Welcome from the School of Marketing and International Business

Welcome from the School of Marketing and International Business

Tēnā koutou,
On behalf of everyone at the School of Marketing and International Business, we welcome you to ANZMAC 2019.

We are also heartened by the response to the Winds of Change theme. There are many changes we face: those associated with our climate and sustainability, technology, political climate, consumer confidence, our academic worlds, and many more. As we consider those changes, some of which are soft refreshing breezes, and others which threaten the very ground we stand on, we see opportunities for our community to better understand and respond, to stand and face the wind, and even channel its energy. We thank you all for your contribution to this conference and wish you an enlightening, collegial and enjoyable conference. Just mind the gusts.

Ngā manaakitanga,

Val Hooper
Head of School, School of Marketing & International Business
Victoria University of Wellington

Kate Daellenbach, Dan Laufer & Claire Williams
Conference Co-chairs

ANZMAC 2019 Conference Organising Committee

Conference Co-Chairs:
Kate Daellenbach
Daniel Laufer
Claire Williams

Proceedings Editor & Paper Handling:
Djavlonbek Kadirov
James E Richard

Special Sessions:
Jayne Krisjanous

Posters:
Michelle Renton, Poster Sessions

Liaison, ANZMAC-GAMMA
Joint Symposium:
Hongzhi Gao

Doctoral Colloquium:
Peter Thirkell, Doctoral Colloquium Co-Chair
Micael-Lee Johnstone, Doctoral Colloquium Co-Chair
Janet Davey
Matevz Raskovic

Key Supporting Roles:
Val Hooper, Head of School, School of Marketing & International Business
Helen Hynes, Finances, Administration assistance
Mary Alexander
Hannah Donmez
Vineeta Nair
Amy Vautier
& the rest of our fine school. Thanks.
Welcome from the ANZMAC President

Winds of Change — the 2019 ANZMAC Conference theme urges us to consider contemporary global issues that are pushing academics and practitioners alike, in new directions regarding how we think about marketing theory and how we apply marketing concepts.

Topics such as the shifting focus from growth to sustainability, the fragility of supply, growing consumer inattention, the role and impact of human-technology interfaces and automation, personalisation, marketing analytics, and privacy are just a few examples to examine.

As a community of scholars, we have the privilege of adjusting the lens through which we view our discipline with each annual conference. In recent times, we have shifted from Agents of Change, to Innovation and Growth Strategies, to Marketing in a Post-Disciplinary Era, to Marketing for Impact, to Connect, Engage, Transform. We have journeyed alongside societal trends and taken opportunities to explore marketing’s role as a driver, an enabler and a catalyst for growth and transformation. We have recognised that our disciplinary boundaries are becoming increasingly blurred, and we have acknowledged that we must create impact to remain relevant. Winds of Change fittingly provokes us to reject the status quo and to dive into the future, where marketing can play a central role in establishing new boundaries, new theories, new applications that work to address grand challenges, solve wicked problems, and balance dual use technologies to better meet the needs of all stakeholders including consumers, customers, companies, shareholders, society-at-large, and the natural environment. This conference offers delegates the opportunity to share research with like-minded colleagues to shape projects, sharpen thinking, strengthen relationships, and together, to push boundaries.

On behalf of the ANZMAC Executive Committee and community, I would like to thank the Conference co-chairs, Dan Laufer, Kate Daellenbach, and Claire Williams for so meticulously organising this event. I also extend our thanks to Victoria University, Wellington, for hosting this important conference. We look forward to exploring the program that you have created especially for us!

Best wishes

Tania Bucic
President, ANZMAC
Prof John Deighton

Harold M. Brierley Professor of Business Administration Emeritus, Harvard Business School

John Deighton is the Harold M. Brierley Professor of Business Administration Emeritus at Harvard Business School, where he teaches marketing. He teaches Digital Marketing to MBA students, an MBA course titled Big Data in Marketing and an executive short course titled Competing on Business Analytics and Big Data.


In consumer behavior he recently published “Learning To Become a Taste Expert” in the Journal of Consumer Research, which dealt with wine expertise. Recent case studies include Oracle: Targeting the CMO, Managing Data at Allstate, WPP: From Mad Men to Math Men, and Target Stores: The Hunt for Unvolunteered Truths. See also his Twitter feed @HBSmktg.

John is a past editor of the Journal of Consumer Research and the Journal of Interactive Marketing. He has served as the Executive Director of the Marketing Science Institute, and Director of the Berkman Center for Internet and Society at Harvard University.

He has been a visiting professor at the Duke University, the University of Tokyo, and Oxford and Cambridge Universities in the UK. Prior to joining the Harvard Business School he was on the faculties of the University of Chicago and the Amos Tuck School, Dartmouth College.

His Ph.D. is in marketing from the Wharton School, University of Pennsylvania and he has an undergraduate chemical engineering degree from the University of KwaZulu-Natal and an M.B.A. from the University of Cape Town.
Dr Russel Norman
Executive Director, Greenpeace
New Zealand

Russel Norman has been the Executive Director of Greenpeace Aotearoa New Zealand since November 2015. Before this he was a Member of the New Zealand Parliament and Co-leader of the Green Party from 2008-2015.

Russel co-led the Green Party during its period of growth leading up the 2014 election where the Party received 11% of the vote and 14 MPs, for the second election running. He was the Party Spokesperson on Economics and Environment and developed the Party’s economic policy. In the environmental space he was particularly focused on climate and freshwater issues. He served on numerous Parliamentary Committees, mostly the Finance and Expenditure Committee and the Intelligence and Security Committee.

Prior to entering Parliament he worked in a diverse range of industries including automobile manufacturing, sheetmetal fabrication, and viticulture.

He has PhD in political science from Macquarie University in Sydney.

His main area of expertise is in economics, climate, energy, and freshwater ecosystems.

Prof Connie Pechmann
Professor of Marketing, The Paul Merage School of Business, University of California Irvine

Connie (Cornelia) Pechmann is Professor of Marketing at The Paul Merage School of Business, University of California Irvine. She conducts lab and field experiments to study controversial marketing messages including tobacco and drug messages and social media messages.

She has received numerous grants to study adolescents’ response to tobacco-related advertising and product placements.

Her recent work examines the use of social media for online self-help groups and she has received a $2.5M NIH grant to develop Tweet2Quit for smoking cessation. Prof. Pechmann has published numerous articles in leading marketing journals (JCR, JCP, JMR, JM and JPPM) and public health journals (AJPH, TC) and her work has received extensive press coverage. She is past Editor of the Journal of Consumer Psychology (2012-2015), an Area Editor at Journal of Marketing, a Top 50 Marketing Scholar, and a Who’s Who in Economics.

She received the 2009 Pollay Prize for Research in the Public Interest and the 2005 JCR best article award.

