

## **9th International Research Conference in Marketing**

**23-24 May 2022, Strathclyde Business School (SW204)**

**Abstract booklet**

## Plastic Packaging in People's Lives: Reflections on Engaged Academic Research

### Keynote Speaker: Professor Maria Piacentini, Lancaster University

**Abstract:** Solutions to societal grand challenges require sustained collaborative efforts from diverse organisations and stakeholders. In the realm of climate change, the UK has stated its commitment to addressing the challenge of clean growth. At Lancaster, we are leading a multi-partner, inter-disciplinary project, which aims to explore how plastic food packaging is embedded in consumers' day-to-day lives (the UKRI-NERC funded project: Plastic Packaging in People's Lives). Our project brings together nine academics from across the supply chain (pre-consumption through to post-consumption) and involves eleven plastic packaging supply chain members. In this presentation I will talk about my experience as lead investigator on this project, reflecting on the joys and challenges of engaged academic research.

**Bio:** Maria Piacentini is Professor of Consumer Research at Lancaster University Management School and Director of the Centre for Health Futures at Lancaster.

Maria is a qualitative social science researcher, and her research focuses on vulnerable consumers coping with difficult marketplaces. Maria's research has been funded by UKIR (NERC; ESRC); the British Academy, Barnardo's, and the European Foundation for Alcohol Research. She has published her work in international refereed journals in social sciences and marketing/management journals, including: *Sociology*, *Sociology of Health & Illness*, *Journal of Business Research*, *European Journal of Marketing*, *Journal of Marketing Management* and *Marketing Theory*. She is co-editor of *Consumer Vulnerability: Conditions, Contexts and Characteristics* (Routledge, 2016) and co-author of *Consumer Behaviour* (Oxford University Press, 3rd Ed. 2022). Along with Emma Banister and Kathy Hamilton, she is co-chair of the Academy of Marketing's Consumer Research with Social Impact Special Interest Group. Maria has been actively involved in the Transformative Consumer Research (TCR) network since 2011, first as a participant, then as track co-chair, and most recently as a member of the international steering committee.

## Care at the Margins: Establishing a Community Food Hub

**Keynote Speaker: Dr Stephanie Anderson, University of Glasgow**

**Abstract:** The social importance of care has become apparent in the face of multiple forms of crisis including socio-economic inequalities, global pandemics and the climate emergence. This has generated visions of universal care systems to place care at the centre of every scale of life across kinship, communities, markets, politics, states and economies (Care Collective 2020) that often celebrates of radical care at the fringes (Hobart and Kneese 2020). This responds 'care deficits' (Tronto 2013) in which the capacity of care is not sufficient to meet care needs. We develop the idea of 'expansive care', through collaboration with a community food hub in an area of high deprivation in Glasgow. In doing so, we critically engage with the challenges of building alternative care infrastructures. Rather than romanticise practices of care that fill the gaps of the care crisis, we critically attend to care that emerges from the margins to highlight we do not require more care to address the lack, but the need to redistribute care. In doing so, we bring a spatial understanding to care infrastructures by examining carework in urban marginality.

**Bio:** Stephanie Anderson is a Lecturer in Marketing at the Adam Smith Business School, University of Glasgow. Stephanie broadly works within the field of consumer culture and consumption with research interests in material cultures of the past, rituals and consumer resistance. Stephanie has published in Marketing Theory, Journal of Public Policy and Marketing, Consumption Markets & Culture, and Advances in Consumer Research.

## **Digital brand personality: sources, dimensions, and consequences**

Mijka Ghorbani

This doctoral research aims to explore and theorise the construct of digital brand personality. The brand's personality, i.e., the humanlike characteristics and traits associated with a brand, is a well-established instrument to differentiate a brand and to build strong consumer-brand relationships. However, less is known about how brand personality perceptions are constructed across digital landscapes. More recently, several studies have demonstrated that brand personality perceptions have significant positive effects on consumer behaviour in digital consumer-brand interactions on websites, social media, apps, or in interactions with anthropomorphised virtual brand agents. By contrast, less attention has been directed towards the questions of how those digital brand personality perceptions are formed and how they may vary across different digital contexts.

Thus, this study adopts a sequential exploratory mixed methods research design to explore the sources, dimensions/variations, and consequences of consumers' brand personality perceptions across digital contexts. The first exploratory-qualitative study employs netnography and interview techniques to discover digital brand personality attributes across digital touchpoints, to map out sources and senders co-creating brand personality, and to identify how trait inferences are drawn from online brand experiences and digital interactions. The second explanatory-quantitative study will be designed at a later stage based on the qualitative findings. Currently, the multi-site netnography collects brand-related user-generated content from Facebook, Twitter, YouTube, Instagram, and TikTok, using sports brands as a research context. Principles of thematic data analysis and especially critical visual analysis are applied to discover brand personality traits and meanings conveyed through textual, visual, and audio-visual content as well as textual paralanguage.

## **Nation Branding in the Arab World: A Postcolonial Perspective of Identity, Image and Reputation with a focus on the case of Palestine**

Sadia Nawaz

With increasing competition between nations on the global stage, a competitive edge is needed for both domestic and external consumers to perceive the nation in a positive and abounding light. In a globalised world, nation branding is increasingly becoming the vehicle by which this is achieved.

