university which encouraged students to adopt healthy lifestyles via a

reward for compliance ($250 tuition refund) or penalty for non-compliance ($250 tuition increase). Participants then reported their attitudes and positive affect toward the health initiative and provided demographic details.

Summary of Findings

ANOVA results demonstrate a significant main effect of incentive type and its interaction with regulatory focus. Participants displayed more favorable attitudes toward rewards than penalties (H1 supported). Furthermore, planned contrasts showed that promotion-focused participants had more favorable attitudes toward reward- compared to penalty-based incentives, whereas prevention-focused individuals did not display preferences for penalty- over reward-based incentives (H2 partially supported). Additionally, the effects of initiative type and regulatory focus were fully mediated through positive affect (H3 supported).

We thus demonstrate greater support for rewards over punishments as motivators of personal healthy behaviors amongst US university students. Moreover, a rising promotion-focus intensified this disposition, and these effects were fully mediated via positive affect. This indicates the need for further research into underlying mechanisms and incentive types better suited for self-versus-others, especially where there is greater connectedness between individual and collective outcomes (e.g., for infectious diseases). It is possible that positive feelings underpin support for rewards for ourselves, and negative feelings motivate support for penalties for others. These relationships are likely more evident when others' actions impinge upon our wellbeing, such as within the COVID-19 pandemic.

Key Contributions

Literatures on the persuasiveness of gains versus losses (Kahneman and Tversky, 1979), promotion- versus prevention-orientations (Higgins, 1987), and social identity theory (Tajfel and Turner, 1986) are brought together within the context of public acceptance of programs designed to promote healthy behaviors by the self and others. The examined relationships are likely exacerbated where personal and community health outcomes become more tightly intertwined. While healthy choices at the individual level result in healthier populations, the importance of good personal choices (and concomitant positive affect such as pleasure from compliance and negative affect such as anger at non-compliance) should intensify for infectious diseases. For instance, during the COVID-19 pandemic, governmental and public health bodies have advocated for healthy individual behaviors such as handwashing, social distancing, and vaccinations to limit the spread of the virus. It is commonplace to hear of penalties for non-compliant behaviors (e.g., restrictions placed on the unvaccinated) and rewards for compliant behaviors (e.g., vaccine lotteries). Overall, we plan a nuanced look at public attitudes toward positive and negative incentives for health behaviors by self and others in situations of varying interconnectedness between personal and shared health outcomes. Our findings will inform practice in less severe situations (e.g., for managing health) and more severe ones (e.g., for containing pandemics).

References are available upon request.

LAB-TO-TABLE? THE INFLUENCE OF ONTOLOGICAL INSECURITY ON CONSUMER ACCEPTANCE OF NOVEL FOODS OF ANIMAL ORIGIN

Statement of Key Contributions

Advancements in cellular agriculture have made it possible to produce foods of animal origin by growing a small sample of living animal cells in a controlled environment. Although the industry is still in its infancy, cellular agriculture may enable producers to satisfy the growing worldwide demand for meat and meat products, while minimizing some of the negative impacts of large-scale industrial farming (Rubio, Xiang, and Kaplan 2020). That is, researchers, venture capital firms, non-government organizations, cellular agricultural producers, consumer health advocates, and animal welfare proponents are hopeful that cell-based meat, a food product also known as clean, cultured, in-vitro, and lab-grown meat, can satisfy the rising consumer demand for meat in ways that may be more environmentally friendly, safe, and humane than traditional methods of livestock production (Ong, Choudhury, and Naing 2020; Tuomisto 2019).

The production of cell-based food involves novel food biotechnology, and this raises many consumer-oriented questions that have important marketing and public policy implications. Prior research has found that many consumers have a negative initial response towards cell-based food products (Siegrist and Hartmann 2020; Siegrist, Sütterlin, and Hartmann 2018). Marketers are likely to benefit from insight regarding the type of information that may help reduce biotech-food bias that is, consumer reluctance to accept food created by biotechnology. Understanding the factors that influence consumers' cell-based food-related beliefs, feelings, and behaviors also has implications for public policy. In fact, the impending

introduction of cell-based food products of animal origin to the retail market has created urgent regulatory-related challenges as the U.S. Food and Drug Administration (FDA) recently noted (FDA 2020).