Her research has been presented to the U.S. Congress, the California State Legislature and the National Association of Attorneys’ General. Prof. Pechmann has an M.S., MBA, and PhD from Vanderbilt University.
**Track Chairs**

Thank you to the following committed and diligent individuals who took on the Track Chair roles this year.

<table>
<thead>
<tr>
<th>Track/Category</th>
<th>Chair 1</th>
<th>Chair 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSINESS TO BUSINESS MARKETING</strong></td>
<td>Sergio Biggemann (University of Otago)</td>
<td>Joona Keränen (RMIT University)</td>
</tr>
<tr>
<td><strong>CONSUMER BEHAVIOUR</strong></td>
<td>Sally Rao Hill (University of Adelaide)</td>
<td>Billy Sung (Curtin University)</td>
</tr>
<tr>
<td></td>
<td>Crystal Yap (Auckland University of Technology)</td>
<td></td>
</tr>
<tr>
<td><strong>CONSUMER CULTURE THEORY</strong></td>
<td>Toni Edgar (Australian National University)</td>
<td>Marian Makkar (RMIT)</td>
</tr>
<tr>
<td><strong>CRISIS COMMUNICATIONS IN THE PUBLIC SECTOR</strong></td>
<td>Dan Laufer (Victoria University of Wellington)</td>
<td>Sabine Einwiller (University of Vienna)</td>
</tr>
<tr>
<td><strong>DIGITAL MARKETING AND SOCIAL MEDIA</strong></td>
<td>Jan Kietzmann (University of Victoria, Canada)</td>
<td>Patrick van Esch (Auckland University of Technology)</td>
</tr>
<tr>
<td><strong>INTERNATIONAL MARKETING</strong></td>
<td>Ravi Pappu (The University of Queensland)</td>
<td></td>
</tr>
<tr>
<td><strong>MACROMARKETING / MARKETING &amp; PUBLIC POLICY</strong></td>
<td>Ann-Marie Kennedy (University of Canterbury)</td>
<td>Djavlbnbek Kadirov (Victoria University of Wellington)</td>
</tr>
<tr>
<td><strong>MARKETING ANALYTICS, METHODS AND MODELLING</strong></td>
<td>Jungkeun Kim (Auckland University of Technology)</td>
<td>Malcolm Wright (Massey University)</td>
</tr>
<tr>
<td><strong>MARKETING COMMUNICATIONS</strong></td>
<td>Sommer Kapitan (Auckland University of Technology)</td>
<td>David Waller (University of Technology Sydney)</td>
</tr>
<tr>
<td><strong>MARKETING EDUCATION</strong></td>
<td>Frank Alpert (The University of Queensland)</td>
<td>Paul Chad (University of Wollongong)</td>
</tr>
<tr>
<td><strong>RETAILING AND DISTRIBUTION</strong></td>
<td>Jonathan Elms (Massey University)</td>
<td>Daniela Spanjaard (Western Sydney University)</td>
</tr>
<tr>
<td><strong>SERVICES MARKETING</strong></td>
<td>Jörg Finsterwalder (University of Canterbury)</td>
<td>Carolin Plewa (University of Adelaide)</td>
</tr>
<tr>
<td><strong>SOCIAL MARKETING</strong></td>
<td>Jayne Krisjanous (Victoria University of Wellington)</td>
<td>Janet Davey (Victoria University of Wellington)</td>
</tr>
<tr>
<td><strong>STRATEGIC MARKETING AND BRANDING</strong></td>
<td>Leyland Pitt (Simon Fraser University, Canada)</td>
<td>Riza Casidy (Macquarie University)</td>
</tr>
<tr>
<td><strong>SUSTAINABILITY AND THE WINDS OF CHANGE</strong></td>
<td>Val Hooper (Victoria University of Wellington)</td>
<td>James Richard (Victoria University of Wellington)</td>
</tr>
</tbody>
</table>

**Best Paper in Track**

<table>
<thead>
<tr>
<th>Track/Category</th>
<th>Authors</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSINESS TO BUSINESS MARKETING</strong></td>
<td>James M. Crick and David Crick</td>
<td>Coopetition and performance in B2B marketing</td>
</tr>
<tr>
<td><strong>CONSUMER BEHAVIOUR</strong></td>
<td>Felix Septianto, Yuri Seo and Widya Paramita</td>
<td>Disaster relief: The role of threat-based awe</td>
</tr>
<tr>
<td><strong>CONSUMER BEHAVIOUR</strong></td>
<td>Jorge Pablo Correa Gonzalez and James E Richard</td>
<td>Memory and brand recall role in experiences</td>
</tr>
<tr>
<td><strong>CONSUMER CULTURE THEORY</strong></td>
<td>Mark Buschgens, Bernardo Figueiredo and Kaleeli Rahman</td>
<td>Brand aesthetics: Interpretations of consumers imagined homeland</td>
</tr>
<tr>
<td><strong>CRISIS COMMUNICATIONS IN THE PUBLIC SECTOR</strong></td>
<td>Lucie K. Ozanne and Thomas Mitchell</td>
<td>Investigating the methods and effectiveness of crisis communication</td>
</tr>
<tr>
<td><strong>DIGITAL MARKETING AND SOCIAL MEDIA</strong></td>
<td>Patrick van Esch</td>
<td>AI-enabled promiscuity: Wham bam thank you mam</td>
</tr>
<tr>
<td><strong>INTERNATIONAL MARKETING</strong></td>
<td>Yuri Seo, Felix Septianto and Angela Gracia B. Cruz</td>
<td>Country-of-origin celebrity endorsement effects in emerging markets</td>
</tr>
<tr>
<td><strong>MACROMARKETING / MARKETING &amp; PUBLIC POLICY</strong></td>
<td>Sarah Kelly</td>
<td>Sponsorship activation through esports: A risky frontier</td>
</tr>
<tr>
<td><strong>MARKETING ANALYTICS, METHODS AND MODELLING</strong></td>
<td>Steven Dunn, Magda Nenycz-Thiel, Bruce McCoil, James Martin, Arry Tanusondjaja</td>
<td>Levers of category growth by development stage</td>
</tr>
<tr>
<td><strong>MARKETING COMMUNICATIONS</strong></td>
<td>Jasmina Ilicic, Stacey M. Baxter and Alicia Kulczynski</td>
<td>Hark! The pure angels prime: Communicating healthiness</td>
</tr>
<tr>
<td><strong>MARKETING EDUCATION</strong></td>
<td>Kathleen Griffiths, Poula Zografina Kapanidis, Svetla Angelopoulou and Marion Steel</td>
<td>Which international academic experiences impact cross-cultural adaptability?</td>
</tr>
<tr>
<td><strong>RETAILING AND DISTRIBUTION</strong></td>
<td>Srabanti Mukherjee, Biplab Datta and Charles Jebarajakirthy</td>
<td>Retailer selection compulsion at the BoP</td>
</tr>
<tr>
<td><strong>SOCIAL MARKETING</strong></td>
<td>Adrian R. Camilleri and Richard P. Larrick</td>
<td>Why do consumers buy more than needed?</td>
</tr>
<tr>
<td><strong>STRATEGIC MARKETING AND BRANDING</strong></td>
<td>Kirk Plangger, Adam Mills, Colin Campbell and Anouk de Regt</td>
<td>Private label purchasing: Impact of online reviews</td>
</tr>
<tr>
<td><strong>SUSTAINABILITY AND THE WINDS OF CHANGE</strong></td>
<td>Laura Davey, Sommer Kapitan and Jessica Michelle Vredenburg</td>
<td>The behaviour-attitude gap in sustainable consumption</td>
</tr>
</tbody>
</table>

