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University

Vanilla, shock and entertainment: marketing in the era of emotions

International Congress on Public and Nonprofit Marketing

6-7 September 2018

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Welcome

On behalf of all our colleagues here at Department of Marketing, Bournemouth University and the International Association on Public and Nonprofit Marketing (IAPNM), we are delighted to welcome you to the 17th International Annual Congress on Public and Nonprofit Marketing.

The theme of the congress, “Vanilla, shock and entertainment - marketing in the era of emotions”, embraces the complex changes driven by dynamic social, technological and political forces surrounding public and nonprofit marketing. Bournemouth offers a reflective space in which to discuss and debate these changes and forces.

IAPNM 2018 attracted leading academics and professional from all around the world and we are keep on developing meaningful collaborations and co-create innovative research, education and professional practice in public and nonprofit marketing sphere.

In addition to academic plenary and paper sessions, we have a dedicated plenary session led by industry professionals, to promote constructive dialogue on the current and relevant issues facing public and nonprofit marketing domain. We are keen to inform government policies, professional practice, research and education excellence.

We have put together an exciting social networking programme to delight our guests and showcase Bournemouth as a hub of green tourism and sustainable living and business development. Our social programme celebrates our strong link with industry partners and the cocreation of excellence with all stakeholders.

We are grateful to our partners for their support and engagement in all initiatives and for cocreating a better future for all involved.

We would like to thank our invited keynote speakers for sharing their expertise, our track chairs and reviewers for managing the evaluation process and the presenters for developing academically rigorous, innovative and impactful for society research.

We are also grateful to our sponsors, supporters, volunteers, and conference committee and the International Association on Public and Nonprofit Marketing for their invaluable help throughout the creation of this event.

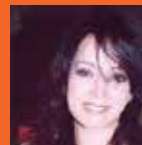
We look forward to a memorable experience, full of excitement, collaborations and friendships that will lead us towards excellence in the public and nonprofit marketing domain.



Dr Elvira Bolat
IAPNM 2018
Co-chair



Dr Julie Robson
IAPNM 2018
Co-chair



Dr Kaouther Kooli
IAPNM 2018
Co-chair

Event Information

Registration

- The registration Desks for the IAPNM 2018 will be located on the 7th floor at the Executive Business Centre, Bournemouth University
- The Introduction and Welcome to the Congress will begin at 09:30 on 6th September in the EB706 at the Executive Business Centre, Bournemouth University

Congress Venue

The Congress takes place on Thursday 6th to Friday 7th September at the Executive Business Centre, Bournemouth University.

Itinerary

For an up to date itinerary of events including the Congress programme please refer to the IAPNM 2018 website:

www1.bournemouth.ac.uk/about/our-faculties/business-school/department-marketing/international-congress-public-nonprofit-marketing

Transport and Parking

Please see Bournemouth University website for how to get here (Direction to our Lansdowne campus) which includes car parking information:

www1.bournemouth.ac.uk/about/contact-us/directions/directions-our-lansdowne-campus

Papers and Presenting

Please take time to find the room where you will be presenting and arrive in time to be able to load your presentation.

First Aid

If you require first aid assistance during IAPNM 2018, please go to reception of the Executive Business Centre (ground floor) and call 222.

Emergency Procedures

Details regarding the Emergency Alarm and evacuation procedures are available in every lecture, seminar and meeting room and include location of the assembly point.

Disclaimers

Any risk related to participants property in the Congress building or grounds, including theft or fire, shall be borne by the participants.

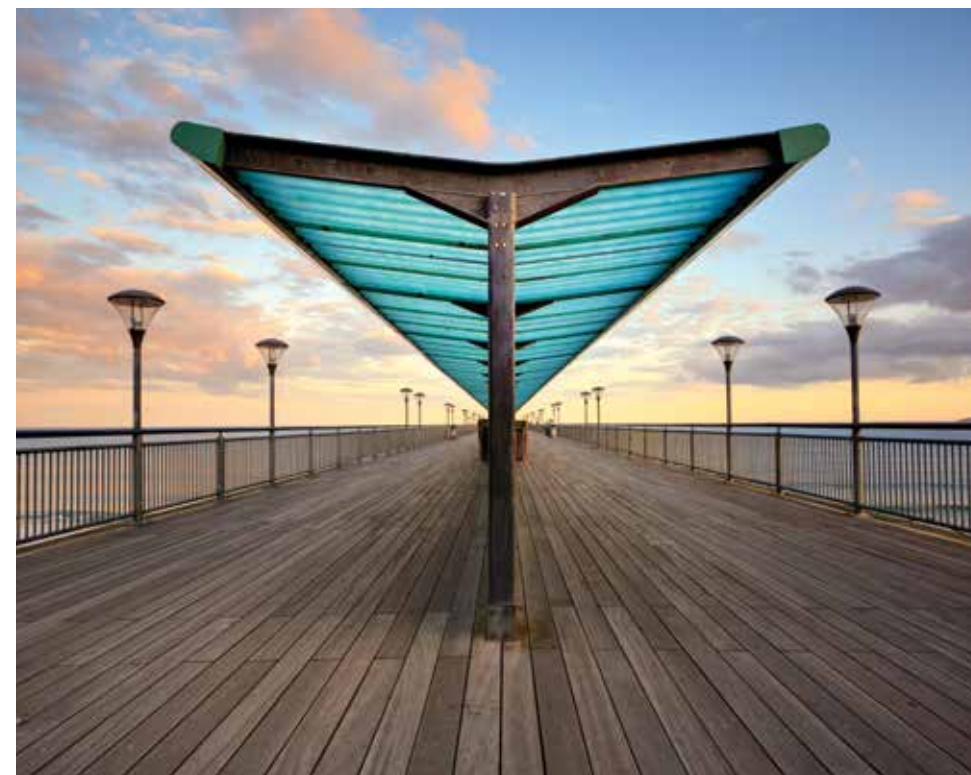
The IAPNM and Bournemouth University shall not be considered liable for damages to property or persons deriving directly or indirectly from participation in the Congress, whatever the cause of damage.

Photography, video, and audio recordings may all take place at 17th the International Annual Congress on Public and Nonprofit Marketing. If you do not wish to be photographed, audio or video recorded, please let the photographer/recorder and the event organisers know. The IAPNM and Bournemouth University reserves the right to use all photographs, audio and video recordings for marketing and publicity purposes.

Programme

Time	Thursday 6 September	Time	Friday 7 September	Time	Saturday 8 September
9:00-9:30	Registration	9:00-10:30	Paper Sessions	11:00-17:00	Lulworth Cove & Durdle Door Tour
9:30-10:00	Welcome Session	10:30-11:00	Coffee Break		
10:00-11:00	Plenary Session	11:00-12:30	Paper Sessions		
11:00-11:30	Coffee Break	12:30-13:30	Plenary Session		
11:30-13:00	Paper Sessions	12:30-13:30	Editors* Meeting		
13:00-14:30	Lunch	13:30-15:00	Lunch		
14:30-15:00	Paper Sessions	15:00-16:30	Paper Sessions		
16:00-17:30	Russell Cotes Museum Tour	17:30-19:30	Play by the Beach		
19:30-22:30	Gala Dinner at Real Greek (BH1)	19:30-22:00	Farewell Party at Koh Thai Lounge		

Note: Where editor cannot attend, a nominated member of the editorial board will be representing a particular international journal.



Committees

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Jill Quest

Chris Shiel

Georgiana Gregore

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Emre Arslan

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Elisa Monnot (Univ. of Cergy-Pontoise, France)

Claude Pecheux

(Louvain School of Management, Belgium)

Gonzalo Diaz

(Univ. of Las Palmas de Gran Canaria, Spain)

Marlene Demetriou (Univ. of Nicosia, Cyprus)

Rodoula Tsiotsou

(Univ. of Macedonia, Macedonia)

Erzsebet Hetesi (Univ. of Szeged, Hungary)

Anna Vanova (Matej Bel University, Slovakia)

Irena Ograjensek (Univ. of Ljubljana, Slovenia)

Celina Sotek-Borowska (SGH Warszawa, Poland)

Marisa Ferreira (Politecnico do Porto, Portugal)

Paulo Jorge Pinheiro Goncalves

(Politecnico do Porto, Portugal)

Clementina Galera

(Univ. of Extremadura, Spain)

Victor Valero (Univ. of Extremadura, Spain)

Maria P. Garcia (Univ. of Leon, Spain)

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(Trakia University Stara Zagora, Bulgaria)

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Plenary Sessions: Keynote speakers



Dr Darren Lilleker
Bournemouth University, UK

Described by one BBC journalist as 'a man who watches Westminster', Dr Darren Lilleker is Associate Professor with research expertise in political communication and particular interests in political party and candidate communication and the link to citizen and voter engagement. In addition to being a Head of Corporate Marketing Communications Department, Dr Lilleker is Director of the Centre for Public Communication Research; Chair of the PSA Political Marketing Specialist Group; Panel Convenor for Political Communication for the ECPR and a member of ECREA.

Dr Lilleker's research has covered local election campaigning and the impact upon voter choices; and party, candidate and MP's usage of the Internet, from websites to social media, and correlations between usage and gaining support. He was involved in two FP7 consortiums exploring how social media could be an agent within conflict resolution and is currently leading a project exploring online political engagement in the context of the 2014 European parliamentary election. In addition to empirical works, he has just completed a manuscript on political cognition which explores how citizens respond to political communication which draws on theories from consumer psychology as well as psephological studies.

Dr Darren Lilleker will deliver his IAPNM keynote entitled 'Post truth campaigning: emotional manipulation in hypermedia environments'.



Reuben Turner
Creative Partner at GOOD Agency

Reuben Turner has worked with the charity sector for over decade, leading marketing and communications for the UK's most renowned NGOs, i.e. the Save the Children and RNLI. Today Reuben is a creative partner at Good Agency, a creative communications agency, that uses our unique insight and imagination to help brands, businesses and charities develop meaningful connections in a sceptical age.

Reuben Turner will deliver his IAPNM keynote entitled 'From trust, to transparency, to taking part'. Trust in all institutions, including charities & NGOs, is falling, and people are embracing radical alternatives, from politics to media to alternative models of change they transact with. Many organisations leap to transparency as the answer – much as the environmental movement fifteen or twenty years ago tried to win people to its cause with reasoned, scientific argument. But facts don't work, especially when trust in mainstream media is so low. The answer is to change behaviour instead. Reuben will introduce a new model of engagement – Collide & Collaborate. Reuben claims that this model is a radical challenge to forty years of fundraising & brand orthodoxy in the charity sector.