Extended Abstract

Marketers present a wide assortment of information on food product packaging. In fact, package labels are one of the most effective ways for marketers to communicate both brand and product benefits to consumers (Swahn et al. 2012). Information presented on packaged food products typically consists of descriptions of product contents (e.g., angus beef, chik'n, all-white meat), product claims (e.g., great tasting), and front-of-package (FOP) processing (e.g., all natural, GMO free) and nutrition claims. The presentation of information on the front of product packages provides an efficient way for manufacturers to communicate and reinforce the product's market positioning (Lim et al. 2020; Mookerjee, Cornil, and Hoegg 2021). This research focuses on a novel type of processing claim, that is, a claim that informs consumers that the food product was produced using cell culture biotechnology. Advancements in cellular agriculture have made it possible to produce foods of animal origin by growing a small sample of living animal cells in a controlled environment.

The use of biotechnology to produce novel foods is not only an issue that is practically relevant to both marketers and policy makers, it also provides an opportunity to make important contributions to the marketing literature. First, this research adds to the extant FOP labeling and health halo/ horn effect literatures. While extensive research has examined how food labels (e.g., low calorie) influence consumers' ratings of unrelated product characteristics, the primary focus of much of this research has been on health halo effects (Fernan, Schuldt, and

Niederdeppe 2018). With several notable exceptions (Burton et al. 2015), researchers have largely ignored health horn effects, the counterpart of halo effects, which occur when consumers overestimate the overall negativity of a product based on a single negative claim or attribute (e.g., contains artificial colors). Given that this research examines the potential negative influence of biotech-food processing claims, it adds to our understanding of health horn effects.

Second, both implicit and explicit biotech-food bias are examined. Past research has generally focused on explicit attitudes rather than on implicit attitudes towards food products. Explicit attitudes are typically easier to measure than implicit attitudes because implicit attitudes are evaluations that are automatically retrieved (Fazio 2007; Gawronski and Bodenhausen 2006) whereas explicit attitudes are constructed through cognitive elaboration processes researchers with insight into the strength of the association between implicit and explicit bias against unfamiliar food products. Third, the research paradigm used to assess the influence of FOP information on consumers' product evaluations and purchase intentions typically focuses on the direct, indirect, and moderated effects of a single front-of-package claim or content label. For notable exceptions see (Newman, Howlett, and Burton 2016; Rybak et al. 2021). For example, Keller et al. (1997) assessed how the main and interactive effects of a product content claim, product healthfulness, and motivation to process nutrition information influenced nutrition and product attitudes, credibility, and purchase intentions. More recently, Cook and her colleagues (Cook, Burton, and Howlett 2013) examined the main and interactive effects of product content information (i.e., lean-to-fat ratios) and Nutrition Facts panel information on consumers' perceptions of disease risk, product healthfulness, and evaluations

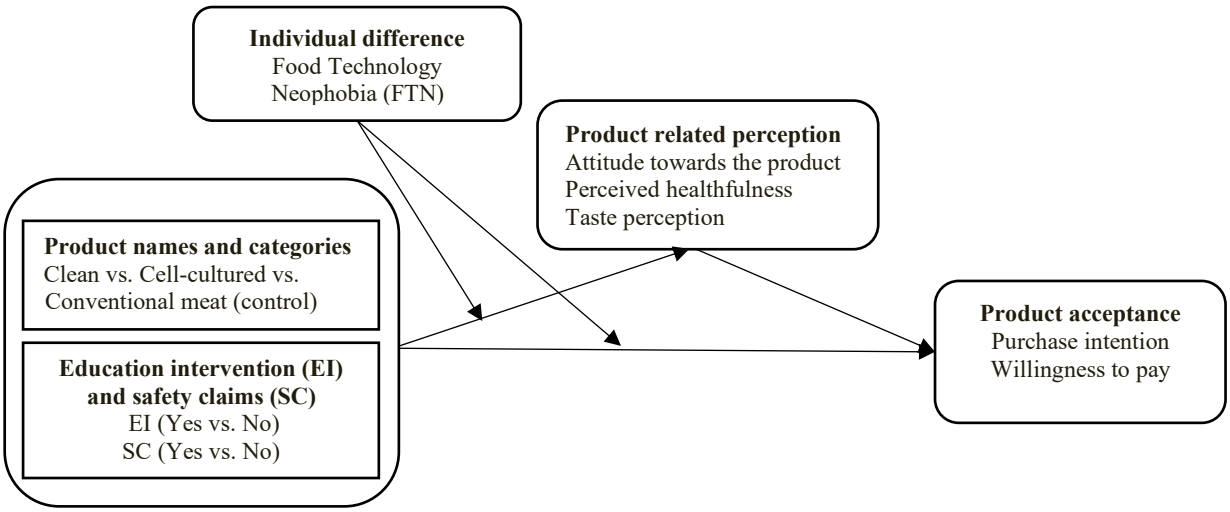
of nutrient content. The present research considers the direct, indirect, and interactive effects of two different types of FOP information, a product content label and a processing claim. This approach not only better reflects actual market conditions, it also makes a methodological contribution to the literature by testing a parallel mediation model that assesses the relative strength of a processing claim versus a product content label (Rybak et al. 2021).