By the very nature of people having a collective preconceived notion of what constitutes the positive aspects of a nation, brand positioning offers the opportunity for nations to differentiate both its perception and offerings thereby asserting itself as more viable than competing nations. While the discipline of marketing holds branding to be the much-established process by which to gain a competitive advantage in the marketplace, its tenets are most often applied to products, services and corporations through differentiation. More recently, however, the burgeoning field of nation branding has embraced its methods with a view to enhancing the perception of a given place in the eyes of its stakeholders by actively building upon its existing image, identity and reputation.

Within the context of the broader Arab World, and Palestine in particular, the tenets of nation branding could potentially serve as an opportunity to regain control of a meta narrative often dominated by hegemonic bodies that lie beyond its regional borders. Harnessing an effective and comprehensive counter narrative could potentially forge an image, identity and reputation truer to the reality of Palestinians thereby fortifying its nation brand.

To achieve this, it is proposed that netnography will be utilised in examining the current counter narrative emerging from Palestinians. While data has yet to be collected, it is expected that the study will identify key narrative types including national, reflexive, static and dynamic narratives.

## Exploring brand hate on brand publics

Malik Arshad

Brand Publics is a relatively new concept introduced by Arvidsson and Caliandro (2016) to understand brand-related consumer to consumer communication on the web. The concept was developed based on the argument that the concept of brand communities (Muniz and O'Guinn, 2001) is insufficient to understand consumer to consumer relations on the web (Arvidsson and Caliandro, 2016). This was because consumer to consumer brand-related communications on the web does not result in the formation of collective identity, as in the case of the brand community (Muniz and O'Guinn, 2001). However, these communications lead to consumer publicity. Most of the publicity is gained by the consumers through sharing celebratory brand-related content, however, some of the content used to gain publicity is also subversive. As brand publics paper focus is limited to the development of the concept of brand publics, it only mentions subversive content briefly and does not go into the intricate details of the subversive content. The focus of this study is to go into the details of subversive content on brand publics. It aims to view the subversive content on brand publics through the lens of brand hate literature.

The existing research on brand hate shows that the concept emerges from interpersonal theories of hate (Kucuk, 2016) and consumer-brand relationships (Fournier, 1998). Interpersonal theories of hate have been used to develop different typologies of brand hate (Kucuk, 2016). Furthermore, the consumer-brand relationships (Fournier, 1998), assist in specifying the dimensions based on which these typologies are developed. Other than the typologies of brand hate, the researchers have focussed on the causes and outcomes of brand hate (Hegner, Fetscherin and van Delzen, 2017). The limitation identified in the existing brand hate literature is that its focus is limited to typologies, cause and outcomes. The study proposes that viewing subversive content through the lens of brand hate can give an insight into the use of brand hate as a vehicle for consumer publicity and how it is used to redefine brand meaning on brand publics.

To explore brand hate as a vehicle for consumer publicity, and a device for redefining brand meaning, this study intends to use unobtrusive netnography, by focussing on consumer posts and comments on Instagram, YouTube and Twitter. The brand that is going to be the focus of this study is H&M, as it is involved in numerous controversies which result in the generation of subversive content on Twitter, YouTube, and Instagram (Shen, 2014). Overall the study contributes to brand hate literature by presenting it as a vehicle for publicity and a device for redefining brand meaning on brand publics.

## **Assessing the impact of marketing automation on fostering engagement across different stages in B2B customer journeys**

Sissi Lehto

Digitalisation and advancements in technology have fundamentally affected B2B relationships (Obal and Lancioni, 2013, Hofacker *et al.*, 2019). Interactions between suppliers and buyers have become increasingly computer mediated (Obal and Lancioni, 2013; Pagani and Pardo, 2017), and the increasing number of touchpoints across digital channels contributes to complexity in customer journeys (Cortez and Johnston, 2017).

This study focuses on marketing automation, a software tool used to automate marketing tasks such as email marketing and web analytics, (Bagshaw, 2015; Buttle & Maklan, 2019) and it explores the complex setting of online engagement in different stages of the B2B customer journey. Focus is placed on examining automation-driven digital content marketing efforts, as online engagement happens through digital content (Brodie *et al.*, 2013; Taiminen & Ranaweera, 2019).

For this study, 29 in-depth phenomenological semi-structured interviews were carried out with digital marketers working with marketing automation, in both digital marketing agencies (15) and in-house in B2B organisations (14) in two countries: Finland and the UK. Participants were selected based on their expertise with marketing automation software and B2B content marketing strategies. The interviews were an average of 76 minutes and took place over Zoom.

The findings reveal promising insights into engagement B2B engagement across the digital customer journey. In particular, the study provides insights to engagement that occurs in the earlier stages of the customer journey, and the role of marketing automation in fostering these interactions. Therefore, this study extends the current understanding of B2B engagement, which has largely focused on considering customer engagement that occurs after the first purchase (e.g. Pansari & Kumar, 2017). Furthermore, the study provides insights to how marketing automation can be utilised as a relationship-building tool, for example for driving effective personalisation at a scale, challenging the assumptions regarding the standardisation of automated services.