*The selection of this paper was made by the Conference Committee*
# Programme

## ANZMAC 2019

### Programme at a Glance

#### Monday, 2 December

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Conference Registration Open</td>
<td>Rutherford House Ground Floor Foyer</td>
</tr>
<tr>
<td>09:00</td>
<td>Conference Opening and Keynote Address with Professor John Deighton</td>
<td>Lecture Theatre 1</td>
</tr>
<tr>
<td>10:30</td>
<td>Morning Tea</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>11:00</td>
<td>Session 1</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>Lunch</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>13:30</td>
<td>Session 2</td>
<td></td>
</tr>
<tr>
<td>15:00</td>
<td>Afternoon Tea</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>15:30</td>
<td>Session 3</td>
<td></td>
</tr>
<tr>
<td>17:00</td>
<td>ANZMAC AGM</td>
<td>Lecture Theatre 1</td>
</tr>
<tr>
<td>18:15-20:00</td>
<td>Welcome Reception</td>
<td>Banquet Hall, Parliament*</td>
</tr>
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</table>

*Parliament buildings are a few short minutes’ walk from Rutherford House.

#### Tuesday, 3 December

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>ANZMAC Executive Breakfast (private function)</td>
<td>Thistle Inn</td>
</tr>
<tr>
<td>09:00</td>
<td>Session 4</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Morning Tea</td>
<td>Mezzanine Level</td>
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<tr>
<td>11:00</td>
<td>Session 5</td>
<td></td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>12:30</td>
<td>Editorial Board Lunch Australasian Marketing Journal (private function, please bring lunch in to the room) MZ06</td>
<td></td>
</tr>
<tr>
<td>13:30</td>
<td>Keynote Speaker: Dr Russel Norman</td>
<td>Lecture Theatre 1</td>
</tr>
<tr>
<td>14:30</td>
<td>Session 6</td>
<td></td>
</tr>
<tr>
<td>16:00</td>
<td>Afternoon Tea</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>16:30</td>
<td>Session 7</td>
<td></td>
</tr>
<tr>
<td>18:00</td>
<td>Walk along Wellington Waterfront</td>
<td>Meet in Rutherford House Entrance Foyer (optional)</td>
</tr>
</tbody>
</table>

#### Wednesday, 4 December

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Session 8</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>Morning Tea</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>11:00</td>
<td>Session 9</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>Lunch</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>12:30</td>
<td>ANZMAC Institutional Members Lunch (private function, please bring lunch in to the room) MZ06</td>
<td></td>
</tr>
<tr>
<td>13:30</td>
<td>Keynote Speaker: Professor Connie Pechmann</td>
<td>Lecture Theatre 1</td>
</tr>
<tr>
<td>14:30</td>
<td>Session 10</td>
<td></td>
</tr>
<tr>
<td>16:00</td>
<td>Afternoon Tea</td>
<td>Mezzanine Level</td>
</tr>
<tr>
<td>16:30</td>
<td>Session 11</td>
<td></td>
</tr>
<tr>
<td>19:00 - Late</td>
<td>Conference Gala Dinner</td>
<td>Museum of New Zealand Te Papa Tongarewa</td>
</tr>
</tbody>
</table>

For access to the Muslim prayer room please ask at the registration desk at any time.
Monday 2 December

Time | Activities
--- | ---
08:00 | Conference Registration / Information Desk Open All Day
09:00 | Conference Opening and Keynote Address with Professor John Deighton

**Session 1**

11.00 | 
--- | ---
11.00 | Special Session Is success just the result of the amount of time you put into your research?
11.10 | Paper 4 Customers' value capture and engagement in sport contexts
11.20 | Paper 3 Pride & prejudice: The influences of hubristic pride on negative word-of-mouth following a service failure
11.30 | Paper 2 Knowledge structures in service recovery: A bibliometric analysis
11.40 | Paper 1 Examining the effects of FLE gender-job congruency in service failure

Room: LT1

**Session 2**

11.00 | 
--- | ---
11.00 | BEST PAPER IN TRACK "Sustainability and the Winds of Change in Sustainable Consumption"
11.10 | Social perceptions and brand loyalty: A choice modelling experiment
11.20 | Sponsorship and brand loyalty: The influence of celebrity endorsements
11.30 | Sustainability-oriented value propositions
11.40 | Social media influence and body fascination amongst Chinese millennials
11.50 | Transformative nature of consuming experience online for older consumers

Room: LT3

**Session 3**

11.00 | 
--- | ---
11.00 | BEST PAPER IN TRACK "Fast fashion and sustainability: Considering the influence of robots on consumer decision-making"
11.10 | Is hyperactivity always good for sponsors?
11.20 | Changing retail: The influence of robots on consumer decision-making
11.30 | Online personal selling and its influence on e-loyalty
11.40 | Understanding the digital culture of pre-teens

Room: G24

**Session 4**

11.00 | 
--- | ---
11.00 | Consumer and contactless payments: A case study of New Zealand
11.10 | Best paper in track "Conduit to trust: Understanding the co-creation of value in LAN parties"
11.20 | Retailing and retail transformation: Exploring retail locations
11.30 | Consumer trust in artificial intelligence services

Room: MZO1

**Session 5**

11.00 | 
--- | ---
11.00 | BEST PAPER IN TRACK "Examining the effects of FLE gender-job congruency in service failure"
11.10 | Celebrity investment in brands: The impact of celebrity endorsements
11.20 | Retailing and retail transformation: Exploring retail locations
11.30 | Consumer trust in artificial intelligence services

Room: MZO2

**Session 6**

11.00 | 
--- | ---
11.00 | Decision-making and co-creation through AI technology
11.10 | Exploring and theorising problematic idealised female bodies
11.20 | Social media influence and body fascination amongst Chinese millennials
11.30 | Transformative nature of consuming experience online for older consumers

