ACADEMY OF MARKETING CONFERENCE 2024 PAPER PROCEEDINGS – ADDENDUM

The following papers were registered after the Proceedings publication deadline:

170 The Influence of Implicit Self-Theories on Conspicuous Brand Consumer Perceptions: The Role of Ulterior Motives

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Summary Statement

When implicit self-theory approach consumers see others engaged in conspicuous brand consumption, they may form different types of perceptions of brand consumer.

Competitive Short Paper

Companies spend a lot of dollars to associate their products and brands with certain personalities and people use these brand personalities to form perceptions of brand user (Nelissen & Meijers, 2011). Some people may not form perceptions of brand user based on the brand they use (Park & John, 2018). Park and John (2018), emphasized that there is still need to understand perceptions process when people see others using brands to show off. This study is reanalyzing the perceptions process to understand that how different observers form perceptions of brand user. Specifically, when people see others engaged in conspicuous brand consumption. We adopted implicit self-theories to rationalize the study (Dweck, 2000).

Conspicuous consumption describes the attention getting behavior of a person with regards to the brand to attain status (Ferraro et al., 2013). These “showing off” behaviors are perceived inappropriate (Ferraro et al., 2013), and may affect negatively on brand user perceptions. It is yet poorly understood that how implicit self-theory approach consumers form perceptions of conspicuous brand consumption (Park & John, 2018). We investigate that how entity and incremental theories approach consumers form perceptions, when they see someone using brand conspicuously?

Entity approach consumer represents personal qualities constantly through actions (Park & John, 2018), they are likely to perceive conspicuous brand consumption as a signal of personal quality and may form perceptions of conspicuous brand consumer align with the brand. On the other hand incremental approach consumer are less likely to show qualities through behaviors (Park & John, 2018), as a result they form less favorable perceptions of a person when they see someone using brand in conspicuous manners. Incremental approach consumers are also reluctant to form perceptions of brand user consistent with the brand at one point (Park & John, 2018), and less favorable perceptions of conspicuous brand consumer is purely based on ulterior motivations. If incremental approach consumers are given information discounting ulterior motivation like “conspicuous behaviors were not to form impression” the conspicuous effect on person perceptions might be attenuated. Furthermore, additional information about constant usage of brand might also enable incremental approach consumer to form perceptions at one point (Park & John, 2018). Thus incremental approach consumers can form perceptions of conspicuous brand consumer align with the brand if they are provided information about less ulterior motivations and more frequent usage of brand.

We will conduct three studies to examine our predictions. First two studies to test that how entity approach consumers form favorable perceptions of conspicuous brand consumer (by using a particular Apple brand), whereas incremental approach consumes might be reluctant to do so. Third and final study will show that incremental approach consumers can also form perceptions of others based on brand personality if they are given information about less ulterior motivations and regular usage of that particular brand.

332 Does Mummy Know Best, Yet? Exploring Maternal Liminality and Sustainable Consumption among First-time Turkish Mothers

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Summary Statement

Exploring the relationships between liminal motherhood and sustainable consumption, this research reveals positive associations between sustainable consumption, maternal instinct, mother role, and the influence of online influencers, with variable effects across different types of sustainable consumption. The findings contribute to liminality research in sustainable consumption and have implications for marketing to liminal mothers.

Competitive Short Paper

Identity has a long-established relationship with consumption generally (Thomson & Loveland, 2015) and sustainable consumption in particular (Pinto et al., 2016). Recently, attention to transitional identities has revealed the potential to understand better the role of liminality in facilitating consumption behaviours that are premised on a motivation to change or reconstruct the self (Darveau & Cheikh-Ammar, 2021). Despite the rise in interest in both liminality and sustainability, the relationship between liminal motherhood and sustainable consumption is underexplored.

Motherhood represents perhaps the most significant identity transition in a woman's life (Bitew et al., 2021). It is shaped not only by the necessary biological and psychological changes of pregnancy but, also, by the social and cultural expectations placed upon mothers as incumbents of the 'Mother Role' (Schmidt et al., 2023). Further, as those traditional gatekeepers of motherhood values, such as family and friends, become supplanted or supported by online sources of social influence (Ru & Ju, 2022), such as parenting influencers, expectant and new mothers are faced with more diverse values and increased pressure to conform, at a particularly vulnerable time.

This research adds value to extant understanding by exploring the relationship between liminal motherhood, online social influence, and the propensity to purchase sustainable offerings. Specifically, expectant, and new mothers are asked to rate their conformity to traditional social values of motherhood and their implicit sense of being a mother, and to rate their propensity to incorporate influencer values into their sustainable consumption decisions.

Data were collected via an independent samples design, utilising a survey questionnaire to collect quantitative responses across various dimensions, including Motherly Instinct, Mother Role, Influencer Influence and propensity to consume four sustainable offerings: Organic Food, Organic Textiles; Fair Trade products and Recycled Products. Socio-demographic information

was also collected. A representative sample of Turkish mothers was identified, and the 250 respondents ranged from expectant (pregnant) first-time mothers to first-time mothers of children under two years of age.

Findings suggest that sustainable consumption is positively correlated with 'Maternal Instinct' ($r=0.179$; $p<0.01$). Moreover, sustainable consumption is positively correlated with 'Mother Role' ($r=0.319$; $N=250$; $p<0.01$) and 'Influencer Influence' ($r=0.328$; $N=250$; $p<0.01$). At a more specific level, however, whilst organic food ($r=0.161$; $N=250$; $p<0.01$) and organic textile consumption ($r=0.162$; $N=250$; $p<0.05$) were found to have a positive correlation with maternal instincts, fair trade and recycled product consumption showed no significant relationship. T-tests also revealed no significant difference between expectant and new mothers.

The research offers insight into this consumption scenario and the nature and function of liminality within sustainable consumption practice. Marketers will no doubt see opportunities for direct targeting of liminal mothers. The authors caution that marketers should seek to understand and moderate the effects of such activity upon such a vulnerable group.

400 Learning Activities in Sustainable Marketing Class

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Summary Statement

The curriculum of business courses in universities includes Sustainable Development Goals. Active learning is crucial in preparing students for business challenges in the era of climate change, resource shortage, and growing criticism of marketers for consumerism and disposable behavior. Undergraduates find it hard to apply the knowledge gained in class to sustainable behavior as consumers and managers. This paper introduces activities to show the benefits of replacing single-use plastic and taking responsibility for their studies.