Thursday 6 September 2018

09:00 - 09:30	Registration: EB701	
09:30-10:00	EB706	Welcome to the 17th International Congress on Public and Nonprofit Marketing at Bournemouth University
10:00-11:00	EB706	Plenary Session: Dr Darren Lilleker
11:00-11:30	Coffee Break: EB701	
11:30-13:00	Paper Sessions	
	EB703	Marketing and Strategy Chair: Julie Robson Clusters of Conative Attitude: Results From a Cross-Sectional Study in Hungary Veronika Keller, Ida Ercsey The Economic Wellbeing of Older People: A Meta-Analysis Anneyce Knight, Julie Robson, Juliet Memery, Quoc Hai Phung No Milk Today? Analysis of the Influencing Factors Affecting The Z Generation's Milk and Dairy Product Consumption Habits Huszka Péter, Habel, Petra Platz, Ida Ercsey Unpicking the Emotions Behind Household Food Waste Behaviour Juliet Memery and Rob Angell
	EB705	Volunteering Chair: Joyce Costello Similarities and Differences between the Motivation for Volunteering Among Hungarian and Foreign Higher Education Students Andrea Béla-Csovcics, Anita Kéri Explanatory Factors of Blood-Giving in University Students Ana Raquel Costa, Helena, Arminda do Paço Sustainability, Food Topics and Weblogs: Do they really fit? Targeting and valuing food-related eWOM generators Cesar Sahelices-Pinto, Jose-Luis Vazquez, Ana Lanero-Carrizo, Pablo Gutierrez, María Purificación García Miguélez Saving a Dog's Life Over a Refugee: The Charity Marketing Flaw Emma Best, Joyce Costello
13:00-14:30	Lunch: EB701	
14:30-15:00	Paper Sessions	
	EB703	Cultural Services Chair: Ida Ercsey Theatre Marketing: Adult (35+) Audiences Perceptions and Behaviour as Barriers to Consume Product of Classic Theatre Mirna Leko Šimić, Ana Pap Clusters in the Cultural Market: Value Maximizers or Functionalists? Ida Ercsey Exploring Opera Attendees' Service Assessments: Does Gender Really Make a Difference? Berta Tubillejas Andrés, Haydee Calderón García

14:30-15:00	EB705	CSR Chair: Arminda do Paço A Pilot Study about the Internal Social Responsibility of Local Government M. Isabel Sánchez-Hernandez, Živilė Stankevičiūtė The use of Mentoring to effect Cultural Change: Irish Farm Deaths and Injuries Kieran O'Connell, Maurice Murphy Ecological Labelling: A Comparative Study Between Brazil and Portugal Arminda do Paço, Sabrina Rodrigues Searching for Responsible Gambling Ecosystem Elvira Bolat, Emily Arden-Close, Raian Ali
16:00-22:30	Social Activities - See Social Programme	



Friday 7 September 2018

09:00-10:30	Paper Sessions
	<p>EB703 Sustainable Tourism Chair: Mercedes Galán-Ladero</p> <p>Is There a Before and After The Mission? A Bibliometric and Qualitative Approach to Voluntourism José Abreu, Marisa Ferreira</p> <p>What Happens When Customers Lie? The Case of Holiday Sickness Scam Mercedes Galán-Ladero, Clementina Galera-Casquiet</p> <p>Virtual Reality in Tourism: A Qualitative Approach Víctor Martínez-Molés, Carmen Pérez-Cabañero, Amparo Cervera-Taulet</p> <p>Exploring Cruise Port of Call Sensescape As Represented in Online Travel Blogs: Implications for Mediterranean DMOs Daniela Buzova, Silvia Sanz-Blas, Amparo Cervera-Taulet</p>
10:30-11:00	Coffee Break: EB701
	<p>EB705 Public Marketing in the Context of Higher Education Chair: Elvira Bolat</p> <p>Antecedents of The Intention to Vote for Directors of Public Educational Institutions Lilian Gazzoli Zanoteli, Emerson Wagner Mainardes, Rogério Dias Correia</p> <p>What are Foreign Students Satisfied with? School- and Non-School-Related Foreign Student Satisfaction at a Hungarian University Anita Kéri, Klára Kazár, Balázs Révész</p> <p>What do you Know About Corporate Social Responsibility? A Comparative Approach Among Postgraduate Students from Uruguay, Brazil And Portugal Marisa R. Ferreira, Oscar Licandro, Arminda Paço</p> <p>An Approach on Attachment in Public Marketing and Higher Education Management Contexts Filipa Magalhães, Bruno Sousa</p>
11:00-12:30	Paper Sessions
11:00-12:30	<p>EB703 Social Marketing Chair: Veronika Keller</p> <p>Feelings Generated by Fear Appeals in Social Marketing: The Sentiment Analysis of Anorexia Campaigns in Social Media Rita Ferreira Gomes, Beatriz Casais</p> <p>Hand Washing Campaigns: The Importance of Social Marketing in Health Sector Mercedes Galan-Ladero, Angeles Galan-Ladero</p> <p>Rhetorical Strategies in Complained-About Offensive Ads: Pathos in Non-Profit Advertising Kristina Auxtova</p> <p>Using TFEQ for Clustering Young Azerbaijani Females Based on Eating Styles Veronika Keller, Adrienn Dernóczy-Polyák, Ruziya Alasgarova</p>
	<p>EB705 Nonprofit Marketing Chair: Bruno Sousa</p> <p>Small Charities and Pro Bono Marketing Assistance: A Relationship Analysis Roger Bennett, Rita Kottasz</p> <p>Nonprofit Brand Sponsorship, Reputation and Brand Equity: The Role of Participation Type María-José Miquel-Romero, Amparo Cervera-Taulet, Walesska Schlesinger</p> <p>The Role of Communication In Consumer Behavior in Social and Nonprofit Marketing: The Case Of PSP in Portugal Daniela Soares, Bruno Sousa</p> <p>Businesses Motivation to Engage with Charities: The Case of Businesses in Dorset Emily Watts, Kaouther Kooli, Mehwish Mufti</p>
	<p>EB706 Plenary Session: Reuben Turner</p>
	<p>EB704 Editors Meeting Note: Where editor cannot attend, a nominated member of the editorial board will be representing a particular international journal.</p>
12:30-13:30	Lunch: EB701
13:30-15:00	Paper Sessions
15:00-16:30	<p>EB703 Nonprofit Management Chair: Kaouther Kooli</p> <p>What do Health Care Providers do in Order to Ensure Service Efficiency? The Mechanisms of Bilateral Risk Perception Mitigation in Healthcare Erzsébet Hetesi, Andrea Béla-Csovcsics</p> <p>Network Analysis in the Sport Industry Zoltan Veres, David Mate Hargitai</p> <p>The University as an Arena for Sustainability Transition Jill Quest, Chris Shiel, Sarah Watson</p> <p>Neuromarketing and the Child Consumer: Lights and Shades Montserrat Díaz Méndez, María Jesús Paz Barriga, María José Quero Gervilla</p> <p>Creating Value in Social Entrepreneurship: Building Positive Emotions with Stakeholders Kerrin Myres, Jillian Farquhar</p>
	<p>EB705 Cause-related Marketing Chair: Tauheed Ramjaun</p> <p>How do Cause-Related Viral Ads Generate Value for Brands and Social Causes? Creative versus Informative Elísabet Mora, Chris Chapleo, Helen O'Sullivan</p> <p>Brand and Cause Positioning Based on Responses to Cause-Related Marketing. A Cross-Cultural Study Spain, England and Ecuador Elísabet Mora, Natalia Vila, Inés Küster, Cecilia Ugalde</p> <p>Online Sponsoring Through Cause – If You Do It, Do It Right: Evaluating the Impact of the Ad Context Congruence Ndasi Wilson, Gelareh Roushan, Elvira Bolat</p>
17:30-22:00	Social Activities - See Social Programme

Social Programme

Thursday 6 September 2018

16:00 - 17:30	Russell-Cotes Museum Tour Russell Cotes Road, Bournemouth, BH1 3AA
19:30- 22:30	Gala Dinner at The Real Greek BH2, Exeter Cres, Bournemouth, BH2 5DD

Friday 7 September 2018

17:30-19:30	Play by the Beach Bournemouth Beach
19:30-22:30	Farewell Dinner at Koh Thai Lounge 32-34 Poole Hill, Bournemouth, BH2 6PS

Saturday 8 September 2018

This is an optional day trip.	
11:00-17:00	Lulworth Cove & Durdle Door Tour



Author index

Surname, first name	Affiliation
Abreu, José	Porto Polytechnic Institute, Felgueiras, Portugal
Alasgarova, Ruziya	Széchenyi István University, Győr, Hungary
Ali, Raian	Bournemouth University, Bournemouth, UK
Alves, Helena	University of Beira Interior, Covilha, Portugal
Angell, Rob	Cardiff University, Cardiff, UK
Arden-Close, Emily	Bournemouth University, Bournemouth, UK
Auxtova, Kristina	University of Edinburgh, Edinburgh, UK
Barriga, María Jesús Paz	University of Extremadura, Badajoz, Spain
Béla-Csovcsics, Andrea	University of Szeged, Szeged, Hungary
Bennett, Roger	Kingston University, Kingston Upon Thames, UK
Best, Emma	Bournemouth University, Bournemouth, UK
Bolat, Elvira	Bournemouth University, Bournemouth, UK
Buzova, Daniela	University of Valencia, Valencia, Spain
Calderón García, Haydee	University of Valencia, Valencia, Spain
Casais, Beatriz	University of Minho, Braga - Portugal
Cervera-Taulet, Amparo	University of Valencia, Valencia, Spain
Chapleo, Chris	Bournemouth University, Bournemouth, UK
Costa, Ana Raquel	University of Beira Interior, Covilha, Portugal
Costello, Joyce	Bournemouth University, Bournemouth, UK
Dernóczy-Polyák, Adrienn	Széchenyi István University, Győr, Hungary
Dias Correia, Rogério	Fucape Business School, Vitória, Brazil
Do Paço, Arminda	University of Beira Interior, Covilha, Portugal
Ercsey, Ida	Széchenyi István University, Győr, Hungary
Farquhar, Jillian	Solent University, Southampton, UK
Ferreira Gomes, Rita	University of Minho, Braga - Portugal
Ferreira, Marisa	Porto Polytechnic Institute, Felgueiras, Portugal
Galan-Ladero, Angeles	University of Extremadura, Badajoz, Spain
Galán-Ladero, Mercedes	University of Extremadura, Badajoz, Spain
Galera-Casquet, Clementina	University of Extremadura, Badajoz, Spain
Gazzoli Zanolati, Lilian	Fucape Business School, Vitória, Brazil
Gervilla, María José Quero	University of Málaga, Málaga, Spain
Gutierrez, Pablo	University of León, León, Spain

Surname, first name	Affiliation
Habil, Huszka Péter	Széchenyi István University, Győr, Hungary
Hargitai, David Mate	University of Pannonia, Veszprém, Hungary
Hetesi, Erzsébet	University of Szeged, Szeged, Hungary
Kazár, Klára	University of Szeged, Szeged, Hungary
Keller, Veronica	Széchenyi István University, Győr, Hungary
Kéri, Anita	University of Szeged, Szeged, Hungary
Knight, Anneyce	Bournemouth University, Bournemouth, UK
Kooli, Kaouther	Bournemouth University, Bournemouth, UK
Kottasz, Rita	Kingston University, Kingston Upon Thames, UK
Küster, Inés	University of Valencia, Valencia, Spain
Lanero-Carrizo, Ana	University of León, León, Spain
Leko-Šimić, Mirna	University of Osijek, Osijek, Croatia
Licardo, Oscar	Catholic University of Uruguay, Montevideo, Uruguay
Magalhães, Filipa	University of Minho, Braga - Portugal
Martínez-Molés, Víctor	University of Valencia, Valencia, Spain
Memery, Juliet	Bournemouth University, Bournemouth, UK
Méndez, Montserrat Díaz	University of Extremadura, Badajoz, Spain
Miguélez, María Purificación García	University of León, León, Spain
Miquel-Romero, María-José	University of Valencia, Valencia, Spain
Mora, Elisabet	University of Valencia, Valencia, Spain
Mufti, Mehwish	Bournemouth University, Bournemouth, UK
Myres, Kerrin	Gordon Institute of Business Science, University of Pretoria, the Republic of South Africa
Murphy Maurice	Cork Institute of Technology, Cork, Ireland
O'Connell Kieran	Cork Institute of Technology, Cork, Ireland
O'Sullivan, Helen	Bournemouth University, Bournemouth, UK
Pap, Ana	University of Osijek, Osijek, Croatia
Pérez-Cabañero, Carmen	University of Valencia, Valencia, Spain
Phung, Quoc Hai	Bournemouth University, Bournemouth, UK
Platz, Petra	Széchenyi István University, Győr, Hungary
Quest, Jill	Bournemouth University, Bournemouth, UK
Révész, Balázs	University of Szeged, Szeged, Hungary
Robson, Julie	Bournemouth University, Bournemouth, UK
Rodrigue, Sabrina	University of Beira Interior, Covilha, Portugal
Roushan, Gelareh	Bournemouth University, Bournemouth, UK

Surname, first name	Affiliation
Sahelices-Pinto, Cesar	University of León, León, Spain
Sánchez-Hernandez, M. Isabel	University of Extremadura, Badajoz, Spain
Sanz-Blas, Silvia	University of Valencia, Valencia, Spain
Schlesinger, Waleska	University of Valencia, Valencia, Spain
Shiel, Chris	Bournemouth University, Bournemouth, UK
Soares, Daniela	University of Minho, Braga - Portugal
Sousa, Bruno	The Polytechnic Institute of Cávado and Ave, Barcelos, Portugal
Stankevičiūtė, Živilė	Kaunas University of Technology, Kaunas, Lithuania
Tubillejas Andrés, Berta	University of Valencia, Valencia, Spain
Ugalde, Cecilia	University of Azuay, Cuenca, Ecuador
Vazquez, Jose-Luis	University of León, León, Spain
Veres, Zoltan	University of Pannonia, Veszprém, Hungary
Vila, Natalia	University of Valencia, Valencia, Spain
Wagner Mainarde, Emerson	Fucape Business School, Vitória, Brazil
Watson, Sarah	Bournemouth and Poole Sustainable City Partnership, Bournemouth, UK
Watts, Emily	Bournemouth University, Bournemouth, UK
Wilson, Nih Ndasi	Bournemouth University, Bournemouth, UK

Abstracts

In session order.