Room: MZO3

**Session 7**

11.00 | 
--- | ---
11.00 | Virtual reality's effectiveness at exhibition stands
11.10 | Financial vulnerability: What predicts changes over time?
11.20 | Consumer perceptions of risks and security of contactless cards
11.30 | Consumer social media influence and body fascination amongst Chinese millennials

Room: MZ06

**Session 8**

11.00 | 
--- | ---
11.00 | Marketing Communications Sponsorship
11.10 | Social sponsorships in sport: Context and potential
11.20 | Sponsorship and brand loyalty: The influence of celebrity endorsements
11.30 | Social media influence and body fascination amongst Chinese millennials

Room: 102

**Session 9**

11.00 | 
--- | ---
11.00 | Exploring and theorising problematic idealised female bodies
11.10 | Financial vulnerability: What predicts changes over time?
11.20 | Consumer perceptions of risks and security of contactless cards
11.30 | Consumer social media influence and body fascination amongst Chinese millennials

Room: 103

**Session 10**

11.00 | 
--- | ---
11.00 | BEST PAPER IN TRACK "Examining the effects of FLE gender-job congruency in service failure"
11.10 | Social sponsorships in sport: Context and potential
11.20 | Sponsorship and brand loyalty: The influence of celebrity endorsements
11.30 | Social media influence and body fascination amongst Chinese millennials

Room: 104

**Session 11**

11.00 | 
--- | ---
11.00 | Exploring and theorising problematic idealised female bodies
11.10 | Financial vulnerability: What predicts changes over time?
11.20 | Consumer perceptions of risks and security of contactless cards
11.30 | Consumer social media influence and body fascination amongst Chinese millennials

Room: 105

**Session 12**

11.00 | 
--- | ---
11.00 | BEST PAPER IN TRACK "Examining the effects of FLE gender-job congruency in service failure"
11.10 | Social sponsorships in sport: Context and potential
11.20 | Sponsorship and brand loyalty: The influence of celebrity endorsements
11.30 | Social media influence and body fascination amongst Chinese millennials

Room: 204

**Session 13**

11.00 | 
--- | ---
11.00 | Exploring and theorising problematic idealised female bodies
11.10 | Financial vulnerability: What predicts changes over time?
11.20 | Consumer perceptions of risks and security of contactless cards
11.30 | Consumer social media influence and body fascination amongst Chinese millennials

Room: 205

**Lunch** Mezzanine Level

**Conference Programme**

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* Indicates presenting author  ** Selection of this paper was made by the Conference Committee
# Conference Programme
## Monday 2 December

### 13:30 - 15:00 Session 2

<table>
<thead>
<tr>
<th>Room</th>
<th>Time</th>
<th>Session Chairs</th>
<th>Paper 1</th>
<th>Paper 2</th>
<th>Paper 3</th>
<th>Paper 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>LT3</td>
<td>2.01</td>
<td>Ian Wilkinson</td>
<td>When do managers think their firm is market oriented? <em>Ian Frederick Wilkinson, Bading Rong</em></td>
<td>Modelling decision-making on implementing sustainable service innovations <em>Cornelius Möll, Karsten Hadwich</em></td>
<td>The causal modelling revolution: An outline <em>John Richard Williams</em></td>
<td>Cross-country microfinance and economic growth: Impact analysis <em>M Emdadul Haque</em></td>
</tr>
<tr>
<td>G24</td>
<td>2.02</td>
<td>Stephen Dann</td>
<td>Spatial matrix: Market actor motivation to conform <em>Martyn Gosling</em></td>
<td>Evolving entrepreneurial ecosystems of co-operatives <em>Anna Earl, Susie Monish</em></td>
<td>An overview of quantitative methods for investigating externality effects in macromarketing <em>Djalanbek Kadrov</em></td>
<td>Institutional misalignment and value co-struction: An empirical investigation <em>Kieran D.Tierney, Adele Bennet</em></td>
</tr>
<tr>
<td>MZ01</td>
<td>2.03</td>
<td>Rita Casey</td>
<td>Leadership, innovation capabilities, and SMEs’ innovation performance <em>Sindy Ka Wai Chung, Tracy J.P. Zhang, Weiping Wu</em></td>
<td>Influence of voice assistants on consumer well-being <em>Kim Leng Khoo, Derek Ong, Chai Wen Teoh</em></td>
<td>Keeping up with health and lifestyle influencers <em>Eva Louise Jenkins, Shenyi Chin, Amna Melissaar, Jasmina Illic, Tracy A McCall</em></td>
<td>Social media in healthcare: A theoretical framework <em>Tifaruqzaman Khan, Abu Saleh, Ali Quds</em></td>
</tr>
<tr>
<td>MZ02</td>
<td>2.04</td>
<td>Jasmina Illic</td>
<td>Social media influencers: Roles and post content <em>Katharina Schöllmann, Eva-Cosima Fruhmann</em></td>
<td>Journal of Consumer Affairs <em>Lucie Ozanne</em></td>
<td>Journal of Consumer Psychology <em>Anran Mukhopadhyay</em></td>
<td>Let’s talk about aged care consumers! <em>Luke Kevin Butcher, Graham Ferguson, Saeeda Shaheen, Brian T Hart</em></td>
</tr>
<tr>
<td>MZ03</td>
<td>2.05</td>
<td>Dan Laufer</td>
<td>Journal of Nonprofit and Public Sector Marketing <em>Paul Chad</em></td>
<td>Journal of Services Marketing <em>Russell-Bennett</em></td>
<td>Journal of Product Innovation Management <em>Gerda Genser</em></td>
<td>Let’s talk about aged care consumers! <em>Luke Kevin Butcher, Graham Ferguson, Saeeda Shaheen, Brian T Hart</em></td>
</tr>
</tbody>
</table>

### 15:00 Afternoon Tea

**Mezzanine Level**
# Conference Programme

## Monday 2 December

### Rooms:

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<td><strong>Session 3</strong>&lt;br&gt;15.30 - 16.30&lt;br&gt;ANZMAC Annual General Meeting&lt;br&gt;Rutherford House, LT1</td>
<td>16.30 - 17.00&lt;br&gt;ANZMAC Annual General Meeting&lt;br&gt;Rutherford House, LT1</td>
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### Session Chairs:

- John Williams
- Ann-Marie Kennedy
- Riza Casydi
- Jodie Conduit
- Peter Popkowski Lensczyc
- Rod Brodie
- Karen Fernandez
- Joona Keränen
- David Waller
- Dan Laufer

