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Marketing for Social Impact

A Boutique Conference with the
Society for Consumer Psychology
Auckland, NZ

SCP SOCIETY FOR
CONSUMER
PSYCHOLOGY

Marketing for Social Impact Co-Chairs



SOMMER KAPITAN

AUCKLAND
UNIVERSITY OF
TECHNOLOGY



MEGHAN PHILLIPS

AUCKLAND
UNIVERSITY OF
TECHNOLOGY



EKANT VEER

UNIVERSITY OF
CANTERBURY



KATHARINE HOWIE

UNIVERSITY OF
SOUTHERN
MISSISSIPPI



Day 1

Dec 10, 2024

- **7:30 AM – 8:20 AM**

WZ 100 C

[ground level foyer]

- **8:30 AM – 9:15 AM**

WZ 416

- **9:15 AM – 9:45 AM**

WZ 3rd-level foyer

- **9:45AM – 10:45 AM**

WZ 416

- **11:00 AM – 12:00 PM**

WZ 416

- **12:00 PM**

WZ 3rd-level foyer

Registration + Tea & Coffee

Welcome/ Mihi Wakatau

A mihi whakatau is a traditional Māori welcome ceremony that involves a speech of greeting and an acknowledgement of those present.

Kai (Morning Tea)

WZ 3rd-level foyer

Session 1: Workshop

*What's Up with Impact?
Controversies and
Contestations in Consumer
Research Conversations
about Impact*

Led by:

- **Eileen Fischer**, York University
- **Keith Wilcox**, Texas A&M University
- **Linda Tuncay Zayer**, Loyola University Chicago

Session 2

Intuiting Eco-Choice For Others, Deliberating Eco-Choice For All

Erica Mina Okada, Hitotsubashi University*
Yoshiko T. Ishikawa, Hitotsubashi University
Eric L. Mais, University of Hawaii at Manoa
Jiamin Li, Hitotsubashi University

Despair over Delight: Motivating Sustainable Consumption through Quantified Negative Feedback

Heather Honea, San Diego State University
Erlinde Cornelis, San Diego State University*

Multi-level Framework for Overcoming Barriers to Sustainability Transitions

Kate Sansome, University of Adelaide*
Jonathan Baker, University of Adelaide
Jodie Conduit, University of Adelaide
Taylor Willmott, University of Adelaide

Kai (Lunch)

Day 1 Continued....

- **1:00 PM – 1:55 PM**

WZ 416

Session 3

Editors' panel: Publishing Marketing for Social Impact

- **Vicki Morwitz**, Columbia University, Editor-in-Chief, *Journal of the Association for Consumer Research*
- **Ann-Marie Kennedy**, University of Canterbury, Editor, *Journal of Social Marketing*
- **Joy Parkinson**, Australian Catholic University, Editor-in-Chief, *Health Marketing Quarterly*
- **Sommer Kapitan**, Auckland University of Technology, Associate Editor, *Journal of Consumer Affairs*

- **2:00 PM – 3:20 PM**

WZ 416

Session 4

Writing Your Story: How a Protagonist Mindset Encourages

Consumers to Pursue Extraordinary Experiences and Feel Delight

Robina Ghosh, The University of Texas at Austin*

Ty Henderson, The University of Texas at Austin

Wayne Hoyer, The University of Texas at Austin

Queer identity, Brand Identity, and Consumer brand advocacy: An examination of how one's environment impacts queer consumers

Clifford Lewis, Charles Stuart University*

Girish Prayag, University of Canterbury

Joya Kemper, University of Canterbury

Fostering Climate Change Engagement Across Cultures: How to Effectively Communicate Sustainable Lifestyles

Eliza Starke, University of Münster and Bielefeld University of Applied Sciences and Arts*

Mustafa Murat Cerit, Istanbul Technical University

Ela Sibel Bayrak Meydanoglu, Istanbul Turkish-German University

Manuel Stegemann, Bielefeld University of Applied Sciences and Arts

Default Carryover Effects: The Interplay of Choice Architecture, Prior Preferences, and Experienced Choice Consequences

Rory M. Waisman, University of Alberta

Gerald Häubl, University of Alberta*

D. Matthew Godfrey, University of Massachusetts Amherst

Benedict G.C. Dellaert, Erasmus University Rotterdam

- **3:20pm – 3:45pm**

WZ 3rd-level foyer

Kai (Afternoon Tea)

Day 1 Continued....

- **3:45 pm – 5:00 pm**

WZ 416

Session 5

The Influence of Sentiment and Emotion on Helpful Reviews: Machine Learning Analysis of Emotion Dynamics in Online Restaurant Reviews

Sanghyub John Lee, The University of Auckland

Pornchanoke Tipgomut, Auckland University of Technology

Rouxelle de Villiers, Auckland University of Technology*

The Virtue of Having Enough: Contentment as an Alternative Signal of Status

Evrin Yanar, University of Lausanne

Felicitas Morhart, University of Lausanne

Keith Wilcox, Texas A&M University*

Economic quantification of social impact: Concerns and opportunities of New Zealand's Cost Benefit Analysis (CBAX) Tool

Ekant Veer, University of Canterbury*

Tin Trung Nguyen, University of Canterbury

Marketing–Public Policy Research: Having Impact

Jessica Vredenburg, Auckland University of Technology*

Harrie Vredenburg, University of Calgary

- **5:00 PM – 7:00 PM Networking [Drinks & Canapes]**

WZ 100 C

[ground level foyer]