## **Understanding the antecedents and consequences of customer experience: The role of frontline employees**

Mohamed Youssef

The concept of customer experience (CE) has received an increasing attention since the 1990s as scholars in the marketing domain have sought to understand its relationship with customers' behaviour. While there has been a wealth of studies undertaken that have explored CE in relation to online setting. There has been limited empirical work carried out this subject in physical banking context. Therefore, by employing the theory of In-store customer experience (ISCX), this study aims to fill this knowledge gap by examining the effect that frontline employees (FLE's have on customer experience in the physical banking environment. Accordingly, a mixed-method research design that consisted of two phases was adopted. The approach that was used in this study has been a mixture of an exploratory sequential design. The procedure in an exploratory sequential design is to use the qualitative study as a preparation for the quantitative study and refine a conceptual framework that has been developed based on the existing literature. In the second phase this framework will be tested by means of a survey of Libyan bank's customers to examine their experience with FLE's. Through longitudinal data, demonstrate how customer loyalty can be attributed to customer experience management to a considerable extent. Findings from this research are expected to provide insights into the customer experience concept in the context of physical environment. They empirically measure the role of frontline employees on enhancing customer experience and its impact on relationship quality. This research makes a significant contribution by developing a rigorous model that describes the emerging phenomena of customer experience. Additionally, this study contributes a distinct perspective to the growing body of literature especially on banking services and proposes future research directions. Finally, the study offers management implications for service managers in terms of identifying their customers' experiential demands and designing the customer experience appropriately.



## Engaging Technology in Real Time

Nefertari Young

Engagement remains a top priority for firms and despite well-established theory, engaging customers remains a challenge (Singh et al, 2020). In particular, engagement in real time is placing increasing strain on brands to deliver (Willemsen *et al.*, 2018). Industry predictions state that by 2022, 70% of interactions will be through a form of emerging technology (Manusama, LeBlanc and Harrison, 2019). Yet advancements in technological engagement literature is nascent conceptually alongside limited empirical study of customer engagement behaviours (Alexander, Jaakkola and Hollebeek, 2018; Hollebeek *et al.*, 2021)

Real Time Marketing is evolving. The resurgence of the topic is being propelled by new technological advancements such as AI which transcends its typical representation within marketing for the last 20+ years (Oliver, Rust and Sajeev, 1998; Buhalis and Sinarta, 2019). It is yet to be understood how human behaviour is affected by technology such as AI and the ability to collate volumes of highly personalised consumer data in real time and at the point of interaction (Perez-Vega *et al.*, 2021). Research by Hollebeek et al. (2021) agrees distinctly that there is a lack of understanding of Customer Engagement within AI. Through Actor Engagement theory (AE) the research aims to explore the effects of emergent technology on consumer engagement in real time. AE encompasses the institutional context of engagement such as the technologies deployed as well as the dispositions of actors towards such activities (Brodie *et al.*, 2019). The study aims to utilise a mixed method design obtained through use of a semi structured survey. Literature indicates real time engagement is best investigated through in the moment experiences, thus the research methodology aims to achieve this (Dourish, 2004; Chandler and Lusch, 2015). Insights are anticipated to be generalisable, developing actionable insights for real time engagement practices and furthering empirical understanding of consumer behaviours.

## **Total Cost of Ownership (TCO) in supplier selection – the impact of machine learning**

Richard Turinsky

Cost analysis is a manifold topic area and consists of various tools and methods, one of these instruments is the TCO (total cost of ownership) approach. TCO can be defined as “...an estimate of cost of an item that includes all the costs related to procurement and use of an item, including any related costs in disposing of the item after it is no longer useful.” (Chase et al. 2011: 423). This opinion is also shared with other authors in the same depth (Heilala et al., 2006; Lysons/Farrington, 2020). According to Van Weele (2014) for example, TCO can be described as an analysis of costs that occur throughout the lifetime of a good at a company.

Based on this definition the question arises, which are the cost blocks that occur over lifetime and how these costs can be measured. Furthermore, also non-quantitative factors can have an impact of costs and their influence on the total costs. This PhD thesis therefore has the aim to take information economics and machine learning into account to decrease the information asymmetry and to identify the costs, which are caused by a good in a company. The thesis has the aim to support the decision-making process within the supplier selection process and enhance the theoretical perception of TCO and the practical application of the analysis method. By combining a well-founded and machine learning based TCO analysis with supplier selection methods the decision-making can be designed more sustainable to evaluate the best performing supplier over lifetime and not the cheapest supplier in regards to the initial price.

In conclusion, the thesis aims to enhance TCO research by making information available for the buyer with machine learning and to question the current paradigm in supplier selection.

## **Consumer Movements: How actors can impact markets through inclusive and exclusive collective institutional work**

Lucina Odoi

Consumer movements are conceptualised as organised groups of consumers that aim to transform consumer culture or markets. Consumer movements are characterised by collective action against a common adversary. Conventionally, research in marketing has investigated consumer movements' collective action versus an often corporate opponent, for example consumers boycotting big corporations. More recent marketing research examines the role of consumer movements in transforming markets, for example, in the context of Danish beer, fashion and food waste reduction. While focusing on the collective action of consumer movements, little attention has been paid to the role of different actors as well as differences in consumer movements' strategies and tactics. To address this research gap, this study examines how consumer movements alter market dynamics through differentiated institutional work. Specifically, this work will investigate if consumers choose inclusive or exclusive strategies to change the market.