### Session 3 Papers:

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<td><strong>Paper 1</strong>&lt;br&gt;Session Chair: Arien O'Casey</td>
<td><strong>Paper 2</strong> Supervised by Neal Ashkanasy and Alastair Tombs</td>
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<td>17.00&lt;br&gt;ANZMAC Annual General Meeting&lt;br&gt;Rutherford House, LT1</td>
<td>18.15 - 19.45&lt;br&gt;Welcome Reception Banquet Hall, Parliament Buildings</td>
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ANZMAC Conference 2019

Conference Programme
Tuesday 3 December

08:00 ANZMAC Executive Breakfast  The Thistle Inn (private function)

09:00 Session 4

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<td>Session Chairs</td>
<td>Amy Tansondjaja</td>
<td>Jeremy Ainsworth</td>
<td>Leyland Pitt</td>
<td>Krzysztof Kubacki</td>
<td>Alexandra Hess</td>
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<td>Paper 1</td>
<td>Impact of life change events on consumer demand for financial products</td>
<td>Francisco Colmenares, Hwang Kim, Julie Chen</td>
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<td>Paper 2</td>
<td>BEST PAPER IN TRACK Levers of category growth by development stage</td>
<td>Steven Dunn, Magda Nenycz-Thiel, Bruce McColl, James Martin, Amy Tansondjaja</td>
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<td>Gender differences and perceptions of pleasant change</td>
<td>Jeremy Ainsworth</td>
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<td>Paper 4</td>
<td>Scale development of reformatioin of beer industry in Indonesia</td>
<td>&quot;Gunoro Sebawi, Peter Woods, Denni Arti</td>
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**Conference Programme**

**Tuesday 3 December**

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<td>Double jeopardy in product category purchasing</td>
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<td>Economic recessions and alcohol consumption</td>
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<td>Steven Dunin, Magda Nenycz-Thiel, John Dawes</td>
<td>&quot;Philipp James Mecky, Philip Stern, Malcolm Wright, Pam May Forest</td>
<td>Heritage war site authentication: A supply-side perspective</td>
<td>Jonathan Ma, Sateesh Seethaiah, Serena Xunhui Xu</td>
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**Lunch:**

Mezzanine Level - Time to check out the posters on the Mezzanine Level. Poster Private Function: Australasian Marketing Journal Editorial Board Lunch Meeting in MZ06 (Please bring your lunch)
Conference Programme
Tuesday 3 December

13.30
Keynote Speaker: Dr Russel Norman
Adaptive ideas in the era of the Anthropocene
Lecture Theatre 1

14.30
Session Chairs
Jörg Finsterwalder

14.30
Session 6

6.01
Special Session
Activating the “Academic Engagement” Factor
Panel Chair: Khaled Rahman
Panel: Jodie Conduct, Angelo Zobele, Stephen Dann, Gauri Laud

6.02
Special Session
Marketing Technology, Analytics and Consumer Behaviour in Asia-Pacific
Session Hosts: Laszlo Sofja, Leo Pas, Andre Bonflier and Haizhong Wang
A/Prof. Yitian (Shy) Lang (Tianghua University)
Individual Fundraising in Mobile Charitable Giving
Prof: Peter Popkowski-Leszczyc, University of Queensland
The Effect of Incentives on Fundraising: A Charity Field Experiment
Prof: Haizhong Wang (Sun-Yat Sen University)
How AI Communication Strategies Influence Patients’ Refilling Medicine Actions

6.03
Special Session
Social and Individual Wellbeing
Chair: Hugh Pattinson
Co-chairs: Patrick van Esch, Paul Harrigan, Drew Franklin
Panelists: Sergio Giglaman, Sui Nenjnen, Joona Keränen, Ian Wilkinsson
Moderators: Erik Mool, Sudha Mani

6.04
Special Session
Role of dynamic capabilities in enhanced value creation in a rapidly changing market environment
Panel: Jörg Finsterwalder
My way. Health self-management via digital tools
Viswanath Subramaniam, Jörg Finsterwalder
Service research on refugees: A systematic literature review
Ishya Subramaniam, Jörg Finsterwalder
My way. Health self-management via digital tools
Viswanath Subramaniam, Jörg Finsterwalder
Social enterprise business models that leverage networks
Franziska Kulik, Jonathan Baker, Herbert Wortonisch
A new paradigm for transformative service research
Gajendra Liyanaraachchi, Park Thaichon, Scott Keith Weaven

6.05
Special Session
What Can or Can’t We Research Online?

6.06
Special Session
Masterclass Business-to-Business Qualitative Research

6.07
ANZMAC-GAMMA JOINT SYMPOSIUM: Contemporary Issues in Marketing
Chair: Erik Mool, Sudha Mani
Moderators: Erik Mool, Sudha Mani
Panelists: Sergio Giglaman, Sui Nenjnen, Joona Keränen, Ian Wilkinsson

6.08
ANZMAC-GAMMA JOINT SYMPOSIUM: Marketing Beyond Borders
Chair: Hugh Pattinson
Co-chairs: Patrick van Esch, Paul Harrigan, Drew Franklin
Moderators: Erik Mool, Sudha Mani
Panelists: Sergio Giglaman, Sui Nenjnen, Joona Keränen, Ian Wilkinsson

6.09
ANZMAC-GAMMA JOINT SYMPOSIUM: Consumer Behaviour
Chair: Jörg Finsterwalder
Co-chairs: Patrick van Esch, Paul Harrigan, Drew Franklin
Moderators: Erik Mool, Sudha Mani
Panelists: Sergio Giglaman, Sui Nenjnen, Joona Keränen, Ian Wilkinsson

6.10
ANZMAC-GAMMA JOINT SYMPOSIUM: Consumer Psychology
Chair: Jörg Finsterwalder
Co-chairs: Patrick van Esch, Paul Harrigan, Drew Franklin
Moderators: Erik Mool, Sudha Mani
Panelists: Sergio Giglaman, Sui Nenjnen, Joona Keränen, Ian Wilkinsson

6.11
Social Marketing Food-Nutrition

6.12
Consumer Culture Theory

Rooms:
LT3
LT2
MZ01
MZ02
MZ03
MZ06

16.00
Afternoon Tea. Cast your vote on the posters via the app (see the display on Mezzanine). Poster voting closes at 4.30pm

Paper 1
Panel Chair: Khaled Rahman
Panel: Jodie Conduct, Angelo Zobele, Stephen Dann, Gauri Laud

Paper 2
Session Chairs
Jörg Finsterwalder

Paper 3
Session Chairs
Jörg Finsterwalder

Paper 4
Session Chairs
Jörg Finsterwalder

ANZMAC Conference 2019
(see the display on Mezzanine). Poster voting closes at 4.30pm
## Conference Programme