List of references, as well as tables and figures are available in the electronic version.

Longer abstracts have been abridged, the full version is available in the electronic version.

Clusters Of Conative Attitude: Results From A Cross-Sectional Study In Hungary

Veronika Keller, Ida Ercsey

Relying on customer trends healthy eating behaviour, which is one aspect of healthy lifestyle is becoming more and more popular. The aim of this study was to understand the healthy eating style of Hungarian consumers. An online empirical research with a sample of 1053 respondents (50.5% females and 49.5% males) was conducted in April 2017. Considering conative attitude two factors health and relish driven behaviour could be distinguished. Health driven behaviour meant eating healthy food and relish driven behaviour meant eating what is delicious and relishable and not caring about the healthy attributes of the food. A hierarchical cluster analysis was conducted to segment consumers. Three groups of consumers were identified: gourmets (29.9%) neutrals (38.4%) and healthy eaters (31.7%). Gourmets ate everything what was delicious and relishable and they did not care about the nutrition content of food. Neutrals could be characterized by health-or relish-driven behaviour. Healthy eaters could be characterized by health-driven behaviour. In order to profile each segment cross tabulation was conducted. There were statistically significant relationships in case

of gender and residence. Healthy eaters were females and gourmets were males. Considering residence the ratio of people living in villages was higher among gourmets and people living in larger cities (county centres) were healthy eaters. Gourmets and neutrals did not want to change their diet in the future. They did not plan to decrease or eliminate meat consumption nor increase a plant based diet. Neither healthy eaters planned to decrease or eliminate meat from their meals. However they planned to increase their vegetable consumption in the upcoming 6 months. This study is useful for the health sector and the government since targeted marketing programs can be planned to change eating behaviour. To decrease overweight and obesity is the goal of all society (especially in developed countries where this phenomenon is considered to be an epidemic) that is why educating people and applying social marketing campaigns are necessary.

The Economic Wellbeing of Older People: A Meta-Analysis

Anneyce Knight, Julie Robson, Juliet Memery, Quoc Hai Phung

Leading health think-tanks have estimated that the funding gap for UK social care in 2017-18 alone is £1.9 billion (Brindle, 2016). As the older population grows, the number of those aged 65 and over is projected to rise to 24.3% of the population by 2039 (ONS, 2016), the cost of caring for the old can only increase. Whilst Government seeks to address the current problem, it is vital for research to identify interventions that can improve the wellbeing of older people which in turn removes, or at least delays, their need for social care. Such research not only reduces the financial strain on our economy but will have a direct impact on life quality of the old and the nation well-being. The link between economic wellbeing and health is well established (Knight and McNaught, 2010). Our research intends to adopt a novel approach to wellbeing; our aim is to identify the relationship between economic wellbeing, financial decision-making and subjective wellbeing. Economic wellbeing concerns a person's standard of living based on how they are doing financially. Financial wellbeing is defined as a state of being financially healthy, happy, and free from worry (Joo, 2008 p. 22). Good financial management, i.e., paying bills on time, maintaining a weekly/monthly budget, setting aside money for saving contributes to financial wellbeing as it reduces worry, instills a sense of control over one's life and contributes to financial security. A loss or detriment to financial wellbeing impacts a person's overall wellbeing, for example, debt is associated with physical and mental health (Richardson et al., 2013). Subjective wellbeing is how an individual experiences their life and can be divided into two elements: feeling good and functioning

well (Huppert et al, 2008). Older people are potentially at risk of becoming vulnerable due to a temporary or permanent loss of financial wellbeing as they move from the supportive environment of work, become progressively isolated, and then need to take on a wide range of new roles and decisions due to the loss of a partner. These life-stage challenges are being recognised through the impact of isolation, loneliness and the increase in sponsored social groups such as men sheds (Ballinger, 2009). Yet little is known about how these factors impact economic wellbeing and specifically, financial (e.g. investments) and household decisions (e.g. bill payment), and the support mechanisms used and coping strategies adopted. In addition, how can we identify which older people are most vulnerable? Although there is general agreement on what vulnerability means (Baker et al. 2005), it can be unhelpful and undesirable to group and label consumers as vulnerable based on demographics (Commuri and Ekici, 2008). Not all older people are vulnerable (Berg, 2015) and therefore not all sole survivors will experience a loss of financial wellbeing.

This paper reports on a meta-analysis that aims to identify the relationships between economic wellbeing, financial wellbeing and personal wellbeing amongst older people. Synthesis of this literature will result in a conceptual framework to highlight proposed relationships and help identify and direct future avenues for research in this important area.

No Milk Today? Analysis of the Influencing Factors Affecting the Z Generation's Milk And Dairy Product Consumption Habits

Huszka Péter, Habel, Petra Platz, Ida Ercsey

Nowadays political and economic affairs show that aging is characteristic for the Western-European countries. Parallel with these trends the citizens' health status improves and the life expectancy is also growing. However, it is not solidly valid for the Hungarian citizens. The authors of this article suggest that the Hungarian peoples' awareness should be raised for the „civilization diseases” and for the high mortality rate. We should be conscious about the new potential illnesses caused by their new lifestyles. We need to recognize that the optimal nutrition can prevent 25-70% of lifestyle-illnesses, so as it can increase the number of healthy years (Szakály 2011).

These problems supported the development of functional food, which help to prevent illnesses and serve the healthy conditions of the body. Empirical results confirm (Szakály 2011; Huszka 2013), that the most relevant functional foods are the milk and dairy products.

That is why we focus on the consumption of milk and dairy products within this research. The empirical survey was conducted in the Western-transdanubian region, targeting the 14-18 year old population.

Unpicking the Emotions Behind Household Food Waste Behaviour

Juliet Memery, Rob Angell

The UK has been cited as the worst offender in the EU for food waste. Around 7 million tonnes is wasted each year by UK households, 4.2 million tonnes of which is preventable. Such wasting behaviour obviously impacts consumers financially, but does it have an emotional impact as well? If so what emotions are these and why do consumers experience such feelings? This study explores the emotions consumers feel when they waste food in their household and unpicks the reasons behind them.

A qualitative methodology was utilised through 30 in-depth interviews. The sample was recruited to reflect a mix of household sizes and family lifecycle stages. Respondents were filtered to recruit those responsible for the purchase, storage, preparation and disposal of food in their household and who actively tried to avoid food waste.

Results show even this responsible set of consumers do waste food, albeit in low amounts for the majority. The emotion predominantly

associated with wasting food was that of guilt, shown as a negative feeling and in relation to not using food that could have been consumed by themselves or others. Secondly annoyance was mentioned with respondents feeling annoyed at wasting food, with this emotion either being aimed at themselves or at others.

Other negative emotions stated less frequently included feeling bad, or angry or cross. Respondents stated they felt happy and proud when they did manage to avoid wasting food. Three main areas were found to underpin these emotions: 1) financial issues, 2) issues around hunger and lack of food for others in the world, and 3) environmental issues. Interestingly environmental issues were mentioned to a much lesser degree, which is surprising given the focus many media communications have on this impact of food waste. Findings will have the most value to policy makers, consumers, and researchers.

Similarities and Differences between the Motivation for Volunteering Among Hungarian and Foreign Higher Education Students

Andrea Béla-Csovcsics, Anita Kéri

Voluntarism is a quite current topic. However, it is still not as widespread in Hungary, our target country, as it is in other countries, such as in the United States, Canada, or other Western-European countries. In recent years, information about voluntarism has started to spread and it has become a better known phenomenon. Younger generations, especially high-school students are highly involved in and are taught about voluntarism. Therefore, it is worth studying, if they continue their voluntary work or not later on, when they enter higher education. The aim of the current study is to determine whether higher education students

carry out any voluntary activities or not. If they do, an additional aim is to define the main motivation of these students for voluntarism. In the paper, voluntarism, voluntary work opportunities, voluntarism in higher education and motivations are discussed. In order to get current results, six focus group discussions were conducted among Hungarian higher education students, as well as foreign students studying at a Hungarian university. The results of the survey are presented and interpreted in the paper.

Explanatory Factors of Blood-Giving In University Students

Ana Raquel Costa, Helena Alves, Arminda do Paço

Giving blood is a benevolent, voluntary, altruistic and non-remunerated action, essential to preserve human life. Although giving blood is a safe procedure with ways of ensuring that safety, many fears and doubts persist, which often cause a loss of motivation to participate. This study has the general objective of determining the factors that contribute to blood-giving among university students. To do so, a transversal quantitative study was carried out, with a sample of 200 students who took part in a questionnaire survey. We resorted

to the Theory of Planned Behaviour, which has been used to understand the behavioural antecedents that prevent giving, and adopted various updates of the model. The results indicate that self-efficacy is the construct that most influences the intention to donate blood, followed by attitude, with moral norm also having a high indirect influence through attitude. Pro-social behaviour was shown to have no influence on the intention to give blood.

Sustainability, Food Topics and Weblogs: Do They Really Fit? Targeting and Valuing Food-Related eWom Generators

Cesar Sahelices-Pinto, Jose-Luis Vazquez, Ana Lanero-Carrizo, Pablo Gutierrez, María Purificación García Miguélez

There is no doubt that the arrival of the Internet has modified dramatically the way and rhythm of individuals' lives. It reflects directly on their consumption patterns and the way in which they interact and search for information. In this sense, online platforms, generally known as web 2.0, are usual websites where consumers read reviews from other consumers before making a final decision. Besides that, the present world has also led consumers to become increasingly concerned about the environment. Such concerns have also begun to be displayed in their decisions and consumption patterns, with individuals increasingly interested in acquiring environmentally friendly products. Considering both issues together, it has been observed that research on eWOM and sustainable consumption is on initial phases and needs more attention, for instance, by evaluating the interaction between eWOM and

sustainable consumption on food products. Following this vein, the present study aims at determining the tone in the content of the food-related eWOM, and, if a sustainable food-related eWOM emerges as relevant, shaping its weight on the Internet. For that purpose, it was conducted a survey study with a total sample of 428 authors of food-related blogs/videoblogs. Afterwards, once executed a cluster analysis, three differentiated groups were highlighted, namely conservative savers, gourmets, and greens. Anyway, a subsequent ANOVA test considering the variables of cluster membership and centrality levels indicated that greens just as much as conservative savers and gourmets show the same power of influence on the Web 2.0. Taking all together, these results have revealed information of great importance that reflects in implications for businesses and professionals in marketing.

Saving a Dog's Life over a Refugee – The Charity Marketing Flaw

Emma Best, Joyce Costello

There is a reported a decrease in public interest and engagement in charity work, with many academics blaming the use of charity appeals that use the emotions guilt and pity to drive donations. Even though the approach is heavily criticized, this technique is still prominent in advertisements. With UK citizens being statistically more likely to donate to save a dog's life over a refugee's life, understanding how emotions may impact charitable giving may help non-profits in their marketing appeals for this important social issue. Consequently, this study examines the underlying motivations of individuals to engage in public service motivated acts through public service motivation theory (PSM) in order to impact charitable donations. Furthermore, we draws upon emotions of hope and happiness to see if it will influence the relation. Using a

vignette survey based on Stanford's 1997 public good game experiment, 328 respondents had the option to spend money on a dog rescue charity, a Syrian refugee charity and then decide amongst the two which to donate to. The study found a positive relation between PSM and monetary giving. However, the relations differed with individual PSM dimensions were taken into account across the two beneficiaries. Furthermore, when emotions were included in the moderation tests, results were contrary to what was expected. These findings suggest non-profit marketers target audiences with high levels of PSM, but that hope and happiness may not be effective emotions to generate donations.