This research uses theoretical perspectives of new social movements, market system dynamics and institutional theory. Consumer movements have been conceptualised as a subgroup of new social movements. New social movements have been identified as effective in changing markets through collective action. Studies on market system dynamics proclaim that diverse actors can change markets through institutional work. Institutional work has been defined as actions aimed at creating, maintaining, or disrupting practices and logics in markets. Therefore, the identified triad of theoretical perspectives is suitable to analyse the chosen context: The zero-waste consumer movement, which has emerged in response to the global waste problem. Using netnography and qualitative interviews this study will investigate tactics, strategies and the institutional work of consumers and other actors within the zero-waste movement. This study contributes to existing knowledge by drawing attention to inclusive or exclusive institutional work and aims to extend knowledge on consumer driven market change.

## **Exploring Transgender and Gender Non-Conforming Consumer Vulnerability – ‘Stigmatised Identities’**

Sophie Duncan-Shepherd

This study focuses on transgender issues within a marketplace context. Several global brands, including Magnum and H&M, have included trans people in their advertising. These campaigns may be seen as supporting destigmatisation but increased visibility brings with it increased risk. Evidence suggests that the socio-political environment for transgender consumers is becoming ever more hostile (McKeage, Crosby and Rittenburg, 2017). As a result, they are prone to consumer vulnerability.

The most widely accepted definition of consumer vulnerability is “a state of powerlessness that arises from an imbalance in marketplace interactions or from the consumption of marketing messages and products” (Baker, Gentry and Rittenburg, 2005, p. 134). Much research in this area assumes that vulnerability, and similarly stigma and stereotypes, have a negative impact on consumer wellbeing, but these can be sources of rebellion and empowerment (McKeage, Crosby and Rittenburg, 2017).

Although a strict gender binary is deeply embedded in UK society, little research has been conducted to discover how non-binary people are affected. In marketing and consumer research, gender has been investigated as a variable in consumer behaviour, reflecting the discipline’s roots in behaviourism (Hearn and Hein, 2015). This study explores transgender consumer experiences through the lens of Consumer Culture Theory (CCT). Within CCT, there is space for feminist perspectives, taking a critical view of gender as a fluid cultural and social category (Arsel, Eräranta and Moisander, 2015). The aim of this interpretive study is to investigate a dimension of consumer experiences of vulnerability through qualitative methods. Findings explore complex lived experiences of trans people; in everyday gender performance, in navigating servicescapes and digital spaces, and in finding community and representation in consumption contexts. The main contribution of this thesis is a conceptualisation of distress in consumer vulnerability, embracing the fluidity of identities.

## **Margin to Mainstream: Using Engagement to change entrenched consumption practices around food waste**

Tugce Ozgen Genc

Food waste (FW) is a major contributor to the climate crisis and consumption emerges as perhaps the greatest opportunity area. It is well acknowledged that simple practices entrenched into daily routines are often the main causes, therefore, changing them is key for FW reduction. Yet this is a highly compelling task due to the institutional structure of practices. Despite the understanding of the problem and a high appetite for a change, FW-reducing responsible consumption behaviors fundamentally remain a marginal activity. Thus, gaining insights into a potential institutional change around FW becomes a significant issue in the fight against climate change.

This thesis approaches the issue by considering the role of Actor Engagement (AE) as a potential mechanism of institutional change. AE behaviors create value outcomes at a systemic system level by affecting others' perceptions, emotions, dispositions, and behavior. Aligned with the notion of institutional work, actor engagement behaviors have a macro-level impact on institutions by creating, maintaining, and disrupting them. Therefore, this thesis aims to explore how marginal FW-reducing practices can be mainstreamed through increased AE. A multiple case study approach utilizing mixed methods will be adopted through two organizations delivering national FW reduction plans in Scotland, and Australia.

The first study will utilize Netnography and expert interviews to investigate the strategies used by the organizations and day-to-day institutional efforts of engaged actors within online communities. The main aim of this stage is to discuss the promises of engagement research in driving practice change around FW. The second study will test the insights or propositions offered by the first study through a field experiment. This stage aims to reveal the strategies that work best in organizing and facilitating engagement. The third study aims to capture the practitioners' perspectives through focus groups. This last stage aims to discuss the applicability and effectiveness of previous stages' outputs.