### Tuesday 3 December

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<td><strong>Session 7</strong></td>
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<tr>
<td>7.01</td>
<td><strong>ANZMAC SIG:</strong> Frontline Employees</td>
<td>7.02</td>
<td>ANZMAC SIG: Business Marketing</td>
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<td>Special Session: Marketing to Order Consumers</td>
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<td>7.04</td>
<td>Consumer Culture Theory Marketplaces and Market Systems</td>
<td>7.05</td>
<td>Special Session: Meet the Editions 7-10</td>
<td>7.06</td>
<td><strong>Special Session:</strong> Make, Collaborate and Meet: A Lego Serious Play way to make research connections with fellow ANZMAC delegates</td>
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<tr>
<td>7.07</td>
<td>ANZMAC SIG: Balancing Experience and Convenience in Retail</td>
<td>7.08</td>
<td>ANZMAC-GAMMA JOINT SYMPOSIUM: Culture and Consumption</td>
<td>7.09</td>
<td>ANZMAC-GAMMA JOINT SYMPOSIUM: 2019 Culture Market Equity Symposium II</td>
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<tr>
<td>7.10</td>
<td>ANZMAC SIG: Balancing Experience and Convenience in Retail</td>
<td>7.11</td>
<td>ANZMAC SIG: The Role of Emotions in Choice Models</td>
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### Session Chairs

- Marian Makkar
- Tony Garrett
- Eunju Ko
- Yuri Seo

### Paper 1

**Phyra Sok; Cheryl Leo; Chatura Ranaweera**

Panel: Graham Ferguson (Chair), Bill Sung, Saada Shobham

- Multimarket approach to market emergence and evolution
- Nguyen Thi Thao Luu, Diane Martin, Torger Alost, Lukas Parker

**Australasian Marketing Journal**

**Marketing Theory**

**Journal of Service Research**

**European Journal of Marketing**

**Frances A. Carrillat**

**Suvi Nenonen**

**Journal of Advertising Research**

**Leyland Pitt**

**Journal of Product and Brand Management**

**Mark Uncles**

### Paper 2

**Markets as unfolding territories**

- Namita Roy, Gordon Wait

**Journal of Advertising**

**Research**

**Leyland Pitt**

**Journal of Service Research**

**Suvi Nenonen**

### Paper 3

**How banning legitimate entities can change markets**

- Claudia Fernanda Gonzalez, Alison Michelle Joubert, Dalaine Scarneto

**Journal of Advertising**

**Frances A. Carrillat**

### Paper 4

- Bifurcations: Conceptualising adjacent markets through boundary objects
- Carlos A. Diaz Ruiz, Marian Makkar

### Paper 5

- Stephen Dann, Andrew Hughes

- Limited capacity. Register via the conference app or enquire at the registration desk.

### Paper 6

**Influencing factors of subscriber equity in global online entertainment industry**

- Huanzhang Wang, Kyung Hoon Kim

### Paper 7

**Luxury brand experience in digital culture**

- Jihye Yu, Eunju Ko

### Paper 8

**Does customer participation really contribute to firms’ financial performance?**

- HyeYoung Yook, Tony Garrett

### Paper 9

**Pricing add-on products: The effect of price differences among base and add-on products of mobile games on add-on sales**

- Seongsoo Jang, Jahak Chung

### Paper 10

**Wellbeing and fashion customization in luxury brands**

- Da Yeon Choi, Eunju Ko

### Paper 11

**Managing the privacy paradox through sharing economy**

- Gajendra Liyanarachchi, Park Thaichon, Scott Weaven

### Paper 12

**Satisfaction with sharing option in collaborative consumption**

- Joon Ho Son, Joonheui Bae, Huanzhang Wang, Kyung Hoon Kim

### Paper 13

**Behavioural e-commerce marketing internships: A taxonomic approach**

- Sureesh Sood, Hugh Paterson

### 18.00

- Walk along Wellington Waterfront
- Meet at the Registration Desk
ANZMAC Conference 2019

Conference Programme

Wednesday 4 December

Rooms:

10:30

Session 8

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<th>Room</th>
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<td>LT3</td>
<td>Joy Parkinson</td>
<td>Consumers’ participation and value co-creation on sharing economy platforms</td>
<td>The underlying mechanism of excessive social media use</td>
<td>Digital Content Marketing as a Catalyst for E-WOM</td>
<td>How helpful are online consumer reviews?</td>
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<tr>
<td>G24</td>
<td>Layland Pitt</td>
<td>Cigarette plan and brand share changes</td>
<td>Effectiveness of Business-to-Business #foodwaste messaging</td>
<td>Eco-branding: Towards co-responsibility of managers and consumers</td>
<td>Best Paper in Track: Towards co-responsibility of managers and consumers</td>
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<tr>
<td>MZ01</td>
<td>Roger Marshall</td>
<td>Consumer engagement and purchase intention in role-playing</td>
<td>Eco-systems: &quot;All hands on deck&quot;</td>
<td>Triggering trust: Emotions in co-creative sales interactions</td>
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<tr>
<td>MZ02</td>
<td>Michal Carrington</td>
<td>Maladaptive responses to climate-change news</td>
<td>Exploring forms of address during service encounters</td>
<td>Flow, mobile app usage situations, and user mindfulness</td>
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<tr>
<td>MZ03</td>
<td>Catherine Fretby-Bentham</td>
<td>AR integrated offerings: effect on customer experience</td>
<td>Virtual tipping motivation on live streaming</td>
<td>Consumer familiarity perceptions of digital pricing</td>
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<tr>
<td>MZ06</td>
<td>Simon Pervan</td>
<td>Are odd prices against all odds in a luxury context?</td>
<td>A multidimensional typology for product packaging localisation</td>
<td>Technology adoption in non-purchase situations</td>
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</table>

Session Chairs

Joy Parkinson, Leyland Pitt, Roger Marshall, Michal Carrington, Catherine Fretby-Bentham, Simon Pervan

Paper 1

- Consumers’ participation and value co-creation on sharing economy platforms
- Cigarette plan and brand share changes
- Consumer engagement and purchase intention in role-playing

Paper 2

- The underlying mechanism of excessive social media use
- Effectiveness of Business-to-Business #foodwaste messaging
- Exploring forms of address during service encounters

Paper 3

- Digital Content Marketing as a Catalyst for E-WOM
- Eco-branding: Towards co-responsibility of managers and consumers
- Triggering trust: Emotions in co-creative sales interactions

Paper 4

- How helpful are online consumer reviews?
- Best Paper in Track: Towards co-responsibility of managers and consumers
- How do mobile apps compete for users?
- How visible are new brands on shelf?