Finally, this research examines acceptance of biotech foods when a consumer's ontological security, defined as "a sense of continuity and order in events" (Giddens 1991), is threatened. Research shows that consumers use food to distract themselves from, compensate for, or cope with negative affect such as stress, anxiety, frustration, sadness, boredom, depression, and fatigue (Wallis and Hetherington 2004). Other research found that positive emotions can affect preference for familiar foods, indulgent foods, and avoidance of healthy foods (Winterich and Haws 2011). Some threat-based works also link mortality salience threat with reduced preference for indulgent foods when food is an important source of self-esteem (Ferraro, Shiv, and Bettman 2005; Mandel and Smeesters 2008). However, to our knowledge, prior research has not examined the influence of ontological threat on consumer acceptance of novel, bio-tech foods.

The results of five studies provide insight into factors that influence consumers' acceptance of novel food products. The main, moderating, and mediating effects of product processing claims (i.e., cell-based meat, cultured meat), product claims (i.e., safe), individual differences (i.e., food technology neophobia), and choice context (i.e., biotech food-knowledge, threats to ontological security) are tested. Results show that consumers have a more positive response to food produced using cell culture technology when the processing claim identifies

the product as *clean* rather than as *cell-cultured* such that products with the *clean* claim are perceived to be a) more healthful and b) better tasting. Consumers also report c) more positive attitudes towards the producer, d) a greater willingness to pay for the product, and e) higher purchase intentions. As predicted, participants who were high in food technology neophobia evaluated the product more negatively than participants with low. Results further indicate that labeling the product as "Clean" rather than "Cell-cultured" increases product evaluations when food technology neophobia is high rather than low. Notably, there is no main effect of safety claim and education intervention on product evaluations. However, the interaction between a safety claim and consumer knowledge influenced perceived healthfulness, purchase intention, attitude towards product, and taste perception. Safety claim has a positive effect on product related perceptions and purchase intention only when consumers are educated about the product. Results also suggest that safety claim without educational intervention backfires. Finally, when experiencing ontological threat, consumers are more reluctant to adopt novel biotech foods.

Figure: Conceptual Model



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Keywords:

Marketing- Corporate Social Responsibility- Philanthropy- Innovation

Explanatory Sentence:

The social experiment, which uplifts disadvantaged people while rehabbing irresponsible companies.

EXTENDED ABSTRACT

This project involves *disadvantaged people* and *unsustainable companies*. With the pandemic, both has faced new challenges, on the one hand covid-19 and its social distancing has sharpened the marginalization of needy people; on the other, companies are facing the results of unsustainable behaviour and need a strategy. They are linked by the variable of time, of which for instance a homeless is rich and a manager is needy. Time puts these two realities as peer-to-peer and poses the conditions of a reciprocal exchange. The main hypothesis is that, by collaborating together they could both rebirth. Namely, this social experiment aims at: uplifting disadvantaged people by their own initiatives, prompting their reintegration in society which doesn't pass trough a forced administration of aids, but the awareness that their opinion and contribution is important; rehabbing unsustainable companies thanks to the direct contact with realities which at times are at the centre of their greenwashing strategies, making them start a true CSR path thanks to the new awareness earned through the direct collaboration with needy realities.

Research Question

- How would the Selected companies react to the rehab proposal? How would the selected disadvantaged people react to the collaboration proposal?
- It is really a home what do homeless really need first ?
- What would happen to disadvantaged people if instead of giving them material aids, we give them the means to achieve them?
- Can a company do an upgrade in terms of CSR by collaborating with disadvantaged people?
- Which is the mix and match of methods which can best fit disadvantaged people needs?
- Can this research be conducted by the only means of social marketing ?
- What happens to companies and homeless when collaborating together ? Can they respectively enrich their lives as nobody else/ no other rehab method can do?
- What is the role of the variable TIME and how it will be file rouge among these apparently far worlds (companies and homeless)

Methodology

Phase 1: Preliminary Study – Observation

Starting from the gaps individuated in literature, and thanks to a sound knowledge of the subjects matter which provided unprecedented insights, have been developed the following assumptions to test, concretized in the model.

Scheme 1: Hypothesized Research Model => it's not possible to include it in this format (available upon request).

Phase 2: Subjects Selection

After the observation, fifty in-depth interviews, five focus groups, a pre-selection and diverse selection meetings, five companies, among those available, have been chosen. One will be implied in the field experiment, the second will be the control (C), the other three will live the e-experiment This innovative modality well fits the restrictions for the prevention of the Covid-19 contagion.