Theatre Marketing – Adult (35+) Audiences' Perceptions and Behaviour as Barriers to Consume Product of Classic Theatre

Mirna Leko Šimić, Ana Pap

Many cultural institutions are experiencing challenges to implement different types of market-oriented behaviour in order to ensure their existence. Classic theatres are faced with many challenges related to their audience. One of the challenges is related to traditional audience that is declining and ageing. The aim of this research was to analyse the attitudes and behaviour of 35+ theatre audiences in order to suggest appropriate marketing strategies for the classic theatre in Croatia. The research was conducted on altogether 438 participants. Statistical techniques of univariate analysis (frequency distribution, central tendency

measures), bivariate (ANOVA and t-test) and multivariate analysis (reliability analysis, linear regression) were used. The results have identified attitudes and audience behaviour in relation to HNK Osijek. Three major factors were identified: theatre marketing profile, theatre people and stereotypes.

Since no other research has tested the influence of stereotypes on theatre attendance, the major contribution of this paper is its proven negative influence on theatre attendance.

Clusters in the Cultural Market: Value Maximizers or Functionalists?

Ida Ercsey

Customer segmentation has become a central concept in marketing and many companies use it to satisfy customer needs. However, little empirical research has been conducted in the area of services with respect to how consumers may differ in their perceptions of value. According to the international marketing literature the sources of heterogeneity in perceptions of perceived value include differences among consumers, product classes, and consumption situations.

The objective of our paper to determine the clusters of the young consumers based on perceived value in the market of the cultural services. The examination of cultural service value is relevant for several reasons. There are significant differences among the member states in the EU regarding the consumption structure of the households. It can be stated that in the evaluation of the usefulness of cultural programs there are significant differences based on age and education.

The target population of our quantitative research was the population of a Hungarian

region between the ages of 14 and 30, who took part in cultural services. The applied sampling method was quota sampling; the sample size of the survey conducted in 2014 was 318 respondents.

First, we conducted factor analysis to identify the elements of cultural service value, and we received six factors. We can distinguish functional and affective dimensions in the consumer value of cultural activity similar to previous research about services. Within functional dimension we can find quality, price, non-financial sacrifices, facilities of cultural service provider, and expertise of staff. Affective dimension includes emotional and social factors. Next, cluster analysis was used to determine the consumer segments, and three clusters were recognized: value maximizers, experience seeking functionalists, and neutrals. We presented the profile of clusters by socio-demographic characteristics.

Results provide interesting managerial insights to tailor strategies of provider or distributor that effectively respond to market heterogeneity.

Exploring Opera Attendees' Service Assessments: Does Gender Really Make a Difference?

Berta Tubillejas Andrés, Haydee Calderón García

The novelty of this paper lies in the aspect of providing basic empirical evidence on the effect of demographic variables on consumer SOR (stimulus, organism and response model) in the context of the performing arts. In relation to gender, we have observed that it determines the different assessments in the stimuli – servicescape –, the organism - emotions - and the response – perceived value, satisfaction and loyalty. Based on 867 Spanish opera attendees' responses, a t-test technique has been used to analyze the proposed hypotheses. Significant different assessments by gender are supported. Being a man or a woman reveals differences in

the physical and social artscape, positive and negative emotions, and loyalty assessments. Our results indicate that women seem to be conditioned by their role in society in that they are more demanding and emotional in their assessments. In conclusion, results confirm that gender is a characteristic when considering segmentation in the cultural sector.

How Do Cause-Related Viral Ads Generate Value For Brands and Social Causes? Creative versus Informative Strategies

Elisabet Mora, Chris Chapleo, Helen O'Sullivan

This piece of research analyses the way in which viral 'video' advertisements with a cause marketing message create value for the brand and the social cause allied in a cause-related marketing campaign. To achieve this goal, we analyse the influence of typical viral behaviours such as sharing intention and e-WOM intention, firstly, on brand equity, when referring to the process of creating added value for the brand; and secondly, on cause equity, when referring to the process of creating added value for the social cause. And, thirdly, we check if the message execution style (creative versus informative) plays a moderating role. A quasi-experimental approach is adopted; a British sample is exposed to a video viral cause marketing stimulus (102 respondents will watch a creative ad and 93 respondents will watch an informative one). An Structural Equation Model methodology incorporating a multi-sample analysis will allow us to quantify the level of influence that online communicative behaviours like sharing intention and e-WOM motivated

by a video cause marketing ad related with the brand and the cause has in both brand equity (I) and cause equity (II); and to verify if the message execution style (creative/emotional versus informative/rational) moderates the level of influence these behaviours have in brand and cause equity (III). Creative ads create value for the brand and the cause through two ways: a direct way (Sharing intention > Equity) and an indirect way (Sharing intention > e-WOM > Equity) while in the case of informative ads is exclusively significant the indirect way (Sharing intention > e-WOM > Equity). This is because the existence of a partial mediation effect of brand e-WOM in the relationship sharing intention-brand equity and a full mediation effect of cause e-WOM in the relationship sharing intention-brand equity.

Online Sponsoring Through Cause – If You Do It, Do It Right:

Evaluating the Impact Of The Ad Context Congruence

Nih Ndasi Wilson, Gelareh Roushan, Elvira Bolat

The broad acceptance of the Internet as a commercial medium and its phenomenal development has meant that having an online presence has become a business imperative (IAB 2016). E-marketers are on the lookout for online promotional approaches which can be effective in breaking through the clutter of ever-increasing competition to gain, satisfy and keep customers in a cost-efficient and measurable way. 'Online advertising' refers to any commercial content available on the Internet that is designed by businesses to inform consumers about a product or service (Schlosser and Shavitt 1999). While these may include various tools and techniques, this study considers the use of a display banner advertisement in the promotion of cause-related messages, with charity fundraising websites as the affiliate publisher. Online cause-related marketing is relatively underexplored. In this study we are focusing on online cause-related sponsorship (OCS).

In the era of post-truth and fake news, the only way for a brand to gain benefits from online advertising is by understanding tactical nuances,

i.e. the impact of the ad context congruence. Ad-context congruence is defined as the degree to which the advertising material is thematically similar to the editorial content of the media vehicle (Zanjani et al. 2011). As charity websites provide the medium through which to advertise various products, the effect of congruence on the effectiveness of OCS ad formats also needs to be understood. The literature review suggests that only a few studies have examined the effect of ad-context congruence (e.g. Newman et al. 2004; Segev et al. 2014; Rieger et al. 2015) in the context of OCS and has highlighted the important role of congruence in enhancing brand recall and click-through rates for purchase behaviour. We conducted online experimental survey and collected 170 responses. We found that the ad-context congruence is critical for driving consumers' purchasing intention and donation.

Is There A “Before and After the Mission?” – A Bibliometric and Qualitative Approach to Voluntourism

José Abreu, Marisa R. Ferreira

Generally defined as an activity in which people decide to volunteer in development or conservation projects, voluntourism is one of the most fast growing alternative tourism markets, arousing interest from several different people and creating an increasing number of volunteers. These development is being used by many organizations has a way of using volunteers expertise's as important benefits.

Our paper analyses and describes the concept of voluntourism, as well as the motivations that drive the volunteers, and the impacts or benefits of their projects experience in the host community and in themselves. We did a

literature review, firstly using a bibliometric analysis, to deeply understand and categorize the generic concept. Secondly, we did ten exploratory online questionnaire to volunteers with experiences in international volunteering programs.

The results show that this topic have become a trend in recent years and that understanding the motivations of volunteers as well as the benefits and impacts of the projects are essential to the development of voluntourism.

What Happens When Customers Lie? The Case of Holiday Sickness Scam

Mercedes Galán-Ladero, Clementina Galera-Casquiet

Customer satisfaction and service recovery after a failure (generally providing any kind of compensation to the customer) have been studied in different industries. In the tourism sector, where the best practices in service recovery management can be found, specifically in hotels, this compensation is usually given either in the form of monetary compensation or as an additional service (Singh & Crisafulli, 2017).

Nevertheless, what happens when customers lie? What happens when customers register false complaints with the only aim of obtaining free holidays? And what happens when there are law firms specialized in this type of claims, and they “push” customers to unfair practices?

This paper examines this situation and focuses on the special case of the false claims against

Spanish hotels by British tourists, which have been in the news in the international press since 2016, making necessary for the Governments implied, and even for the EU, to take part in order to solve the problem.

With this case, we intend to stimulate a discussion on important managerial issues within tourist organizations, including service “failures”, false customer complaints, and service recovery (providing monetary compensation). And also promote critical thinking on the effectiveness of existing business practices in the sector, and how immoral practices can corrupt the consumer protection system and harm the entire industry and its stakeholders.

Virtual Reality in Tourism: A Qualitative Approach

Víctor Martínez-Molés, Carmen Pérez-Cabañero, Amparo Cervera-Taulet

A concrete technology innovation is breaking out in marketing lately, from how organizations may show their products to how consumers can interact with products. We refer to Virtual Reality. It is a new kind of visualization, in which a computer display simulates a three-dimensional, interactive visual environment. A real or imagined environment is visually simulated, sometimes is accompanied with sound, motion, and other effects, and explored interactively. Such peculiarities are breaking through the barriers of traditional mediums, since consumers now are active virtual participants, actually choosing what they want to experience so that they can better assess the product or service. The theory suggests that it leads to more significant affective, cognitive and conative responses than those stimulated by conventional advertising, fundamentally due to the sensation of telepresence. Besides, virtual reality could develop sustainability, in tourism may function to preserve heritage by providing

an alternative form of access to threatened sites or increasing accessibility for disabled individuals

Given the shortage of empirical studies in the subject, the aim of this study is to analyze how virtual reality may affect consumer decision-making, especially in the context of tourism. A qualitative research method is adopted to collect data from chief representatives of travel agencies. The results of in-depth interviews reveal that with virtual reality consumers may obtain information more accurately and experience feelings of enjoyment and joy. They also point that among tourism products, cruises are one of best products where virtual reality is more suitable. Although the use of virtual reality in the industry is becoming extended, more scientific research is required to get insight into the potential implications. Potential managerial implications for DMOs are provided.

Exploring Cruise Port of Call Sensescape As Represented In Online Travel Blogs: Implications for Mediterranean Dmos

Daniela Buzova, Silvia Sanz-Blas, Amparo Cervera-Taulet

Extant research suggests that tourists' evaluation of a destination is particularly influenced by sensory stimuli when individuals have insufficient experience, knowledge or time to create a meaningful mental perception. A paucity of research exists about which multisensory dimensions affect tourists' evaluation of the destination experience under the aforementioned conditions. To this end, the study aims to uncover meaningful multisensory destination perceptions by analysing cruise tourists' blog entries on port of call visit experiences. The cruise context is deemed appropriate for the purposes of the study, because of the short amount of time available onshore, allowing only limited interaction with the destination. For this purpose, the study conducted a thematic content analysis of 248 travel blogs entries on Mediterranean cruise ports of call experiences using the text analytics software Leximancer. The results show a convergence between visual, gustatory, olfactory and haptic impressions, while auditory perceptions are scarce and refer mainly to the

presence/absence of noise. Interestingly, unlike previous multisensory studies reporting haptic perceptions as the least mentioned sensory dimension by tourists, the present research identified three haptic themes associated with cutaneous, hedonic-elicited and somatic touch. The research yields a four-fold contribution: (i) empirical evidence for the relevance of multisensory perceptions on tourists' evaluation of the destination experience is provided; (ii) unlike past research, which employs open-end questions or already designed scales to assess tourists' sensory impressions, the study content-analysed online narratives freely written by the tourists; (iii) while past multisensory studies have mainly focused on rural/nature tourism experiences, the present research broadens the scope to urban/coastal destinations, (iv) the findings add to the limited literature on cruise tourists' onshore experience. The study provides important implications for DMOs (destination marketing organizations).