## **Power of Collectives: How Followers' Hashtagging Contributes to the Tribal Assemblages Formed Around Instagram Mega-influencers**

Dilan Rathnayake

This study aims to understand the agentic role of follower-generated content in forming tribal assemblages around Instagram mega-influencers. 'Consumer tribes' have gained continuous scholarly attention as contemporary consumption is increasingly characterized by consumption-focused social groups (Cova, Kozinets, and Shankar 2007). Though several aspects of consumer tribes have been investigated, recent works emphasize that the extant literature is yet to provide a full understanding of the dynamics of tribal constitution and reconstitution and suggest assemblage thinking as a useful lens to explore how consumer tribes are assembled (Cova, Kozinets, and Shankar 2007). Extending this notion to the dynamic and networked social media environment, this study unpacks one aspect of tribal assemblages on social media: the agentic role of user-generated content (hashtags). This study brings a methodological novelty through a hashtag network analysis approach to explore such virtual consumer tribes, which is uncommon in marketing literature. Three top online personality Instagram influencers (Nash Grier, Cameron Dallas, and Jake Paul) were selected for the study. Through the Instagram API, a sample (N=5000) of Instagram captions were scraped using the eponymous hashtag of each influencer. Hashtags were extracted from captions and the co-hashtag networks were constructed using a bigram script written using R software. Networks were visualized and analyzed using the modularity clustering algorithm embedded in Gephi software. Findings revealed four themes within hashtag networks that reflect how follower-generated hashtags collectively contribute to the mega-influencer tribal assemblages. It revealed that members of these virtual tribes; (1) bring nostalgic narratives about the influencer, providing a heritage to the tribe while facilitating the cultural/historical constitution of the tribal assemblage, (2) consider influencers and their dynastic relations as the 'linking value' of social links within the tribe, (3) amass marketplace resources such as aesthetics and media to shape the identity of tribal assemblage and, (4) make the tribe 'inclusive' by including celebrities and other internet personalities into mega-influencer tribes.

## **Role of energy firms in driving innovation and new value chain to enable the energy transition**

Gautam Tewari

Often, incumbent firms at the meso level are passive towards system innovation because of path-dependencies and lock-ins. These path-dependencies and lock-ins do exist at all levels and systems like innovation and marketing systems. Lately, this has been an area of concern in the purposive transition and system studies in understanding the interdependencies of socio-technical aspects with respect to co-evolution of the value chain. Since the Paris climate agreement, a huge focus has been laid on promoting low carbon technologies in reducing the carbon footprints and working towards net-zero by 2050. The electricity network industry is the common denominator in enabling the low carbon led value chain. Lately, the incumbent electricity network industry regime in Great Britain (GB) is going through a transition and co-evolving along with the value chain. The study will investigate the innovation activities of the Electricity Distribution Network Operators (DNOs) in GB. These DNOs are in the transition phase to the Distribution System Operators (DSOs) role to enable the energy transition and new value chain.

The ongoing energy transition is not simply a technological transition; it involves socio-technical aspects and is co-evolving both society and technology. Thus, this study will use complex adaptive system (CAS) and actor network theory (ANT) to explore the incumbent firm's role in driving system innovation and building capabilities for the energy transition. This research tends to understand how DNOs as incumbent firms (Complex Adaptive Systems) systematically manage the innovation. Thus, self-organising and adapting in the transition process. The research will use ANT to investigate the socio-technical feedforward and feedback elements in the ongoing DSO transition. Further, the research will use a qualitative case study approach and contribute to the growing system innovation literature from a transition perspective. Marketers can use these insights to address the evolving business models and value chain.

## **Double Mental Accounting: How and why does mobile payment affect customers' satisfaction and behavioural intentions?**

Yang Ding

Over the last few decades, research on payment systems has progressed. Previous research has suggested that they have no intrinsic value in their most basic form (Schreft, 2005). Payment tools were once thought to be distinct from other goods since, in their empirical form, they had no intrinsic value (Schreft, 2005). According to scholars such as Apanasevic et al. (2016), Ramadan and Aita (2018), and Zhao et al. (2018), traditional cash and credit card payments have gradually been replaced by mobile payment as the Internet age has seen consumers become increasingly connected via smartphones, tablets, and other mobile devices. Previous research based on double-entry mental accounting theory implies that, unlike cash payments, credit card payments increase the time lag between consumption and payment, weakening the link (Soman and Cheema, 2002). As a result, credit card payment effectively reduces payment discomfort and facilitates consumer purchasing intentions (Prelec & Loewenstein, 1998). However, in today's mobile payment environment, it is critical to understand how and why different payment methods influence customer happiness and behaviour intentions. Hence, this study mainly has two objectives. The first is to examine varying levels of satisfaction among customers who use various payment methods (i.e., cash and m-payment). Second, to understand the impact of mobile payment mechanisms on consumer behaviour, particularly when customers use several methods of mobile payment to pay for services and products.

This research will further develop the narrative by applying double-entry mental accounting to investigate the fundamental mechanisms of mobile payment usage. Customer satisfaction levels can be influenced by multiple factors, especially consumer happiness and payment pain. Study 1 and 2 will serve as scenario-based studies to determine the causal impacts between various ways of payment and customer happiness, with the goal of explaining the underlying mechanism of customer usage of mobile payment.