Phase 3: Assumptions Testing (qualitative, experiential, experimental methodologies)

Above the classic methodologies, some new ones have been created ad hoc for the project. A huge part of the method is inspired to social sciences. The assumptions have been also tested thanks to experiences tout court and cross experiments.

Tab 1: Methodology and Results=> it's not possible to include it in this format (available upon request).

Summary of Findings

After an initial scepticism, the manager of the Blue Butterfly has understood Marco's situation arriving to share some of his fears, thoughts. Unexpectedly, they have found out to have many things in common. By collaborating together day by day the manager of the Blue Butterfly has started to see him as a true partner, and to see he for what he really is: a man with its ideas and talent, fragilities.

This mechanism of ***trust*** has brought Marco to express himself freely till finding solutions to problems, giving his opinion for some decisions. The autonomy in taking responsibilities has started in him the willingness of independence, of having a life made of these small satisfactions. For him, knowing that his opinion is important for someone has been a prompter to start *asking for help*, what is difficult instead is Changing Life with a Forced or Passive Administration of Aids

- ✓ For disadvantaged people is important knowing that their opinion and contribute is important for someone
- ✓ The Rehab of Disadvantaged People should be a Free Choice and the Result of a path that brings to independence

- ✓ Housing First Should be Reviewed considering these findings

Key Contributions

This research integrates *CSR*, Philanthropy, *Marketing* literature and its sociological branch. It is the first time, that needy people represent the means trough which unsustainable companies can be rehabbed and not the vice versa. Considering "*housing first*" (Tsemberis and Eisenberg, 2000), this project proofs that it is not properly a house what do they really need. It also contributes to that Marketing academy which is thriving to address the new emerging needy realities, post-pandemic and the New Normal (Philip Kotler 2020). Starting from the conviction that managers have a huge responsibility toward human life and biodiversity, this project addresses to non-responsible business to prompt them toward a CSR path. It refers to the academy which aims at outdoing the 4ps (John Elkington 2018), beyond sustainability, underlining the defensive nature of the word itself ("sustaining" implies limiting the negative effects) taking biodiversity as the principle of production itself (Vandana Shiva 1992). Being a social marketing project aimed at improving life, its first non-academic stakeholder is the entire *society*. It provides with fresh insights and turnkey solutions *companies*, and *philanthropic organizations*. Some firms will be prompted to revise their strategy, to insert new CSR objectives in their agenda, to avoid greenwashing, to committing, realising how determinant their decisions are.

*References are available upon request

SOCIAL CHANGES IN BEHAVIOUR OF DIGITAL NATIVES: HANDLING CYBERBULLYING IN POST-PANDEMIC ERA

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Keywords: Post Pandemic world, Post Pandemic Cyberspace, Post Pandemic Cyberbullying, Cybercrime, Cybersafety, Cyber threats

Description: Current study review the behaviour of digital natives in cyberspace and identify ways of reducing cyberbullying in the post-pandemic world

ABSTRACT

Digital natives (Generation Alpha) are living a completely different life compared to the life of Generation X and Y. Their teachers and parents are less aware of their activities in cyberspace space. Cyberbullying has increased in Covid-19, Thus current study identified ways to handle cyberbullying in the post-pandemic world.

INTRODUCTION

Current research is vital for digital natives. Modern era internet and digital developments have trained the digital natives (Generation Alpha) in a completely different way compared to Generation X and Y (Maftei, Holman, and Merlici 2022)Earlier students were more linked to real-life; thus teachers and parents were aware of their circumstances (Beckman, Hellström, and von Kobyletzki 2020). In case of bullying parents and teachers were aware of bullying.

However, as the world has advanced the ability of any random stranger to bully online has increased. In such a context digital needs need awareness to understand and handle such practices (Craig et al. 2020). Current research posted emphasizes addressing this issue in the ost-Covid era.

The stakeholders of the current research are teachers, parents and institutes to do marketing ways to educate digital natives about cyberbullying. Bullying has a long lost impact on people and society. If tackled earlier, a lot of damage cannot be solved. As internet has advanced (Warleta, Gallo, and Ventisca 2016). The use of Over the Top (OTT) services is increasing which is enabling digital natives to interact with strangers(Farooq and Raju 2019). The increased access of the digital natives to the global people needs certain guidelines of interaction. Thus, cyber policies in such cases will save students from being cybercriminals or cyber victims. In addition, the millennials are also not aware of the ability to interact to track them. Cybersecurity is becoming a big concern. Covid-19 has fuelled the rapid expansion of the internet. Social network sites have introduced social games, such activities can promote cyberbullying which can impact the mental and emotional health of digital natives. Thus, understanding these aspects is vital for academics, practitioners, and policymakers.