Antecedents of the Intention to Vote for Directors of Public Educational Institutions

Lilian Gazzoli Zanoteli, Emerson Wagner Mainardes, Rogério Dias

This study aimed to verify whether the voters' perceptions (trust, expertise, attractiveness, image and perceived quality) from the academic community (teachers, students and administrative technicians) influence voting intention for a director of a public educational institution. For this purpose, we propose a theoretical model using adapted and validated consumer behavior studies to be jointly tested in non-traditional voter behavior. The research is quantitative, descriptive and cross-sectional with primary data collection via an electronic questionnaire, and the final sample consisted of 358 respondents. Subsequently, we carried out the results analysis by using the Structural Equations Modeling (SEM), with the Partial Least Squares (PLS) method, which indicated the validity of the model. In the results, there were

significant and positive influences among the constructs: expertise and trust; between trust and perceived quality; between the perceived quality and voting intention and also between the perceived image and attractiveness. We can conclude from this that, in a non-traditional political context, as is the case of the academic, there is a concern by the voters with the quality of their candidates representing them in a management position, such as that of a director. The results also indicate a valorization of this voter by candidates who present attributes linked to competence, trust and quality. And it minimizes, in turn, characteristics of candidates who are attached to their image or overestimated by the media.

What Are Foreign Students Satisfied With? School and Non-School-Related Foreign Student Satisfaction at a Hungarian University

Anita Kéri, Klára Kazár, Balázs Révész

Internationalization has been the subject of many studies in the field of higher education. Recent developments in internationalization have heightened the need for understanding foreign students' satisfaction and loyalty at their chosen higher education institution (HEI). Even though many studies were concerned with foreign student satisfaction, previous studies have failed to determine the importance of an institution- and faculty-specific study of foreign students' satisfaction and loyalty. In addition, no research has been found that particularly focuses on school-related and non-school-related aspects of foreign students' satisfaction and loyalty. Therefore, the objective of this study was to investigate an institution- and faculty-specific school-related and non-school-related satisfaction and loyalty of foreign students at a Hungarian university. The study was conducted in the form of a survey, with data being gathered via an online questionnaire.

Path analysis was used to analyse the data. The results of the study confirm that both school-related and non-school-related satisfaction have positive influence on students' loyalty. Teachers' competence and teachers' and the administrative colleagues' attitude positively influence the school-related satisfaction of foreign students. Interestingly, satisfaction with non-school-related aspects has a more significant effect on overall loyalty than satisfaction with school-related aspects. This paper aimed to contribute to the growing area of research by exploring foreign student satisfaction and loyalty. It has also raised important questions about the nature of foreign students' satisfaction and loyalty. We think that our findings would be useful for future initiatives exploring foreign student satisfaction and loyalty at other specific faculties and HEIs.

What Do You Know About Corporate Social Responsibility? A Comparative Approach among Postgraduate Students from Uruguay, Brazil and Portugal

Marisa R. Ferreira, Oscar Licandro, Arminda Paço

The incorporation of CSR (Corporate Social Responsibility) in companies depends on the way their managers understand this concept. Given that most of these managers are trained in postgraduate courses, the objective of this research is to realise how postgraduate students from Brazil, Portugal and Uruguay understand the CSR concept. An interview guide based on open questions, whose answers were analysed by qualitative and quantitative techniques, was applied to a convenience sample of students. The presence or absence of the main dimensions of the CSR concept proposed in the ISO 26000 Guide was identified in the responses. The results show that the analysed samples have a partial interpretation of the concept of CSR, in which an interpretive bias

predominates, meaning that they associate this concept with the commitment to society and the involvement in environmental issues, instead of having an integral perspective idea, and do not consider CSR as the responsible management of the externalities and the incorporation of stakeholders' expectations in decisions, as established in the ISO 26000 guide. It is concluded that management postgraduate students of these countries do not have an adequate and sufficient knowledge of CSR.

An Approach on Attachment in Public Marketing and Higher Education Management Contexts

Filipa Magalhães, Bruno Sousa

In the recent years, the educational market has become more dynamic and complex. There are many market forces that are trying to shape the educational environment. The competition between universities is increasing and it will continue to increase. In this context, public marketing is a fundamental tool in the promotion of places, one that must be present in the strategies of local government representatives, helping and promoting a sustainable economic and social development of the regions and universities. In this context, literature has given some attention to the issues of attachment theory between consumers and brands, The purpose of this research is to analyze, measure and perceive the impact of brand attachment on consumer behavior in the specific context of higher education in Portugal, based on the affective and emotional relationship between students (consumers) and the higher education institutions. The proposed conceptual model seeks to highlight

and analyze the possible relationships and associations between brand attachment, satisfaction, commitment, trust, expectations and loyalty. Questionnaires were administered to final public higher education students in Portugal. The sample obtained included 152 valid responses. The results obtained from the empirical data allowed us to conclude that the brand attachment has a preponderant role and impact in the relationship between the student and the institution of higher education. Respondent students who have a stronger emotional and emotional connection to the institutions where they are enrolled, ie, those who demonstrate a higher level of brand attachment, tend to be also those who are more satisfied, committed and confident with the institutions. This paper aims to further develop the understanding of the educational marketing for higher education institutions. Implications for future research are also presented.

Feelings Generated By Fear Appeals in Social Marketing: The Sentiment Analysis of Anorexia Campaigns in Social Media

Rita Ferreira Gomes, Beatriz Casais

The studies about feelings generated by fear appeals have proved ambiguous. Although most literature argues that fear appeals generate negative feelings, there is literature that reveals that fear appeals can also create positive feelings. The purpose of this paper is to understand the feelings generated by fear appeals, considering the inconsistent literature findings.

The research analyses the feelings produced in 40 campaigns anorexia interventions that resort to fear appeals in two social networks: Facebook and Youtube. The campaigns are non-governmental advertisements selected from the insertion of the following expressions in the search engine of each social network: "campaigns of anorexia intervention", "anorexia nervosa" and "campaigns on anorexia nervosa". For each social network two methodological

forms of analysis were developed. First, it was analysed the content of the comments made by users; second, a quantification of the emoji that express feelings from the users in the same campaigns was developed.

The results indicate that the feelings generated by negative appeals of anorexia campaigns in social media are both positive and negative, with a greater incidence of feelings of fear, sadness and empathy. The results corroborate the ambiguity that exists in the literature. Positive feelings are most prominent in the quantification of emoji and reveal support, compassion and admiration both for campaign messages and for people suffering from anorexia. Negative feelings, such as fear and sadness, arise especially as awareness and concern.

Hand Washing Campaigns: The Importance of Social Marketing in Health Sector

M. Mercedes Galan-Ladero, M. Angeles Galan-Ladero

Social marketing nowadays has an unquestionable importance. It has become a key tool for all types of organizations and it has been applied in many fields. In this work in progress, we focus on social marketing in the health sector, where its usefulness has been widely demonstrated.

Several million patients around the world experience healthcare-associated infections every year. Thus, the aim of this study is to analyse how social marketing can be applied to reduce the risk of infectious diseases transmission in hospitals. Specifically, we analyse several hand washing campaigns developed by different regional governments in Spain, in the last years, based on the World Health Organization (WHO)'s guidelines.

Our specific research objectives are to know the main characteristics of these campaigns, their similarities and differences, their targets, their approaches and strategies, and, specially, their main results (if they have been actually effective in reducing infectious disease transmission in hospitals).

Rhetorical Strategies in Complained-About Offensive Ads: Pathos in Non-Profit Advertising

Kristina Auxtova

Shocking and offensive advertising tactics are increasingly adopted by public and non-profit organizations across the world in order to break through the advertising clutter by attracting attention through breaking social norms. While these tactics have been shown to be more tolerated when used for a good cause or social issue, the ethicality of their use remains debated. The effectiveness of such appeals has been widely studied; however, little is known about how the emotion of offence is created or what persuasive strategies are deployed within the ads themselves. This study presents a rhetorical analysis of offensive advertisements by specifically exploring the classical Aristotelian rhetorical appeals and the rhetorical figures applied. It draws on a rich archive of advertisements from the not-for-profit sector that generated complaints to the Advertising Standards Authority UK on the basis of offence during a period of six years (2009

– 2015). This paper illustrates the rhetorical analysis approach on one specific ad – 'Barrier' by Children's Hearings Scotland. While appeal to logos is little used in the complained-about ads, pathos and ethos are found to be of particular value in understanding the persuasive power of such offensive ads. Multiple appeals to emotion – pathos – are often observed through different characters present in the ad highlighting the complexity of emotional appeals. Ethos is found to be implicitly present in the ads as all non-profit organizations demonstrate their moral character by working towards social betterment. By analysing rhetorical strategies in complained-about offensive ads, this study contributes to our understanding of actual offence in advertising and introduces an innovative method that encompasses both visual and verbal rhetorical strategies.

Using Tfeq for Clustering Young Azerbaijani Females Based on Eating Styles

Veronika Keller, Adrienn Dernóczy-Polyák, Ruyiya Alasgarova

Analysing the customer behaviour of generations is an up-to-date topic of marketing researchers. Investigating youths, especially members of Generation Y is a challenge for theoretical and practical researchers, too, since they represent an essential consumer group worldwide. An epidemic of 21st century is overweight and obesity which is a consequence of inappropriate eating habits and sedentary lifestyle. Relying on statistical data overweight and obesity is a serious problem for young people, since the ratio of obese young people (below 35) is constantly increasing in the developed regions of the world. In an empirical research 419 adult females between 24 and 38 were questioned. The aim of the research was to segment Azerbaijani females belonging to Generation Y based on their eating behaviour. In order to measure eating behaviour the shorter version of Three Factor Eating Questionnaire (TFEQ-R 18) including 18 items was used. Relying on the results three main consumer groups can be distinguished, namely functional eaters (36.3%), conscious eaters (27.2%)

and emotional and hedonic eaters (36.5%). Functional eaters have average level of income and bachelor degree. They are typically single. They do moderate physical activity and have normal weight based on their BMI. Conscious eaters have high level of income (over the average) and bachelor or master degree. The ratio of married and single women is almost the same among them. They do regularly sport, mainly once a week, or at least three times a week. They can be characterized by underweight or normal body weight. Emotional and hedonic eaters have low income level and associate or bachelor degree. They are single. They follow sedentary lifestyle; none of them do high level of physical activity and they have problems with their weight (overweight or obesity). Segmenting customers based on their eating styles are really useful for health sector, especially doctors; dietetics and psychologists since they can plan their assortment based on customers needs or plan a personal diet.

Brand and Cause Positioning Based on Responses to Cause-Related Marketing. A Cross-Cultural Study Spain, England and Ecuador

Elísabet Mora, Natalia Vila, Inés Küster, Cecilia Ugalde

This research analyses cross-cultural differences in positioning perception and response to cause-related marketing. To achieve this goal, it compares Hispanic, Anglo-Saxon and Latin American cultural contexts in terms of brand and cause creative positioning based on a video-viral cause marketing stimulus as well as attitudinal, emotional and viral audiences' response. The methodology consists of a correspondence analysis of attitudinal, emotional and viralizing intention assessments expressed by 360 consumers (120 Spanish, 120 British and 120 Ecuadorians). The different global weight provided by each sub-sample to each positioning item allows us to locate

graphically in a perceptual positioning map consumer responses and countries and their grouping through a cluster analysis. Spain stands out for a mix of attitudinal and viral based positioning (cause attitude and sharing intention); while in the UK, creative perception and attitudinal response prevails (brand attitude, ad attitude and creativity); and in Ecuador, the emotional and viral response is highlighted (brand eWOM, cause eWOM and emotion).

Small Charities and Pro Bono Marketing Assistance: A Relationship Analysis

Roger Bennett, Rita Kottasz

The characteristics of relationships between large charities and their advertising agencies or marketing consultancies have been extensively researched. A gap in knowledge exists however concerning the manners whereby very small (micro) charities that cannot afford to purchase agency or consultancy services instead secure and interact with outsiders who are willing to provide pro bono assistance with an organisation's marketing. This is an unfortunate lacuna in the nonprofit marketing literature considering that the great majority of fundraising charities are very small. The individuals who provide pro bono assistance might be charity trustees with marketing backgrounds, friends and relatives, vendors, major donors, or personnel from advertising agencies or marketing consultancies. This paper presents the results of a qualitative study of the features of the relationships between the heads of a sample of 65 micro fundraising

charities (typically comprising a single manager plus one or two full or part time employees or volunteers) and the unpaid external people or organisations that helped them with their marketing. The 65 charity heads and also 44 of the individuals who furnished unpaid external support were interviewed within a most-similar case framework using a narrative story-telling method whereby the participants were asked to suggest 'chapter headings' for an imaginary book describing their relationship with the other party. Stories arising from the interviews focused on issues relating to resource provision, outsiders' motivations, and charity heads' marketing and organisational competence. The interviewees were questioned directly about objective setting, appraisal of outcomes, the exercise of due diligence, and other relevant elements of relationships. Three main relationship categories became evident: symbiotic, dependent, and outsider-dominant.