## **Supply Chain Relationship Towards Circularity: Investigating how manufacturers shape and coordinate relationships with external supply chain partners to deploy circularity strategies**

William Jeferson Vieira de Souza

This research aims to investigate how a manufacturer shapes and coordinates relationships with external supply chain partners for circularity strategies deployment. The current supply chain activities are based on a linear logic in which material resources once extracted from nature are transformed into products that are prematurely discarded after consumption. To illustrate, the world economy consumes an average of 100 billion tonnes of materials per year, but from this amount, only 8.6% is reapplied after its first use. On a resource-limited planet, this linear logic is unsustainable because it causes environmental impacts that may be irreversible and a scarcity of resources needed to attend to consumer demands. Circularity has been debated as a solution to overcome these concerns. Circularity means the continuous reapplication of non-virgin material resources through the supply chain to attend to consuming needs. In this way, material resources once extracted from nature are maintained in circulation to enable production and consumption activities. Circularity strategies such as reduce, reuse, and recycle are guidelines that support supply chain actors to reapply non-virgin material resources, decrease the ratio of virgin materials used as inputs to produce a product, and minimize environmental impacts linked to material resource use. A review of the literature reveals a lack of knowledge about how a manufacturer shapes and coordinates relationships with external supply chain partners such as suppliers and customers to deploy circularity strategies. Particularly, in the Brazilian context. To support this investigation, a theoretical framework is proposed combining three theories. Resource dependence theory is used to investigate the shape of manufacturer's relationships for circularity strategies. Whilst agency theory and social exchange theory are used in a complementary way to analyse manufacturer's efforts to coordinate relationships for circularity strategies. This qualitative research is based on the application of semi-structured interviews with representatives from Brazilian manufacturers.

## **Understanding the Role of the Sharing Economy and Its influence on Consumer Behaviour in the Automotive Industry**

Sania Shakeel

Sharing is seen as a fundamental and universal trait of humans and is one of the intrinsic characteristics of behavioural economics. The phenomenon of sharing is as old as humankind, while the dynamics of sharing have, more recently, been intertwined with the digital age elucidating the so-called sharing economy. The influence and consumption of technology-based sharing platforms have systematically increased, with consumers opting to purchase and consume products in a temporary manner as opposed to permanently owning them (Bardhi & Eckhardt, 2012; Belk, 2014). The development of this approach has been augmented by the popularity of the internet, in particular, web 2.0 and social media. Thus, initiating the synthesis of a wide array of peer-to-peer services, including ridesharing (Uber, Lyft, RVshare), home-sharing (Airbnb, Peerspace), food services (Grubhub, MealSharing), clothing (Etsy, OpenBazaar) education (Udemy), lending services (LendingClub), and fintech (TransferWise), have ultimately contributed to the popularity of the sharing economy.

As a result, the trends in consumption and purchasing processes have been changing radically both online and offline (Barnes & Mattsson, 2017); on the back of this, the consumer has evolved into a “prosumer”. There is a shift in the consumer’s role from a passive participant to a central active participant in the exchange process. Hence, drastically altering the behavioural patterns of consumers, firms, channels, and governance. This study aims to assess the consumer behaviour towards sharing economy and its implications for business using traditional models of sales and ownership. Moreover, it aims to understand how the growing influence of sharing economy will impact future transportation, specifically addressing, how consumers will be transported in the coming years? The study is conducted in the context of automotive industry via an experiential approach.

## **Providing Sustainable Marketing by Cultural Heritage Sites in a Developing Country**

Barota Chakraborty

Globally, cultural values may benefit both tourists and local residents on a global scale, resulting in substantial economic, social, and environmental effects. Despite the enormous positive effects of cultural heritage, unexpected visitor flows may have physical and social affects on cultural heritage sites, with concerns for site integration (Garca-Hernández et al., 2017) and the lives of the local inhabitants (Koh and Fakfare, 2019). To bridge the gap between conservation and commercialization of cultural heritage, heritage institutions thus might engage in sustainable marketing initiatives Sustainable marketing practices for cultural heritage might be undertaken for practicing socially and environmentally responsible actions, ensuring both the present needs of consumers and businesses along with preserving or enhancing the ability of future generations to meet their needs, at the same time (Kotler, Armstrong and Parment, 2011).

Multiple studies have found that several organisations have implemented sustainable methods and drastically altered their product and marketing efforts (Murphy, 2005; Polonsky et al., 1997; and Carlson, Grove, and Kangun, 1993), but there is a gap in the literature regarding the adoption of sustainable marketing strategies by diverse types of heritage institutions, especially in the developing country context. This study aims to investigate how cultural heritage sites in developing countries provide sustainable marketing, using Bangladesh as the context. Bangladesh is a developing country with significant potential for cultural heritage tourism, but it is lagging behind in attracting international tourists to its cultural heritage resources. A qualitative research design including semi-structured in-depth interviews will be conducted on the site managers of the selected heritage site: UNESCO World Heritage Site – The Ruins of the Buddhist Vihara at Paharpur, who have the relevant knowledge and expertise in providing cultural heritage tourism at the designated heritage site.