*Indicates presenting author

- Paper 1: "The underlying mechanism of excessive social media use"
- Paper 2: "Effectiveness of Business-to-Business #foodwaste messaging"
- Paper 3: "Digital Content Marketing as a Catalyst for E-WOM"
- Paper 4: "How helpful are online consumer reviews?"
## Conference Programme

Wednesday 4 December

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<td>11.00</td>
<td>9.01 Special Session Marketing Technology Analytics and Consumer Behaviour in Asia-Pacific (2)</td>
<td>9.02 Strategic Marketing and Branding Brands, Communities and Stories</td>
<td>9.03 Service Marketing Technology and services</td>
<td>9.04 Digital Marketing and Social Media Digital strategy and relationship</td>
<td>9.05 Special Session Nurturing Creative Thinking Competencies</td>
<td>9.06 Retailing and Distribution Retail Management</td>
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**Session Chairs:** Sarah Lord Ferguson, Tim Mazarran, Paul Harrigan, Liliana Boe

**Paper 1**

**Session Hosts:** Laszlo Sajtos, Leo Paas, Andre Bonfro and Haitching Wang

**Co-hosts:** Echo Wen, Wai (University of Hong Kong)

**Impact of Social Crowding on Consumer Behavior in Digital Media**

**Authors:** Prof. Ashish Sinha (University of Technology Sydney), The Role of Marketing in Technology-based Platforms

**Abstract:**

Under pressure: Examining children's brand community participation. *Margaret Hoek, Stacey M. Baxter, Alicia Kuićynski*

Enhancing social relationships in SSRs using smileys. *Kalji Lohmann, Cornelia Zanger*

Online voter engagement: Initiators, drivers, and constituents. *Aman Abid, Paul Harrigan*

**BEST PAPER IN TRACK:**

**Co-chairs:** Rouelle de Villiers, Mark Kilgour, Alexandra Hess

**Limited capacity:** Register via the conference app or enquire at the registration desk.

**Paper 2**

**Session Hosts:** Prof. Peter Donaher (Monash University), Advertising Effectiveness for Multiple Retail-Brands in a Multimedia and Multichannel Environment

**Co-hosts:** Prof. Peter Donaher (Monash University)

**Herding cats:** Can an internal marketing strategy help achieve research excellence? *Lauren Gaudet, Leanne Margaret Carter, Steven D’Alessandro*

**Conceptualisation of service 4.0 in automotive industry:** *Kenneth Hädecke, Cornelia Zanger*

**Beyond likes:** Key drivers of viral videos. *Elisamari Botha, Reasou Chohan, Kirk Plangger, Edwin Boon, Chris Osakwe*

**Paper 3**

**Session Hosts:** Prof. Svenja Svenja (University of Sydney), Internationalisation in Emerging Markets

**Co-hosts:** Prof. Svenja Svenja (University of Sydney)

**How storytelling impacts branding for craft beer:** *Michael Marck, Tess Gordon, Anita Rados, Sean Ennis*

**Customer versus member engagement:** *Amit Bhatnagar, Geoffrey Soutar, Sophie Rotbou, Debyn Clark*

**Critics, consumers, and conformity:** *Angela Xia Liu, Jun Pang*

**Paper 4**

**Session Hosts:** Biplab Datta, Kenneth F Hyde, Anika Schade

**Co-hosts:** Biplab Datta, Kenneth F Hyde

**Brand personality:** Does excitement promote customer satisfaction? *Kenneth Kiwang, Piyush Sharma*

**Contagion is a conscious choice:** *Sverja Widderhoven, Josie Bloomer, Mark Playmovers*

**Consumers’ perception of pricing models – a neotaphora:** *Christopher Domicn Pütz, Stefan Roth, Thomas Robbiet*

**BEST PAPER IN TRACK:**

**Co-chairs:** Roosje Kamps, Paul Harrigan, Biplab Datta

**BEST PAPER IN TRACK**

**Co-chairs:** Roosje Kamps, Paul Harrigan, Biplab Datta

**Travelers’ adoption of virtual reality technology:** *Panuj Vishwakarma, Srabanti Mukherjee, Biplab Datta*

**Behaviour change through gamifying social marketing:** *Anita Radon, Victor Soha, James Durl Judith Shimul, Lily Sung, Ian Phau*

**Clarity of country of origin labelling:** *Phoebe Shering*

**Paper 5**

**Session Hosts:** Prof. Yuki Seo, Felix Tipgomut, Leo Paas

**Co-hosts:** Prof. Yuki Seo, Felix Tipgomut

**Investigating country of origin and brand trust:** *Mohammad Abdur Rob, Deewen Civiil Leckie, Antoine Lobito*

**Customers’ package-size choice decision at BOP market:** *Saman Kajalo, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas*

**BEST PAPER IN TRACK**

**Co-chairs:** Saman Kajalo, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas

**BEST PAPER IN TRACK**

**Co-chairs:** Saman Kajalo, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas

**Theory and a pathway to NDIS reform:** *Lawrence Potter, Leanne Margaret Carter, Con Korkofingas, Nicola Balnave*

**Media said she underwent cosmetic surgery:** *Ponamchone Tipgomut, Leo Paas, Angela McNaught*

**Paper 6**

**Session Hosts:** Daliah Stoykova, Corinna Shaeu

**Co-hosts:** Daliah Stoykova, Corinna Shaeu

**Sustainable:<br>Clarity of country of origin labelling:** *Phoebe Shering*

**Farming for the future:** *Sarah Lawrence, Georgia Lystra, Stephanie Bonifacio, Gaurav Srivastava*

**Sustainable:<br>Country-of-origin endorsement effects in emerging markets:** *Yun Seo, Felix Septianto, Angela Grecia B. Cruz*

**BEST PAPER IN TRACK**

**Co-chairs:** Yuki Seo, Felix Tipgomut, Leo Paas

**BEST PAPER IN TRACK:**

**Co-chairs:** Yuki Seo, Felix Tipgomut, Leo Paas

**Media said she underwent cosmetic surgery:** *Ponamchone Tipgomut, Leo Paas, Angela McNaught*

**Paper 7**

**Session Hosts:** Prof. Yuki Seo, Felix Tipgomut, Leo Paas

**Co-hosts:** Prof. Yuki Seo, Felix Tipgomut

**Still the pure angels prime:** *Anita Radon, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas*

**Environment:** *Saman Kajalo, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas*

**BEST PAPER IN TRACK**

**Co-chairs:** Saman Kajalo, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas

**BEST PAPER IN TRACK**

**Co-chairs:** Saman Kajalo, Victor Saha, Suresh Paul, Timo Dietrich, Tipgomut, Leo Paas

**Media said she underwent cosmetic surgery:** *Ponamchone Tipgomut, Leo Paas, Angela McNaught*

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### Lunch

12.30 **Lunch**

**Location:** Mezzanine Level

**ANZMAC Institutional Members Lunch** *(by invitation) MZ06* *(Please bring your lunch)*
### Conference Programme
**Wednesday 4 December**

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<td>10.03</td>
<td>Services Marketing and Hospitality, leisure and tourism services</td>
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<td>10.04</td>
<td>Retailing and Distribution Examining the Physical/Digital Interface</td>
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<td>10.05</td>
<td>Meet the Editors (3)</td>
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<td>10.06</td>
<td>Sustainability and the Winds of Change</td>
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<td>10.08</td>
<td>Consumer Behaviour</td>
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<td>Social Marketing Behaviour</td>
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<td>10.11</td>
<td>International Marketing Strategy</td>
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<td>10.12</td>
<td>Marketing Education</td>
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#### Session Chairs:
- Rebekah Russell-Bennett
- Sarah Lord Ferguson
- Bodo Lang
- Andrew Murphy
- Dan Laffler
- Val Hooper

#### Paper 1
**Title:** Does the effect of customer inspiration on customer citizenship behaviors depend on cultural orientation?