Businesses Motivation to Engage With Charities; the Case of Businesses in Dorset

Emily Watts, Kaouther Kooli

The charity sector is becoming increasingly competitive with a huge number of charities competing within the United Kingdom. Due to increased demand and costs, as well as government funding reductions they are struggling to survive. Therefore, charities need to find new ways of raising funds. An opportunity that presents itself to the charity sector is business engagement. Although there is a wealth of research on corporate social responsibility, there is little literature that addresses businesses motivations to engage with charities.

This study identifies determinants of businesses motivations to engage with charities focusing on businesses in Dorset. This was achieved by exploring relevant literature before carrying out qualitative research in the form of interviews, using a purposive sample of eleven businesses.

The data collected was analysed using a thematic analysis with coding.

It was concluded that the hard internal determinants of businesses motivations to engage with charities are; business strategy, reputation and image, profitability, alignment, innovation, business size, hierarchical positions and exposure and awareness. The internal soft motivating factors were found to be; personal agendas, societal norms, altruism, personal connection, employee morale and engagement, recruitment and customer relationships. The external motivating factors were; business cycles, charity relationships and charity innovation.

Recommendations, to charities, on how to successfully engage businesses and secure funding have also been provided based on the findings.

Non-profit Brand Sponsorship, Reputation and Brand Equity: The Role of Participation Type

María-José Miquel-Romero, Amparo Cervera-Taulet, Waleska Schlesinger

This paper analyses the benefits of sponsorship of a nonprofit brand on its reputation and on each of the four dimensions of brand equity (sponsor perceived image, trust, perceived quality and brand personality); also analysed herein is whether the type of participation in the event moderates those benefits. Heterogeneity of the event target population may condition the strategies developed by sponsors to adapt to those differences. The theoretical model was tested in an international marathon sponsored, among others, by an institutional brand of the province government of the area where the event takes place. A sample was obtained of 507 local participants in the marathon, including runners and spectators. Using structural equation modelling, the data suggest that the higher the individual's level of involvement with the event the better the nonprofit sponsor perceived reputation; the sponsor reputation, in turn, positively influences sponsor perceived image, trust, quality and personality. Moreover, it is highlighted that the perceived sponsor reputation fully mediates the relationship

between involvement with the event and the sponsor perceived quality and personality, and partially mediates the relationship between the event involvement and the sponsor perceived image and trust. Finally, results suggest that the type of participant, runner versus spectator, does not moderate the positive relationship between the involvement with the event and the sponsor perceived reputation. The findings suggest a series of implications for brand managers in the public administration domain regarding the design of effective communication strategies aiming at building up a strong brand among one of the most relevant stakeholder groups: the residents in the territory that the institutional brand represents. The research findings yield a two-fold contribution. The paper provides deeper knowledge in the understanding of brand equity improvement in the case of an institutional brand, and the role that its reputation can play. Moreover, it addresses how provincial institutional brands can take advantage of sponsorship held in their geographical areas.

What do Health Care Providers Do in Order to Ensure Service Efficiency? The Mechanisms of Bilateral Risk Perception Mitigation in Healthcare

Erzsébet Hetesi, Andrea Béla-Csovcsics

In this paper the specialties of healthcare services are presented through the “glasses” of service providers. After a short review of health service marketing we will present the results of our qualitative research. The purpose of the in-depth survey was to explore the various levels of healthcare professionals (doctors, physiotherapists, nurses) and their thoughts about the possibility of raising quality for this special service and whether a general model of patient satisfaction can be created.

On one hand, responses indicate uncertainty in assessing which are the definable dimensions of

quality of health care services and also to point out that quality strategies may vary widely in different areas, and even processes that can be standardized may require specific procedures each time. Interviews also revealed that management of demand fluctuations, medical-patient communication and involvement in the decision-making process were highly differentiated. Our research confirms that the applicability of service marketing is situation-specific, and it is also difficult to generalize the mechanisms of bilateral risk mitigation for a single sector.

The Role of Communication In Consumer Behaviour In Social and Non-profit Marketing: The Case Of Psp In Portugal

Daniela Soares, Bruno Sousa

Social marketing is based on the adaptation of the contemporary commercial marketing theory and practice as a means of guiding and aiding social change campaigns. Simultaneously, during the last decades, many of society's concerns were focused on the quality of our physical environment and the threats to the integrity and health of that environment. In this context, the present study aims at establishing a relationship between communication strategies and consumer behavior in social and nonprofit specific contexts of marketing (e.g. Public Security Police (PSP) in Portugal). Based on a qualitative approach, it also aims at analyzing the good digital marketing and communication practices in social networks. Two in-depth interviews (police subcommittee and marketing coordinator) and a focus group (11 residents / participants) were conducted. Currently, the communication made by PSP is focused on social networks, although communication on the ground takes place in various ways and takes on some dimension. The actions of raising awareness among the schools about the themes

of “Safer Internet”, “Bullying”, “Psychoactive Substances” and “Preventing Dating Violence” among the young are examples of interpersonal communication established with the population and materializing along with social networking policing. The results suggest that digital social media communication has an important (positive) impact on people's awareness and on the change of some characteristics (e.g. combating abandonment of animals). Focus group results show that this strategies are successful in specific contexts of social and non-profit marketing (i.e. Public Security Police). The findings provide solutions for marketing managers to improve their decision-making logic and increase the change of (consumer) behavior in sensitive problems of modern society (e.g. prevention in driving, combating domestic violence, combating abandonment of animals). In an interdisciplinary perspective, this research includes inputs from (social and nonprofit) marketing and public management.

Neuromarketing and the Child Consumer: Lights and Shades

Montserrat Díaz Méndez, María Jesús Paz Barriga, María José Quero Gervilla

This paper looks into the discipline of neuromarketing and examines through a theoretical research ethical considerations on the use of neuromarketing techniques and results on children as consumers. It aims at reframing the extant ethical debate on this discipline focused on children since in the last years, children's involvement in consumer culture has expanded markedly. Neuromarketing is a discipline that can be considered from the perspective of marketing management as a very effective tool to meet the needs of both companies and consumers. However, despite its recent emergence, it is immersed in an ethical debate due to the techniques it uses and the application of its results into marketing strategies especially by means of advertising.

We focus on the effects of neuromarketing on children as customers and discuss its influence on their eating and lifestyle habits. Through a critical literature review we aim to contribute to the extant ethical debate highlighting lights and shades of this relatively new marketing discipline and question companies responsibility to protect childhood. The need to develop an international legal framework to rule the use of this discipline's techniques is highlighted.

Network Analysis in the Sport Industry

Zoltan Veres, David Mate Hargitai

The main role of sport has been affected by major changes in the last decades. From the aspect of individuals, sport in one of the ways to self-realization, spending free time and one of the fundamentals of health-conscious life style. Hungarian sport is unable to fulfil the expectations of the 21st century globalized sport for many complex reasons which includes social, economic and professional components and this mostly affects the local sport associations. In order to preserve the values of sport and to serve its development all concerned parties have to cooperate. The main scope of the paper is to review the effect mechanism of the Hungarian athletic sport where the organizations belong overwhelmingly to the non-profit sector, and to discover the stakeholder groups in their marketing environment and the effects which define the operation of this sport. The evaluation of stakeholder groups is done by studying the preference connected to them. As a result we can examine the differences and similarities of the groups and also discover the factors defining their behaviour. The empirical

research based on the sport individual functions represents athletics as a sport and service through different dimensions. The research was based on questionnaire survey using a great sample (N=314) including the formerly explored stakeholder groups. The purpose of the study was to verify the extent to which the functions of the sport service defined in the theory were met in athletics. Applying factor analysis it was revealed that athletics can not be divided into four functions (socialization, health, role model, business) as assumed by the literature. This suggests that there are some sport features which could be seen in the previously factor structure. It was determined that two more areas have to be taken into account, one of which was the value derived from sport and the other one was the importance of stakeholders. In the other side the results show that no separate clusters can be identified on the basis of stakeholder groups, and there are overlaps between them.

A Pilot Study about the Internal Social Responsibility of Local Governments

M. Isabel Sánchez-Hernandez, Živilė Stankevičiūtė

The global goal of sustainability needs the social responsible orientation of public institutions, but not only externally. How local governments consider social responsibility internally in relation with civil servants and municipal employees, is the main question of this study. Structural equation modelling (SEM) results indicated that responsible job positions design and better communication and team building have positive and significant effects on the personal identification of employees to

the city-hall. All the issues addressed in our analysis were consistent with the prescriptions found in literature review linking internal social responsibility with human resources management. Policy implications and future directions are discussed.

The Use Of Mentoring To Effect Cultural Change: Irish Farm Deaths And Injuries

Kieran O'Connell and Maurice Murphy

Agriculture is the most dangerous occupation in Ireland. For every fatality in the sector, more than 125 farm workers are injured, many of them so seriously that the viability of the farm is undermined. These terrible and largely hidden figures have remained constant for the past decade, despite legal requirements, awareness-raising events and inspections by the Health and Safety Authority (HSA). The agricultural sector accounts for just 6% of the working population of Ireland, yet it consistently has the highest proportion of fatal incidents of any sector. This was again evident in 2017 where 51% (24 of the 47) of all fatal workplace incidents in Ireland were in the agricultural

sector. Of those 24 deaths, 14 were of men aged over 65. A further 2,500 people were injured, many of them seriously. Interviews were conducted with farmers and farm safety advisory bodies. The findings from this research show that a systems social marketing approach should be adopted to eliminate farm deaths and injuries and that interventions should be co-created with the farming community. A grass-roots mentoring system needs to be established to advise farmers on best practice. The issue of farm safety needs to be addressed at a macro marketing level and needs to involve a broadening of the traditional 4Ps to include People, Policy and Partnership.

Ecological Labelling: A Comparative Study between Brazil and Portugal

Arminda Paço, Sabrina Rodrigues

The scarcity of natural resources in conjunction with the overall deterioration in the environmental quality both represent realities to contemporary societies. In order to deal with this situation, new patterns of behaviour have begun emerging as regards ecological issues, whether adopted by industry or by consumers. Consumers increasingly search out environmentally friendly products and there are organisations and companies actively engaged in attempting to preserve the planet. One means of raising awareness around environmental protection comes with ecological labelling that seeks to certify and identify environmental friendly products through displaying seals and certificates on the packaging. Within this context, the label becomes an important tool for communication with the consumer. This research seeks to

analyse various types of ecological labels on foodstuffs and hygiene products and therefore understand the ways in which consumers approach this theme from the point of view of the advantages, knowledge and information, the effectiveness of green communication strategies and the factors influencing their purchasing decisions. Accordingly, we carried out a qualitative research study incorporating the content analysis of a consumer focus group. The results point to the continuing lack of awareness about environmental labelling due in part to environmentally friendly, green communication strategies getting implemented incorrectly; furthermore, this reports a significant level of scepticism in relation to the credibility of products certified with ecological labels.

Searching for Responsible Gambling Ecosystem

Elvira Bolat, Emily Arden-Close, Raian Ali

The global gambling sector is booming and provides even more immersive products vis-à-vis technological solutions. However, just like any industry, gambling providers are eager to embed corporate social responsibility principles of transparency (i.e. informed choice) and prevention of harm (i.e. control and duty of care). According to Hing et al. (2016) a responsible gambling concept involves responsible provision of gambling and responsible consumption. We conducted few interviews with gambling industry employees and responsible

gambling NGOs. Our findings demonstrate that today the responsible gambling requires an adoption of ecosystem approach with transparency underpinning the system's functioning. In this study we are proposing a new architecture for responsible gambling information systems, underpinned by notion of open business models (Chesbrough, 2006) and new value co-creation framework proposed by Ramaswamy and Ozcan (2018). At the heart of the responsible gambling open business model sits the responsible data sharing process.