## **Brand influence on tourists' booking intention across tourism sectors: Evaluation of customer-based brand equity within package holidays**

Kim Hartmann

Branding, along with its effects and importance, is widely discussed within marketing literature. In particular, brand performance and the role of brands for customers' decision-making are acclaimed fields of research. One key theory in this field is customer-based brand equity (CBBE). When considering the market for consumer goods it is common that one product is connected to one brand, even though one brand can be used for multiple products. This also applies in the service industry, e.g., in IT or consulting. The tourism industry is an exception, as tourism experiences often comprise a variety of brands. Multi-attribute package holidays include a heterogeneous composition of (online) travel agency, tour operator, transport, accommodation, and destination combined with a high level of uncertainty. It is rare to find a package holiday exhibiting the same brand across all included attributes. Despite the prevalence of package sales and consumption, branding aspects of multi-attribute packages are rarely taken into consideration in tourism-related CBBE research. The majority of studies demonstrate a focus on destination-related CBBE which is often referred to as CBDBE. Nevertheless, there are attempts to explore CBBE in other segments such as hospitality, attractions, and aviation. Based on the manifold mix of service providers, corresponding brands, and the high degree of emotional involvement, the customer's decision-making is complex to grasp and predict. The question arises, if and in what way tourism brands across different industry sectors influence the customer's decision-making process, and how CBBE applies to package holidays. The study follows an exploratory sequential mixed methods design including qualitative interviews and a quantitative online survey among travellers.

## **The Artificial Intelligence Enabled Customer Experience in Tourism: A Systematic Literature Review**

Nada Ghesh

Artificial intelligence (AI) is fundamentally changing the customer journey in tourism settings (Grunder & Neuhofer, 2021). From augmented reality (AR), mobile apps and virtual reality (VR) assistants, to chatbots, and service robots, the range and scope of interactions grows rapidly (Beck et al., 2019; Belanche et al., 2020; Pillai and Sivathanu, 2020; Serravalle et al., 2019). In tourism marketing literature, AI is viewed as key to transforming customer experiences (CX) (Hoyer et al., 2020). Indeed, new forms of CX (with AI playing an influential role) in experience formation are emerging (Buhalis, 2019), which are expected to significantly enhance the CX (Anaya & Lehto, 2020). As a result, considerable literature has grown around the role of technology in transforming the notion of the experience. In fact, the rapid technological developments in today's world present the AI-enabled CX as a promising experiential context that calls for further research and exploration.

In an aim to provide a comprehensive review of academic research related to customer facing AI technologies and CX in tourism, a systematic literature review (SLR) on the AI-enabled CX in tourism was carried out in June 2021 and followed by updated database search in March 2022. In total, 99 articles matched the eligibility criteria and were included in the review.

The SLR put forward four questions: 1)What are the identified customer-facing AI technologies in the tourism context? 2)What are the methodologies used to study the AI-enabled customer experience in the tourism context? 3)What are the theories used to study the AI-enabled customer experience in the tourism context? 4)What are the research gaps in technology research on customer experience in the tourism context? The findings of the SLR are structured following the Theories, Context, Characteristics, Methods framework (TCCM) (Paul & Criado, 2020) and concluded with directions for future research in the domain.

## **Halal Tourism in Non-Muslim Destinations: The role of Service Inclusion in creating a positive Destination Image**

Kiki Oktora Muhammad Thamrin

Halal tourism, a form of tourism where services adhere to Islamic teachings, is a huge growth sector. Halal tourism was worth \$220 billion in 2020 and expected to grow to \$300 billion by 2026 (Belopiskaya et al, 2020). Interestingly, non-halal countries are the most popular destination among Muslim travellers worldwide (Wibawa et al, 2021). Singapore, Thailand, The UK, Japan, and Taiwan are the top five destinations visited by Muslim travellers in the world (Mastercard & Crescent, 2019). Muslim travellers, however, have indicated dissatisfaction with destinations that lacked suitable halal tourist infrastructure and services, particularly in non-halal destinations (Han, 2019). To explore the current state of research on halal tourism, it is necessary to analyse available literature in order to limit and clarify the gaps across studies.

Through a systematic literature review which proposes three research questions; (1) what key theories are being utilised in halal tourism? (2) what key themes are being utilised to research halal tourism? (3) what methodologies are being utilised to research on halal tourism? (4) what areas are identified as important future research opportunities?, it can be concluded that more research is needed to develop an understanding of destination image that promotes inclusivity for halal tourism services in non-halal areas. Service inclusion is not only a service that allows all customers to enjoy the same amount of value inherent in a marketplace trade, but it also better serves the requirements of consumers who are vulnerable due to age, gender, colour, or religion (Fisk et al., 2018). To promote more inclusive services, require an appropriate destination image which is the key when attracting visitors. Thus, the provision of an inclusive tourist service that can meet religious needs and generate positive experiences for Muslim travellers could be crucial (Jia, 2019).

## Understanding Customer Data with Artificial Intelligence

Min Ang

With the digital revolution sweeping the world, barriers for businesses to communicate has greatly decreased while access to information for consumers has greatly become easier (Bell, Mieth and Buchner, 2021). However, this results in consumers being bombarded with a plethora of information from multiple sources that often conflict with one another (Davis and Agrawal, 2018). Moreover, consumers' willingness and ability to process information prior to making their purchase decision differs uniquely (Delaney et al., 2015). Therefore, not every consumer benefit from the vast availability of information online. In order to offer personalised suggestions/marketing content, businesses require a Customer Relationship Management (CRM) tool where it captures a single view of the customer across all communication channels (Kumar and Rehnartz, 2006). Therefore, an important aspect of CRM is identifying the different segments of customers and understanding each customer's preferences in terms of their interactions with marketing communications followed by developing personalised communications for each individual customer through the use of a recommender system. As digital revolution also advances technological tools such as AI which has the strong computing abilities to rapidly provide reliable real-time analysis of large contextual and behavioural data beyond that of humans, it equipped businesses with a competitive advantage by allowing them to communicate to the right consumer with the right information at the right time.