LITERATURE REVIEW

The attitude of digital natives is the concern of parents and governments of the 21st century as they have the least control over their activities. Alpha generation is becoming either victims or criminals without realizing it (D'Orazio 2021; Pompurova, Sebova, and Scholz 2022). Contrary to the criticality of cyberbullying on the web of science only 33 Articles have been written on "Handling Cyberbullying". Thus current research paper has reviewed all the papers. Understanding cyberbullying is vital. Literature suggests that Teachers stated that the

most common sort of cyberbullying was the distribution of embarrassing photographs and videos, but that instant messaging was the most commonly utilised medium. Teachers have a propensity to overestimate students' willingness to report cyberbullying, according to our results. Teachers' judgments of student cyberbullying were shown to be influenced by the student's grade level and whether or not they perform administrative chores. We discovered that instructors lacked confidence in their ability to deal with cyberbullying occurrences, and we propose that anti-bullying training be incorporated into teacher education(Navarro, Larranaga, and Yubero 2018).

In addition to children, parents, schools, and Internet Service Providers, the police have been named as a key player in anti-cyberbullying efforts. Starting with the situation in Belgium, this article explains how the police can: aid in the prevention of cyberbullying by informing students, parents, and schools about the issue; assist in the detection of cyberbullying by creating online reporting systems (in addition to the offline channels); and finally, assist in the handling of existing cyberbullying cases by identifying perpetrators and assisting victims(Huang and Chou 2013).

Social media influencers have a significant following, which includes both passionately engaged people who appreciate their opinions and detractors. While they benefit from the chances to become brand endorsers as a result of their celebrity, they are also subjected to cyberbullying. Cyberbullying is not a new phenomenon; it predates the social networking age. Nonetheless, research on cyberbullying mainly focuses on schoolchildren or young adults. This study fills in the gaps by looking at the many types of cyberbullying that social media influencers suffer, as well as the best techniques for dealing with the problem. We gathered the information through content analysis and interviews. According to the findings, social media influencers are subjected to harassment, (ii) flaming, (iii) outings, and (iv) masquerading(Hassan et al. 2018).

In the management of cyberbullying, school instructors play a critical role. Since a previous study suggested that school educators' perceived competency in dealing with cyberbullying was poor, additional research is needed to understand what drives their behaviours and how to improve them. This study used a behaviour change theoretical framework to analyse school educator behaviours, perspectives, and context variables, as well as look into instructor clusters. A poll of 451 secondary school teachers was done online (teachers, principals, school counsellors). The majority of recommended activities were used by school instructors (i.e. conversations with pupils, enlisting professionals for support, parental involvement, providing supportive victim advice). 'Referrers' (65%), 'disengaged' educators (14%), 'concerned' educators (12%), and 'use all means' educators (12%) were identified as the four educator clusters (9 percent). The first two groups had a harder time dealing with cyberbullying (DeSmet et al. 2015).

Bullying is a critical public health issue that has been linked to a wide range of detrimental emotional, social, and physical consequences. Teenagers' usage of social media has expanded as a result of technological advancements, and online communication platforms have exposed adolescents to a new type of bullying: cyberbullying. To assist children, parents, and teachers in dealing with cyberbullying, prevention and intervention initiatives have been produced, ranging from websites and tip sheets to classroom curricula. While many children and parents are eager to tell their health care professionals about their experiences with bullying, these disclosures must be taken seriously and treated with care. To promote these disclosures, health care practitioners should include questions concerning bullying on intake forms (Espelage and Hong 2017). Studies have also proved that cyberbullying at work is the counter product and its impacts on the social intelligence of employees(Keskin et al. 2016). Cyberbullying is detected through feelings and frequent interaction (Veiga Simão et al. 2021; Venkataraghavan 2021). At schools, colleges and at home more focus is required on

educating young students about cyberbullying and the ability of organizations to protect them(Dias et al. 2021; Elhajjar and Yacoub 2022; Eweida et al. 2021; Huang and Chou 2013; Nahar et al. 2014)

CONCLUSION

The development and popularization of the Internet have made online life a new way of life. As an extension of real life, cyberspace has changed people's social life. At the same time, it has also produced a series of new problems. The problem of moral disengagement in cyberspace is a prominent one. The problem has seriously affected the effectiveness of our country's ideologies and moral values. Compared with the phenomenon of moral disengagement, in reality, moral disengagement in cyberspace is due to the lack of online etiquette, or socialization in cyberspace, netizens deviate from morality. The phenomenon of moral degradation has caused the network community to fall into a state of chaos or disorder(Bjärehed et al. 2020, 2021)