Is There A “Before and After the Mission?” – A Bibliometric and Qualitative Approach to Voluntourism

José Abreu, Marisa R. Ferreira

Generally defined as an activity in which people decide to volunteer in development or conservation projects, voluntourism is one of the most fast growing alternative tourism markets, arousing interest from several different people and creating an increasing number of volunteers. These development is being used by many organizations has a way of using volunteers expertise's as important benefits.

Our paper analyses and describes the concept of voluntourism, as well as the motivations that drive the volunteers, and the impacts or benefits of their projects experience in the host community and in themselves. We did a

literature review, firstly using a bibliometric analysis, to deeply understand and categorize the generic concept. Secondly, we did ten exploratory online questionnaire to volunteers with experiences in international volunteering programs.

The results show that this topic have become a trend in recent years and that understanding the motivations of volunteers as well as the benefits and impacts of the projects are essential to the development of voluntourism.

What Happens When Customers Lie? The Case of Holiday Sickness Scam

Mercedes Galán-Ladero, Clementina Galera-Casquiet

Customer satisfaction and service recovery after a failure (generally providing any kind of compensation to the customer) have been studied in different industries. In the tourism sector, where the best practices in service recovery management can be found, specifically in hotels, this compensation is usually given either in the form of monetary compensation or as an additional service (Singh & Crisafulli, 2017).

Nevertheless, what happens when customers lie? What happens when customers register false complaints with the only aim of obtaining free holidays? And what happens when there are law firms specialized in this type of claims, and they “push” customers to unfair practices?

This paper examines this situation and focuses on the special case of the false claims against

Spanish hotels by British tourists, which have been in the news in the international press since 2016, making necessary for the Governments implied, and even for the EU, to take part in order to solve the problem.

With this case, we intend to stimulate a discussion on important managerial issues within tourist organizations, including service “failures”, false customer complaints, and service recovery (providing monetary compensation). And also promote critical thinking on the effectiveness of existing business practices in the sector, and how immoral practices can corrupt the consumer protection system and harm the entire industry and its stakeholders.

Virtual Reality in Tourism: A Qualitative Approach

Victor Martínez-Molés, Carmen Pérez-Cabañero, Amparo Cervera-Taulet

A concrete technology innovation is breaking out in marketing lately, from how organizations may show their products to how consumers can interact with products. We refer to Virtual Reality. It is a new kind of visualization, in which a computer display simulates a three-dimensional, interactive visual environment. A real or imagined environment is visually simulated, sometimes is accompanied with sound, motion, and other effects, and explored interactively. Such peculiarities are breaking through the barriers of traditional mediums, since consumers now are active virtual participants, actually choosing what they want to experience so that they can better assess the product or service. The theory suggests that it leads to more significant affective, cognitive and conative responses than those stimulated by conventional advertising, fundamentally due to the sensation of telepresence. Besides, virtual reality could develop sustainability, in tourism

may function to preserve heritage by providing an alternative form of access to threatened sites or increasing accessibility for disabled individuals

Given the shortage of empirical studies in the subject, the aim of this study is to analyze how virtual reality may affect consumer decision-making, especially in the context of tourism. A qualitative research method is adopted to collect data from chief representatives of travel agencies. The results of in-depth interviews reveal that with virtual reality consumers may obtain information more accurately and experience feelings of enjoyment and joy. They also point that among tourism products, cruises are one of best products where virtual reality is more suitable. Although the use of virtual reality in the industry is becoming extended, more scientific research is required to get insight into the potential implications. Potential managerial implications for DMOs are provided.

Exploring Cruise Port of Call Sensescape As Represented In Online Travel Blogs: Implications for Mediterranean DMOs

Daniela Buzova, Silvia Sanz-Blas, Amparo Cervera-Taulet

Extant research suggests that tourists' evaluation of a destination is particularly influenced by sensory stimuli when individuals have insufficient experience, knowledge or time to create a meaningful mental perception. A paucity of research exists about which multisensory dimensions affect tourists' evaluation of the destination experience under the aforementioned conditions. To this end, the study aims to uncover meaningful multisensory destination perceptions by analysing cruise tourists' blog entries on port of call visit experiences. The cruise context is deemed appropriate for the purposes of the study, because of the short amount of time available onshore, allowing only limited interaction with the destination. For this purpose, the study conducted a thematic content analysis of 248 travel blogs entries on Mediterranean cruise ports of call experiences using the text analytics software Leximancer. The results show a convergence between visual, gustatory, olfactory and haptic impressions, while auditory

perceptions are scarce and refer mainly to the presence/absence of noise. Interestingly, unlike previous multisensory studies reporting haptic perceptions as the least mentioned sensory dimension by tourists, the present research identified three haptic themes associated with cutaneous, hedonic-elicited and somatic touch. The research yields a four-fold contribution: empirical evidence for the relevance of multisensory perceptions on tourists' evaluation of the destination experience is provided; unlike past research, which employs open-end questions or already designed scales to assess tourists' sensory impressions, the study content-analysed online narratives freely written by the tourists; while past multisensory studies have mainly focused on rural/nature tourism experiences, the present research broadens the scope to urban/coastal destinations, the findings add to the limited literature on cruise tourists' onshore experience. The study provides important implications for destination marketing organizations.

Antecedents of the Intention to Vote for Directors of Public Educational Institutions

Lilian Gazzoli Zanoteli, Emerson Wagner Mainardes, Rogério Dias

This study aimed to verify whether the voters' perceptions (trust, expertise, attractiveness, image and perceived quality) from the academic community (teachers, students and administrative technicians) influence voting intention for a director of a public educational institution. For this purpose, we propose a theoretical model using adapted and validated consumer behavior studies to be jointly tested in non-traditional voter behavior. The research is quantitative, descriptive and cross-sectional with primary data collection via an electronic questionnaire, and the final sample consisted of 358 respondents. Subsequently, we carried out the results analysis by using the Structural Equations Modeling (SEM), with the Partial Least Squares (PLS) method, which indicated the validity of the model. In the results, there were

significant and positive influences among the constructs: expertise and trust; between trust and perceived quality; between the perceived quality and voting intention and also between the perceived image and attractiveness. We can conclude from this that, in a non-traditional political context, as is the case of the academic, there is a concern by the voters with the quality of their candidates representing them in a management position, such as that of a director. The results also indicate a valorization of this voter by candidates who present attributes linked to competence, trust and quality. And it minimizes, in turn, characteristics of candidates who are attached to their image or overestimated by the media.

What Are Foreign Students Satisfied With? School and Non-School-Related Foreign Student Satisfaction at a Hungarian University

Anita Kéri, Klára Kazár, Balázs Révész

Internationalization has been the subject of many studies in the field of higher education. Recent developments in internationalization have heightened the need for understanding foreign students' satisfaction and loyalty at their chosen higher education institution (HEI). Even though many studies were concerned with foreign student satisfaction, previous studies have failed to determine the importance of an institution- and faculty-specific study of foreign students' satisfaction and loyalty. In addition, no research has been found that particularly focuses on school-related and non-school-related aspects of foreign students' satisfaction and loyalty. Therefore, the objective of this study was to investigate an institution- and faculty-specific school-related and non-school-related satisfaction and loyalty of foreign students at a Hungarian university. The study was conducted in the form of a survey, with data being gathered via an online questionnaire.

Path analysis was used to analyse the data. The results of the study confirm that both school-related and non-school-related satisfaction have positive influence on students' loyalty. Teachers' competence and teachers' and the administrative colleagues' attitude positively influence the school-related satisfaction of foreign students. Interestingly, satisfaction with non-school-related aspects has a more significant effect on overall loyalty than satisfaction with school-related aspects. This paper aimed to contribute to the growing area of research by exploring foreign student satisfaction and loyalty. It has also raised important questions about the nature of foreign students' satisfaction and loyalty. We think that our findings would be useful for future initiatives exploring foreign student satisfaction and loyalty at other specific faculties and HEIs.

What Do You Know About Corporate Social Responsibility? A Comparative Approach among Postgraduate Students from Uruguay, Brazil and Portugal

Marisa R. Ferreira, Oscar Licandro, Arminda Paço

The incorporation of CSR (Corporate Social Responsibility) in companies depends on the way their managers understand this concept. Given that most of these managers are trained in postgraduate courses, the objective of this research is to realise how postgraduate students from Brazil, Portugal and Uruguay understand the CSR concept. An interview guide based on open questions, whose answers were analysed by qualitative and quantitative techniques, was applied to a convenience sample of students. The presence or absence of the main dimensions of the CSR concept proposed in the ISO 26000 Guide was identified in the responses. The results show that the analysed samples have a partial interpretation of the concept of CSR, in which an interpretive bias

predominates, meaning that they associate this concept with the commitment to society and the involvement in environmental issues, instead of having an integral perspective idea, and do not consider CSR as the responsible management of the externalities and the incorporation of stakeholders' expectations in decisions, as established in the ISO 26000 guide. It is concluded that management postgraduate students of these countries do not have an adequate and sufficient knowledge of CSR.

An Approach on Attachment in Public Marketing and Higher Education Management Contexts

Filipa Magalhães, Bruno Sousa

In the recent years, the educational market has become more dynamic and complex. There are many market forces that are trying to shape the educational environment. The competition between universities is increasing and it will continue to increase. In this context, public marketing is a fundamental tool in the promotion of places, one that must be present in the strategies of local government representatives, helping and promoting a sustainable economic and social development of the regions and universities. In this context, literature has given some attention to the issues of attachment theory between consumers and brands, The purpose of this research is to analyze, measure and perceive the impact of brand attachment on consumer behavior in the specific context of higher education in Portugal, based on the affective and emotional relationship between students (consumers) and the higher education institutions. The proposed conceptual model seeks to highlight

and analyze the possible relationships and associations between brand attachment, satisfaction, commitment, trust, expectations and loyalty. Questionnaires were administered to final public higher education students in Portugal. The sample obtained included 152 valid responses. The results obtained from the empirical data allowed us to conclude that the brand attachment has a preponderant role and impact in the relationship between the student and the institution of higher education. Respondent students who have a stronger emotional and emotional connection to the institutions where they are enrolled, ie, those who demonstrate a higher level of brand attachment, tend to be also those who are more satisfied, committed and confident with the institutions. This paper aims to further develop the understanding of the educational marketing for higher education institutions. Implications for future research are also presented.

Feelings Generated By Fear Appeals in Social Marketing: The Sentiment Analysis of Anorexia Campaigns in Social Media

Rita Ferreira Gomes, Beatriz Casais

The studies about feelings generated by fear appeals have proved ambiguous. Although most literature argues that fear appeals generate negative feelings, there is literature that reveals that fear appeals can also create positive feelings. The purpose of this paper is to understand the feelings generated by fear appeals, considering the inconsistent literature findings.

The research analyses the feelings produced in 40 campaigns anorexia interventions that resort to fear appeals in two social networks: Facebook and Youtube. The campaigns are non-governmental advertisements selected from the insertion of the following expressions in the search engine of each social network: "campaigns of anorexia intervention", "anorexia nervosa" and "campaigns on anorexia nervosa". For each social network two methodological

forms of analysis were developed. First, it was analysed the content of the comments made by users; second, a quantification of the emoji that express feelings from the users in the same campaigns was developed.

The results indicate that the feelings generated by negative appeals of anorexia campaigns in social media are both positive and negative, with a greater incidence of feelings of fear, sadness and empathy. The results corroborate the ambiguity that exists in the literature. Positive feelings are most prominent in the quantification of emoji and reveal support, compassion and admiration both for campaign messages and for people suffering from anorexia. Negative feelings, such as fear and sadness, arise especially as awareness and concern.

Hand Washing Campaigns: The Importance of Social Marketing in Health Sector

M. Mercedes Galan-Ladero, M. Angeles Galan-Ladero

Social marketing nowadays has an unquestionable importance. It has become a key tool for all types of organizations and it has been applied in many fields. In this work in progress, we focus on social marketing in the health sector, where its usefulness has been widely demonstrated.

Several million patients around the world experience healthcare-associated infections every year. Thus, the aim of this study is to analyse how social marketing can be applied to reduce the risk of infectious diseases transmission in hospitals. Specifically, we analyse several hand washing campaigns

developed by different regional governments in Spain, in the last years, based on the World Health Organization (WHO)'s guidelines.