## **Resolving Consumer Vulnerability Due to Health Risk Using Social Dialogue; An Investigation Based on Chronic Kidney Disease of Unknown Aetiology (CKDu) Endemic Regions in Sri Lanka**

Hirudini Cooray

Health is one of the dominant parameters of individual well-being. Thus, the health became central attention of many transformative consumer researchers from its initial stages. Despite the research and the transformative initiatives undertaken, there is an incremental move in health-related issues worldwide. Besides, Health risk is pointed out as one of the sources that contribute to consumer vulnerability. Hence, the health risk is one of the sources that reduce consumer decision scope and make them vulnerable in the marketplace. Particularly, non-communicable diseases observed with rising growth have created strong pressure on the global health systems. Moreover, the burden on developing economies with less health infrastructure became more crucial. Nevertheless, as a developing economy in Asia, Sri Lanka holds stress of chronic kidney disease of unknown aetiology (CKDu) as many other agricultural economies in the world. Interestingly, the majority of the patients are recorded among middle-aged males in agricultural communities. However, the criticality of the disease and identification of risky geographical regions make consumers utilised behavioural coping mechanisms against stress. Furthermore, active initiatives in consumer education have developed a socially constructed set of behavioural practices recommended to avoid CKDu risk. Notably, these accepted practices have become powerful market influences. Further, there is scientific proof of the negative consequences of some of those practices. Notwithstanding, this scientific information availability and effective dissemination of those can be used as a tool for making the community empowered. Conversely, these behavioural practices as socially constructed the social acceptance of the information sources and transparency become vital. Accordingly, the study attempt to investigate how information availability through a social dialogue can empower these vulnerable communities in coping with health risk. Thus, the outcome of the study will make a social impact by creating an active community engagement in accessing and disseminating information.



## **Factors that Affecting on Consumer Behaviour Intention to Choose Green Hotel in the United Kingdom**

Shayesteh Moghadas

The United Kingdom is one of the favourite destinations of tourists around the world; the number of tourists who visit this country increases gradually. Nowadays, environmental problems are discussed considerably, and people are starting to be aware of conservation activities. In the hotel industry, green hotel is becoming a new trend that can attract guests who are concerned about the environment and intend to be involved in green practices

The general objective of this study will investigate the relationship of attitude, subjective norms, perceived behavioural control, and perceived value with behavioural intention and its influence on behaviour and willingness to pay. The target population of this study will be domestic and international tourists, who visited green hotels in the United Kingdom during the survey period.

This study will contribute new knowledge on the relationship between TPB and guests' behavioural intention and behaviour toward green hotels. The collected data were statistically will analyse by using SPSS 21 and AMOS 21.

This study will extend the literature regarding the effect of the perceived value of guests on their behavioural intention and behaviour toward selecting green hotels in the United Kingdom. The study can benefit hotel marketers, especially those of green hotels, in their understanding of what tourists want and need. The findings of this study will guide the designing of effective marketing strategies to increase consumer behavioural intention as well as to influence current tourists' intention to return and recommend green hotels in the United Kingdom to others.

The general objective of this study is to investigate the relationship of attitude, subjective norms, perceived behavioural control, and perceived value with behavioural intention and its influence on behaviour and willingness to pay. The target population of this study will be domestic and international tourists, who visited green hotels in the UK during the survey period.

The findings of this study will support the hypothesized relationship proposed in the theoretical model. Specifically, the result of the Structural Equation Model revealed a relationship between the TPB model, perceived value, and guests' behaviour toward selecting green hotels in the UK. This study will contribute theoretically and practically to the area of behavioural intention and behaviour of green hotel guests who select green hotels during their travel in the UK.

## **Consumer behaviour in omnichannel retailing: preliminary findings from a systematic review**

Nur Aina Binti Abdul Jalil

Innovation in technology and digitization are having a dramatic impact on consumer behaviour, market growth, and business-consumer relation. In response to these developments, companies are providing omnichannel retail, which integrates all customer touchpoints into one overall experience. The advent of omnichannel retailing has brought fundamental changes to consumer expectations and decision-making processes, resulting in revolutionary changes to traditional e-commerce businesses. Various researchers have called for an increased focus on examining consumer behaviour in the omnichannel context. Although omnichannel retailing has received considerable attention recently, the amount of work focused on consumers' perspectives remains limited. A Systematic Literature Review was done to fill this gap by providing a synthesis of historical omnichannel studies, assisting in the identification of information gaps and the extension of existing research from the customer's perspective. The current analysis is based on a review of research publications discovered through a thorough search of the Scopus and Web of Science databases. The papers then were refined after a systematic study of the literature and the use of screening criteria. This study is relevant and beneficial as it provides a comprehensive overview of omnichannel retail research from the position of customers.