Covid-19 has made people internet savvy. Today, as of September 2021, there are 4.7 billion internet users out of the 7.8 billion human population. More than 50% of humans' online presence has created several business opportunities. Increasing internet penetration has made the world a global village. However, it has also brought the human society negative trends online such as bullying. Over the internet, bullying is much easier than in real life. Cyberbullying can impact the health of students, women, and people from all walks of life. There is a strong need to address this challenge for better and safer internet usage. Therefore, in this research paper, the author has reviewed existing issues on social platforms such as YouTube, Facebook, and Instagram related to cyberbullying. It has analysed the recent literature and solutions provided by experts on handling cyberbullying. In addition, the researchers also provide a framework, for online platforms to make cyberspace better.

In cyberspace moral education, Moral Disengagement (MD) was assessed using eight items specifically created by Bandura for the present study. The scale aimed to translate MD into the online setting. In developing the items, we referred to the loci (i.e., behaviour, agent, outcome, and victim) and the mechanisms of moral disengagement (Bandura 2016). For instance, in the 'behaviour' locus, where the online action is 're-structured', three mechanisms such as euphemistic labelling, advantageous comparison, and moral justification are applied. In the 'agent' locus, where the responsibility for an online action is downplayed, the two mechanisms are displacement of responsibility and diffusion of responsibility. At the 'outcome' locus, where the consequences of the online activities are justified, there is the only one that is disregarding/distorting consequences. Finally, at the 'victim' locus, where the victims are deprived of empathy, two mechanisms are applied namely, attribution of blame and dehumanization.

The study has three-fold contributions. The first highlights real concerns of cyberspace. The second describes potential areas for several multidisciplinary areas such as IT, Social Science, and Psychology to combine multiple fields' lessons to tackle modern-day challenges. Thirdly, it gives guidelines and a framework to social media platforms for making cyberspace safer.

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WHEN PRESENTING HEALTHY FOOD ITEMS IN PICTURE FORMAT HELPS VS. BACKFIRES: THE ROLE OF HEALTH CONSCIOUSNESS

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Keywords: presentation format, health consciousness, healthy eating, food choices

Description: We show that presenting healthy food items in picture format can backfire (help) among individuals with a high (low) level of health consciousness.

EXTENDED ABSTRACT

Research Question

Can presenting food items in picture format backfire (help) when consumers with high (low) health consciousness are asked to choose from a set of food items containing both healthy and unhealthy items?

Method and Data

Participants (N = 459) were randomly assigned to one of two presentation format conditions and were presented with a menu consisting of four items: baked potato, chicken nuggets, fries, and salad (cf., Wilcox et al. 2009). Respondents were then instructed to choose one item as a side dish. We then measured health perception for each food item (modified from Wilcox et al. 2009). Following an unrelated filler task, participants responded to a questionnaire capturing HC, level of current hunger, height, weight, age, and gender. The dependent variable was their food choice, coded as one if the participant selected the healthiest option (salad) and zero otherwise. The level of hunger, BMI, gender, and age were included as covariates.

Summary of Findings

Results showed a significant two-way interaction between presentation format and health consciousness. Low-HC individuals (-1 SD) were more likely to choose the salad in the picture condition than the text condition. High-HC individuals (+1 SD) were more likely to choose the salad in the text condition than in the picture condition.

Statement of Key Contributions

We extend previous research on the use of presentation format to increase healthy eating and show that presenting food items in picture format can backfire (help) when consumers with high (low) health consciousness are asked to choose from a set of food items containing both healthy and unhealthy items. Building upon the literature on the licensing and cleansing effects, we argue that a person's level of health consciousness (HC) influences the source of motivation which is likely to guide their food choices. When presenting a healthy food item as part of a choice set in picture format, as compared to text format, high-HC individuals were more likely to choose an unhealthy food item over a healthy food item. Low-HC individuals were more likely to choose a healthy food item over an unhealthy food item. These results suggest a licensing effect among high-HC individuals and a cleansing effect among low-HC individuals.

Public health advocates and medical professionals may be able to promote more healthful eating choices by presenting new dietary habits in formats that seize the type of motivation that guides consumers' food choices.