Day 2 Dec 11, 2024

- **8:00AM – 9:00 AM** **Registration + Tea & Coffee**

WZ 100 C [ground level foyer]

- **9:00 AM – 10:20 AM** **Session 6**

WZ 416

Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances

Maria Langlois, Southern Methodist University*

Alixandra Barasch, University of Colorado

Leveraging New Technology to Enhance Equality in Social Exchange: Experimental Approaches

Jungkeun Kim, Auckland University of Technology*

Jooyoung Park, Peking University

Changju Kim, Ritsumeikan University

Jeong Hyun Kim, Kyung Hee University

Unmanned vs Human-Staffed: Impact of Autonomous Experience on Prosocial Behavior

Xiaoyan (Jenny) Liu, Southwestern University of Finance and Economics

Chi Hoang, ESCP Business School*

Sharon Ng, Nanyang Technological University

A multi-level, multi-actor exploration of moral market failure

Jonathan Baker, University of Adelaide*

- **10:20 AM – 11:00 AM**

WZ 3rd-level foyer

- **11:00 AM – 12:20 PM**

WZ 416

Kai (Morning Tea)

Session 7

Effect of Levy Framing on Reducing Plastic Bag Consumption

Shuyu Liang, Hong Kong Baptist University*

Candy K.Y. Ho, Hong Kong Baptist University

Pro-Environmental Policies and Their Perceived Effectiveness: What Works and What Doesn't

Hanh N. Pham, University of Wollongong*

Luke Greenacre, Monash University

Troy William Heffernan, University of Wollongong

Nina Reynolds, University of Wollongong

Nguyen (Beo) Thai, University of Wollongong

Differential Response of Consumer vs. Investors to Greenness

Jiamin Li, Hitotsubashi University

Erica Mina Okada, Hitotsubashi University*

Day 2 Continued...

- **11:00 AM – 12:20 PM**

WZ 416

Session 7 cont...

Company vs. Product: How to frame green messages

Susan Calderón Urbina, University College Dublin*

Flavia Braga Chinelato, Centrum PUCP

- **12:20 PM – 1:30 PM**

WZ 3rd-level foyer

Kai (Lunch)

- **1:30 PM – 2:15 PM**

WZ 3rd-level foyer

Session 8: Workshop

Bringing Impact into B-Schools

The very purpose of this conference is to promote a future where **societal impact is at the centre of our research**. However, many still work in (and are judged by) Business School systems/structures that focus on **traditional measures of quality** (e.g. number of journal publications; teaching scores; academic citations etc.).

In this session we will engage in a dialogical approach to explore how to **promote an Impact Agenda in our institutions** without compromising traditional measures of quality.

Ahead of this session we ask participants to consider the following provocations:

1. What barriers have you experienced in pursuing an impact agenda in your research/teaching?
2. What successes have you seen in your approach to research/teaching that has an impact focus?
3. What needs to change in order to make an impact focused future a reality in your university?
4. What can we do to encourage these changes?

Facilitators:

Sommer Kapitan, Auckland University of Technology

Megan Phillips, Auckland University of Technology

Ekant Veer, University of Canterbury

Katharine Howie, University of Southern Mississippi

Session 9

The Tarnished Trophy: Anti-Egalitarianism's Role in Brand Support Amidst Athlete Endorser Transgressions

Rhiannon M. Mesler, University of Lethbridge*

Katharine Howie, University of Southern Mississippi

Jennifer Chernishenko, University of Kent

- **2:20 PM – 3:20 PM**

WZ 416

Day 2 Continued...

- **2:20 PM – 3:20 PM**

WZ 416

Session 9 continued...

Navigating Cognitive Challenges in Double Discount Processing and Implementing Mitigating Strategies for Consumers with Lower Cognitive Capacity

Esther Kang, University of Bristol*

Arun Lakshmanan, State University of New York at Buffalo

The Role of Emotional Tone and Party Affiliation in Political Disinformation

Lam An, University of Winnipeg*

Fabrizio Di Muro, University of Winnipeg
Boulder

- **3:30 PM – 4 PM**

WZ 3rd-level foyer

- **4 PM – 5:20 PM**

WZ 416

Kai (Afternoon Tea)

Session 10

Conceptualizing product scarcity effect on demand based on beneficiary and access

Amy Greiner Fehl – Assistant Professor of Marketing, Georgia Gwinnett College

Stacey R. Finkelstein, Stony Brook University

Beatriz Pereira, Monash University*

Marta Caserotti, University of Padova

Outdated – How stale standard retail practices taught consumers to waste food

Jan André Koch, University*

Jan Willem Bolderdijk, University of Amsterdam

Koert van Ittersum, University of Groningen

Rethinking service ecosystems to maximize social impact: operationalizing customer mobilized engagement

Ingrid O'Brien, Murdoch University

Janet Davey, Victoria University of Wellington*

Joy Parkinson, Australia Catholic University

- **5:45 PM**

WZ Ground Floor

Walk to evening reception

- **6 PM – 11 PM**

Cocktails & Canapes

**Churchill Rooftop Bar
4 Points by Sheraton,
396 Queen Street
Auckland**

THANK YOU for joining us this week. We know your time and travel budget are limited. Each of you are doing important research that we were thrilled to include. Keep up the greatwork and remember you have a community of social impact scholars behind you.