**Authors:** Ernest Emeku Togo, Mercy Maganangai

**Abstract:**
The language of inspiration is re-shaping customer citizenship behaviors. The purpose of this study is to investigate if customer inspiration, a customer-orientated variable, influences the customer citizenship behaviors and if this relationship differs dependent on cultural orientation. The analysis of a data-set provided by Agarwal and Mahapatra (2009) revealed that the effect of customer inspiration on customer citizenship behaviors is significantly different in Confucian and Post-Confucian cultural oriented societies. Specifically, the study further suggests that the role of customer inspiration in driving online review content and purchase intentions is higher in Post-Confucian oriented societies than in Confucian oriented societies.

#### Paper 2
**Title:** Content marketing: Australian and Singaporean bank brands

**Authors:** Fangyi Wang, Brenda McCarthy, HnHONE Thar Chai, Aye Myint, Oo, Moe Nyi Truta, Thaie Hay Main

**Abstract:**
This paper explores the visual and textual content of Singaporean and Australian bank brand websites. An in-depth thematic analysis of the content and keywords was conducted. The study suggests that content marketing is an effective strategy for building brand trust. The analysis also reveals that Singaporean banks are more innovative and customer-driven in their content marketing strategies compared to Australian banks.

#### Paper 3
**Title:** Impact of privacy concerns on smartphone use: An Indonesian approach

**Authors:** Inis Chouk, Zied Mani

**Abstract:**
This study investigates the impact of privacy concerns on smartphone use in Indonesia. A survey of 200 Indonesian adults was conducted, and the results suggest that privacy concerns significantly influence smartphone use. The study also highlights the role of trust and trustworthiness in mitigating privacy concerns.

#### Paper 4
**Title:** When “Free” games aren’t free: Micro-transactions in mobile game transactions

**Authors:** Sanna Sundqvist, Andrea Basile

**Abstract:**
This study examines the prevalence and nature of micro-transactions in mobile games. The analysis of game data reveals that micro-transactions are common and can significantly impact player behavior and game revenue. The study also suggests strategies for improving player engagement and revenue.

#### Session 10
**Title:** Afternoon Tea

**Time:** 16.00

**Speakers:**
- Sara Lord Ferguson
- Bodo Lang
- Andrew Murphy
- Dan Laffler
- Val Hooper
Conference Programme
Wednesday 4 December

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<td>11.04 Digital Marketing and Social Media Online frameworks</td>
<td>11.05 Marketing Analytics, Methods and Modelling Marketing Relationships</td>
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Session Chairs
- Joona Keränen
- Ben Thomas
- Hauke Wetzel
- Patrick van Esch
- Murray Macrae

Paper 1
What drives biopharmaceutical-CRO alliances? Mika Yrjölä, Leena Aarikka-Stenroos, Mazzarol, Sophie Reboud, Delwyn Soutar
- Racehorse ownership: Managing the customer experience Sean Ennis, Michael Marck, Alexandra Newman, Anita Rodon
- Retail surveillance techniques: What drives their un/acceptability? Roger Brooksbank, Sam Fullerton, Tinja Sego
- Consumers’ perceptions of social media advertising Andrew MacArthur, Breeda McCarthy, Lynne Eagle
- Speeding and satisfying does it matter? Murray MacRae

Paper 2
Digital dynamic managerial capabilities in B2B selling: A framework Mala Mattila, Pia Hautamäki, Mikko Yli-Olli, Leena Aarikka-Stenroos
- Capabilities for platform integration in hospitality service Vanja Batlar, Suisi Nenonen, Richard G. Starr Jr.
- Building trust in online retailers - payment options or loyalty card Deepak Ranjan, Manoj Mohan, Charles Jebarajakirthy
- Consumer’s self construal and dissonance solving Je Meng, Yi Lian, Humin Mu
- Could customer sharing predict user profiles? Zachary William Aneyutory, Robert Moore

Paper 3
Brand congruence’s role in assessing winery atmospheres Ben Thomas
- The rise of emerging payment methods Alison Chen, Malcolm John Wright, Hauke Wetzel
- Fitness tracker brands on Facebook - A longitudinal content analysis Sujit Thomas, Arpan Yagnik, Vivek Bhatt

Paper 4

19.00 - Late Conference Gala Dinner Te Papa (Museum of New Zealand / Te Papa Tongarewa)
Conference Opening and Māori Welcome
RUTHERFORD HOUSE
Monday 2 December, 9am - 10.30am
We invite you to join us at the opening of the 2019 ANZMAC Conference at Rutherford House. We look forward to welcoming you all with a traditional Mihi Whakatau (Māori welcome). The opening will be immediately followed by Professor John Deighton – our plenary speaker.

Welcome Reception
BANQUET HALL, PARLIAMENT
Monday 2 December, 6.15pm – 8.00pm
We’re delighted that Dr Deborah Russell MP will be hosting the ANZMAC Delegation at Parliament for our Welcome Reception. You will be treated to a high energy Pasifika performance that’s not to be missed! Please note, due to restricted numbers at the venue, we are unable to offer guest ticket purchases.

Walk Along Wellington Waterfront
WELLINGTON CBD
Tuesday 3 December, 6pm
We invite you to join us in a casual walking group along Wellington’s beautiful waterfront to take in some of the wonderful sights of Wellington. The group will depart from Rutherford House at 6pm (meet at registration desk), walking along the waterfront into the CBD and finishing at a Wellington bar for a drink. A great opportunity to mingle with your fellow delegates in a casual setting.

Conference Dinner
TE PAPA
Wednesday 4 December, 7pm – Late
Our conference will conclude at the end of the last day with the ANZMAC Conference and Awards Dinner which is being held in our National Museum, Te Papa Tongawera. Enjoy a cultural performance and a three course meal. After the award proceedings you’ll get the chance to get up and dance to the infamous Beat Girls!