‘Improving decisions about health, wealth, and happiness’? The ethics of consumer-oriented nudging from public policy to the business sector

Statement of Key Contributions

Consumer well-being has always been a relevant matter both for public policy and marketing (Sirgy 2008), especially in the rising field of Transformative Consumer Research (Davis et al. 2016; Komarova Loureiro et al. 2016). A recent and successful, albeit controversial, approach for changing consumers’ behavior to foster well-being is the practice of *nudging,* originally promising to help them ‘improving decisions about health, wealth, and happiness’ (Thaler and Sunstein 2008). Derived from the broader discipline of behavioral economics (BE), nudging was originally developed in the context of public policy (Fonseca and Grimshaw 2017; Sunstein 2016; Sunstein 2021). Indeed, most existing studies on nudging focus on testing and improving its efficiency, using an experimental approach (Panzone et al. 2021) to evaluate specific effects, such as the default option (Smith et al. 2013).

Whereas in public policy settings nudges’ original aim is clearly detectable, recent years increasingly witnessed the adoption of business-to-consumer (B2C) nudges (Tikotsky et al. 2020). To date, no studies looked at how the ethical principles of nudging are altered when applied in business contexts; and the crucial implications of these changes for consumer well-being. This paper fills this gap by enlightening the ethics of consumer-oriented nudging while unveiling the moralities of its practice. Therefore, our study benefits both policy makers seeking a clearer understanding of a behavioral change technique that arguably works through bypassing consumers’ conscious decisions; and practitioners aiming at behavior change without neglecting the ethical considerations that the practice of nudging is inevitably subjected to.

Extended Abstract

Context

Thaler and Sunstein (2008) define a *nudge* as ‘any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives’ (p.6). In other words, nudging’s core principle is to steer people’s behavior towards specific outcomes leveraging upon their cognitive biases and heuristics through ‘choice architecture’,

with any option setting influencing individuals' choices (Thaler et al. 2013). Following the success of BE, a plethora of 'nudge units' harnessed this tool and spread all over the world (OECD 2017; OECD 2018; Sunstein et al. 2017), first in public policy (Whitehead et al. 2018) and then in for-profit contexts (Wendel 2020) through consumer-oriented nudging. This paper unveils the major ethical challenges that B2C nudges face and the moral principles lying behind their growing practice.

Method

The research focused on the application of B2C nudges. We collected 21 in-depth semi-structured interviews with practitioners working in behaviorally informed consulting firms and analyzed 90 pages of textual data as well as 15 hours of voice and video data from the key channels through which nudge theory in the business world is popularized: blog articles, popular science books, podcasts and webinars by leading experts in the field. For the interviews, we sampled the main figures of the industry, active professionals with relevant experience of behavioral science in the private sector, by using publicly available lists of behavioral consultancies (Paulin 2021; Shu 2018) currently operating in the UK, USA, Canada, France, and Switzerland within the sectors of Financial Services, Big Tech, e-Commerce, Retail and Consumer Goods (Egan 2013).

To analyze the data, we first adopted a grounded theory approach, open coding the whole body of transcribed text, which was then grouped into twenty categories and clustered into five macro areas. In the second round of analysis, we focused on the two areas that explicitly referred to the matters of ethics or implicitly revealed the ethical principles adopted within the practice of consumer-oriented nudging. Finally, selected quotes from these parts were analyzed through a discourse analysis (Taylor 2001) approach in light of the critical tradition of marketing studies (Skålén et al. 2008).

Findings

The establishment of nudging both in public policy and marketing presents important moral issues. In public policy, it notably puts into question individuals' freedom of choice (Grüne-Yanoff 2012), leading to the controversial solution of libertarian paternalism (Mitchell 2004). This ethical challenge concerning the consent of subconscious decisions and the extent to which nudges manipulate choices applies even more to the business context. Our findings identify several ways in which behaviourally informed consultants – who often have a solid background in BE and are quite confident with nudge theory's original moral aims – address and handle these dilemmas.

First, moral issues with nudging in business relate to its scope. Business applications of nudging clearly raise moral questions about the trade-off between the company's profit and consumer well-

being. In addressing this dilemma, practioners distinguish between nudges promising only short-term, sales-oriented, for-profit benefits – often through what have been called 'sludges' (Sunstein 2021) – and long-term, 'for-good' outcomes enhancing both consumer well-being and the company's brand reputation or customer loyalty (Dholakia 2016). BE practioners customarily solve the moral dilemma by claiming to rely upon the latter, reconciling profit and consumer well-being through the rhetoric of win-win scenarios (see Figure). In doing so, they recall adopting the 'no-harm principle' when evaluating consumers' best interests: that is, at worst avoiding to harm their well-being.

The second moral issue relates to free will: to what extent consumers are manipulated or exercise autonomous choice "under the influence of nudging". For this problem, interviewees use several justifying strategies. Firstly, they recall the underlying theory of behavior according to which nudges only work when individuals are already willing to act in that direction. Secondly, they suggest that nudges rely solely on consumers' revealed preferences by filling the gap between their evidence-based interests and the cognitive effort required to reach them. Thirdly, they use the founding arguments of nudge theory asserting that targeted individuals' decision to opt-out remains completely deliberate (Sunstein and Thaler 2003); nonetheless there is no "neutral" choice setting design since it is logically impossible not-to-nudge. Finally, they leverage upon the tool-based nature of nudges thus not being inherently good or bad as much as other behavior change tools adopted by organizations or governments themselves, who they consider covertly pursuing their interests when nudging citizens.

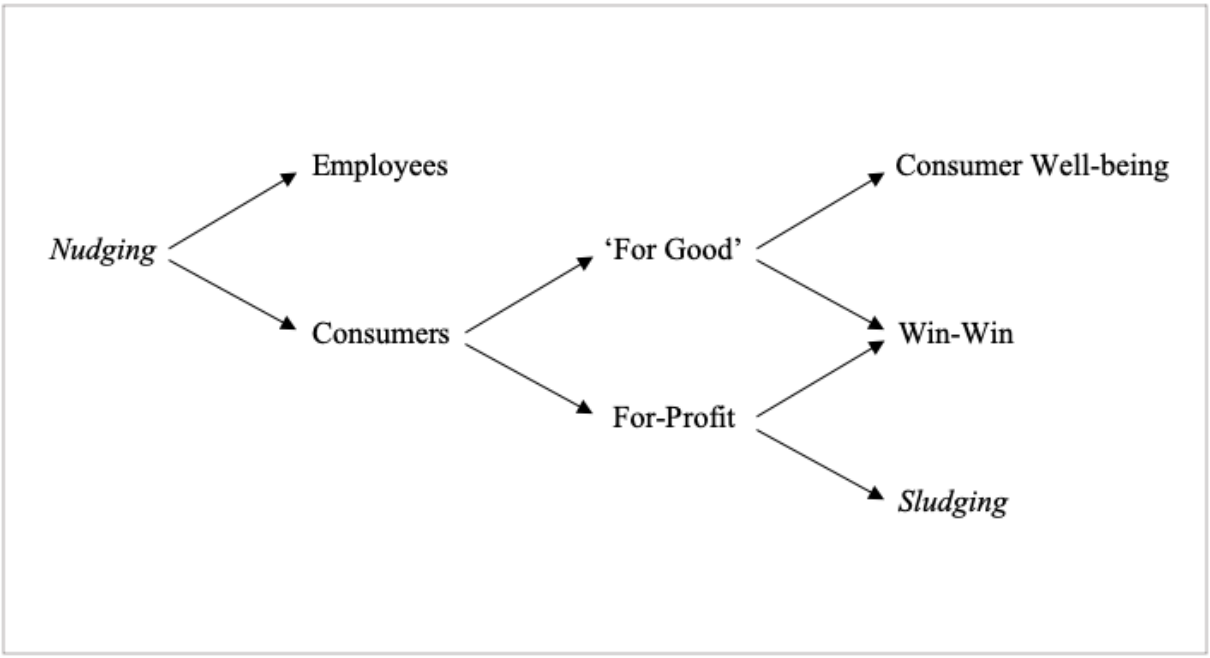
Discussion

The arguments and strategies adopted by behaviorally informed consultants to justify the practice of consumer-oriented nudging in business run into three main problems. First, they are at odds with nudge theory's claim of effectiveness: there is indeed an inverse relationship between the efficacy of a nudge and people's freedom to opt-out. If nudges do actually work, then the validity of the claim stressing the preservation of individuals' freedom of choice would be heavily weakened by definition. Second, these arguments generally lack substantive ideas of consumer well-being; which is simply equated with the benefits gained by using the company's products and services (Packard 1957). Last but not least, the main argument of nudging allowing people to realize their willingness and their 'best' interests by aligning the former with the latter hides unstated normative principles and implicit political agendas.

Albeit health, wealth, and happiness (Thaler and Sunstein 2008) seem unquestionable universal desires, when translated into practice the content and the priority of those over other aims that people should pursue inevitably arises, revealing that every definition of consumer well-being is not self-evident or 'neutral' – as interviewees claim – but rather involves value-laden political stances (Slater

1997) determined *a priori* by governments' or organizations' aims over desired behaviors. If the former were politically supported and philosophically justified by the backbone of libertarian paternalism (Sunstein and Thaler 2003), B2C nudges' ethical principles rely upon the moralities of business practitioners themselves. Liberated from public policy scrutiny and consumers' autonomous judgement, for-profit nudges hence risk becoming an uncontrolled tool in the hands of organizations' private interests, the ultimate makers of the ethics of nudging.

Figure



A typology of *nudging* practices in business

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