Our specific research objectives are to know the main characteristics of these campaigns, their similarities and differences, their targets, their approaches and strategies, and, specially, their main results (if they have been actually effective in reducing infectious disease transmission in hospitals).

Rhetorical Strategies in Complained-About Offensive Ads: Pathos in Non-Profit Advertising

Kristina Auxtova

Shocking and offensive advertising tactics are increasingly adopted by public and non-profit organizations across the world in order to break through the advertising clutter by attracting attention through breaking social norms. While these tactics have been shown to be more tolerated when used for a good cause or social issue, the ethicality of their use remains debated. The effectiveness of such appeals has been widely studied; however, little is known about how the emotion of offence is created or what persuasive strategies are deployed within the ads themselves. This study presents a rhetorical analysis of offensive advertisements by specifically exploring the classical Aristotelian rhetorical appeals and the rhetorical figures applied. It draws on a rich archive of advertisements from the not-for-profit sector that generated complaints to the Advertising Standards Authority UK on the basis of offence during a period of six years (2009 – 2015). This paper illustrates the rhetorical

analysis approach on one specific ad – 'Barrier' by Children's Hearings Scotland. While appeal to logos is little used in the complained-about ads, pathos and ethos are found to be of particular value in understanding the persuasive power of such offensive ads. Multiple appeals to emotion – pathos – are often observed through different characters present in the ad highlighting the complexity of emotional appeals. Ethos is found to be implicitly present in the ads as all non-profit organizations demonstrate their moral character by working towards social betterment. By analysing rhetorical strategies in complained-about offensive ads, this study contributes to our understanding of actual offence in advertising and introduces an innovative method that encompasses both visual and verbal rhetorical strategies.

Using TFEQ for Clustering Young Azerbaijani Females Based on Eating Styles

Veronika Keller, Adrienn Dernóczy-Polyák, Ruziya Alasgarova

Analysing the customer behaviour of generations is an up-to-date topic of marketing researchers. Investigating youths, especially members of Generation Y is a challenge for theoretical and practical researchers, too, since they represent an essential consumer group worldwide. An epidemic of 21st century is overweight and obesity which is a consequence of inappropriate eating habits and sedentary lifestyle. Relying on statistical data overweight and obesity is a serious problem for young people, since the ratio of obese young people (below 35) is constantly increasing in the developed regions of the world. In an empirical research 419 adult females between 24 and 38 were questioned. The aim of the research was to segment Azerbaijani females belonging to Generation Y based on their eating behaviour. In order to measure eating behaviour the shorter version of Three Factor Eating Questionnaire (TFEQ-R 18) including 18 items was used. Relying on the results three main consumer groups can be distinguished, namely functional eaters (36.3%), conscious eaters (27.2%) and emotional and hedonic eaters (36.5%). Functional eaters have average level of income and bachelor degree. They are typically single. They do moderate physical activity and have

normal weight based on their BMI. Conscious eaters have high level of income (over the average) and bachelor or master degree. The ratio of married and single women is almost the same among them. They do regularly sport, mainly once a week, or at least three times a week. They can be characterized by underweight or normal body weight. Emotional and hedonic eaters have low income level and associate or bachelor degree. They are single. They follow sedentary lifestyle; none of them do high level of physical activity and they have problems with their weight (overweight or obesity). Segmenting customers based on their eating styles are really useful for health sector, especially doctors; dietetics and psychologists since they can plan their assortment based on customers needs or plan a personal diet.

Small Charities and Pro Bono Marketing Assistance: A Relationship Analysis

Roger Bennett, Rita Kottasz

The characteristics of relationships between large charities and their advertising agencies or marketing consultancies have been extensively researched. A gap in knowledge exists however concerning the manners whereby very small (micro) charities that cannot afford to purchase agency or consultancy services instead secure and interact with outsiders who are willing to provide pro bono assistance with an organisation's marketing. This is an unfortunate lacuna in the nonprofit marketing literature considering that the great majority of fundraising charities are very small. The individuals who provide pro bono assistance might be charity trustees with marketing backgrounds, friends and relatives, vendors, major donors, or personnel from advertising agencies or marketing consultancies. This paper presents the results of a qualitative study of the features of the relationships between the heads of a sample of 65 micro fundraising charities (typically comprising a single manager plus one or two full or part time employees or volunteers) and the unpaid external people or organisations that helped them with their marketing. The 65 charity heads and also 44 of the individuals who furnished unpaid

external support were interviewed within a most-similar case framework using a narrative story-telling method whereby the participants were asked to suggest 'chapter headings' for an imaginary book describing their relationship with the other party. Stories arising from the interviews focused on issues relating to resource provision, outsiders' motivations, and charity heads' marketing and organisational competence. The interviewees were questioned directly about objective setting, appraisal of outcomes, the exercise of due diligence, and other relevant elements of relationships. Three main relationship categories became evident: symbiotic, dependent, and outsider-dominant.

Non-profit Brand Sponsorship, Reputation and Brand Equity: The Role of Participation Type

María-José Miquel-Romero, Amparo Cervera-Taulet, Waleska Schlesinger

This paper analyses the benefits of sponsorship of a nonprofit brand on its reputation and on each of the four dimensions of brand equity (sponsor perceived image, trust, perceived quality and brand personality); also analysed herein is whether the type of participation in the event moderates those benefits. Heterogeneity of the event target population may condition the strategies developed by sponsors to adapt to those differences. The theoretical model was tested in an international marathon sponsored, among others, by an institutional brand of the province government of the area where the event takes place. A sample was obtained of 507 local participants in the marathon, including runners and spectators. Using structural equation modelling, the data suggest that the higher the individual's level of involvement with the event the better the nonprofit sponsor perceived reputation; the sponsor reputation, in turn, positively influences sponsor perceived image, trust, quality and personality. Moreover, it is highlighted that the perceived sponsor reputation fully mediates the relationship between involvement with the event and the sponsor perceived quality and personality, and

partially mediates the relationship between the event involvement and the sponsor perceived image and trust. Finally, results suggest that the type of participant, runner versus spectator, does not moderate the positive relationship between the involvement with the event and the sponsor perceived reputation. The findings suggest a series of implications for brand managers in the public administration domain regarding the design of effective communication strategies aiming at building up a strong brand among one of the most relevant stakeholder groups: the residents in the territory that the institutional brand represents. The research findings yield a two-fold contribution. The paper provides deeper knowledge in the understanding of brand equity improvement in the case of an institutional brand, and the role that its reputation can play. Moreover, it addresses how provincial institutional brands can take advantage of sponsorship held in their geographical areas.

The Role of Communication In Consumer Behaviour In Social and Non-profit Marketing: The Case Of Psp In Portugal

Daniela Soares, Bruno Sousa

Social marketing is based on the adaptation of the contemporary commercial marketing theory and practice as a means of guiding and aiding social change campaigns. Simultaneously, during the last decades, many of society's concerns were focused on the quality of our physical environment and the threats to the integrity and health of that environment. In this context, the present study aims at establishing a relationship between communication strategies and consumer behavior in social and nonprofit specific contexts of marketing (e.g. Public Security Police (PSP) in Portugal). Based on a qualitative approach, it also aims at analyzing the good digital marketing and communication practices in social networks. Two in-depth interviews (police subcommittee and marketing coordinator) and a focus group (11 residents / participants) were conducted. Currently, the communication made by PSP is focused on social networks, although communication on the ground takes place in various ways and takes on some dimension. The actions of raising awareness among the schools about the themes of "Safer Internet", "Bullying", "Psychoactive Substances" and "Preventing Dating Violence" among the young are examples of interpersonal communication established with the population and materializing along with social networking policing. The results suggest that digital

social media communication has an important (positive) impact on people's awareness and on the change of some characteristics (e.g. combating abandonment of animals). Focus group results show that this strategies are successful in specific contexts of social and non-profit marketing (i.e. Public Security Police). The findings provide solutions for marketing managers to improve their decision-making logic and increase the change of (consumer) behavior in sensitive problems of modern society (e.g. prevention in driving, combating domestic violence, combating abandonment of animals). In an interdisciplinary perspective, this research includes inputs from (social and nonprofit) marketing and public management.

Businesses Motivation to Engage With Charities; the Case of Businesses in Dorset

Emily Watts, Kaouther Kooli, Mehwish Mufti

The charity sector is becoming increasingly competitive with a huge number of charities competing within the United Kingdom. Due to increased demand and costs, as well as government funding reductions they are struggling to survive. Therefore, charities need to find new ways of raising funds. An opportunity that presents itself to the charity sector is business engagement. Although there is a wealth of research on corporate social responsibility, there is little literature that addresses businesses motivations to engage with charities.

This study identifies determinants of businesses motivations to engage with charities focusing on businesses in Dorset. This was achieved by exploring relevant literature before carrying out qualitative research in the form of interviews, using a purposive sample of eleven businesses. The data collected was analysed using a thematic analysis with coding.

It was concluded that the hard internal determinants of businesses motivations to engage with charities are; business strategy, reputation and image, profitability, alignment, innovation, business size, hierarchical positions and exposure and awareness. The internal soft motivating factors were found to be; personal agendas, societal norms, altruism, personal connection, employee morale and engagement, recruitment and customer relationships. The external motivating factors were; business cycles, charity relationships and charity innovation.

Recommendations, to charities, on how to successfully engage businesses and secure funding have also been provided based on the findings.

What do Health Care Providers Do in Order to Ensure Service Efficiency? The Mechanisms of Bilateral Risk Perception Mitigation in Healthcare

Erzsébet Hetesi, Andrea Béla-Csovcsics

In this paper the specialties of healthcare services are presented through the “glasses” of service providers. After a short review of health service marketing we will present the results of our qualitative research. The purpose of the in-depth survey was to explore the various levels of healthcare professionals (doctors, physiotherapists, nurses) and their thoughts about the possibility of raising quality for this special service and whether a general model of patient satisfaction can be created.

On one hand, responses indicate uncertainty in assessing which are the definable dimensions of

quality of health care services and also to point out that quality strategies may vary widely in different areas, and even processes that can be standardized may require specific procedures each time. Interviews also revealed that management of demand fluctuations, medical-patient communication and involvement in the decision-making process were highly differentiated. Our research confirms that the applicability of service marketing is situation-specific, and it is also difficult to generalize the mechanisms of bilateral risk mitigation for a single sector.

Network Analysis in the Sport Industry

Zoltan Veres, David Mate Hargitai

The main role of sport has been affected by major changes in the last decades. From the aspect of individuals, sport in one of the ways to self-realization, spending free time and one of the fundamentals of health-conscious life style. Hungarian sport is unable to fulfil the expectations of the 21st century globalized sport for many complex reasons which includes social, economic and professional components and this mostly effects the local sport associations. In order to preserve the values of sport and to serve its development all concerned parties have to cooperate. The main scope of the paper is to review the effect mechanism of the Hungarian athletic sport where the organizations belong overwhelmingly to the non-profit sector, and to discover the stakeholder groups in their marketing environment and the effects which define the operation of this sport. The evaluation of stakeholder groups is done by studying the preference connected to them. As a result we can examine the differences and similarities of the groups and also discover the

factors defining their behaviour. The empirical research based on the sport individual functions represents athletics as a sport and service through different dimensions. The research was based on questionnaire survey using a great sample (N=314) including the formerly explored stakeholder groups. The purpose of the study was to verify the extent to which the functions of the sport service defined in the theory were met in athletics. Applying factor analysis it was revealed that athletics can not be divided into four functions (socialization, health, role model, business) as assumed by the literature. This suggests that there are some sport features which could be seen in the previously factor structure. It was determined that two more areas have to be taken into account, one of which was the value derived from sport and the other one was the importance of stakeholders. In the other side the results show that no separate clusters can be identified on the basis of stakeholder groups, and there are overlaps between them.

The University As An Arena For Sustainability Transition

Jill Quest, Chris Shiel And Sarah Watson

The paper provides a case study of a capacity building project and critical reflection in relation to transitioning to a sustainable food city. An action research approach was adopted involving two research initiatives; firstly, a survey to elicit stakeholders' understanding of sustainable local food, with a view to creating a shared agenda and informing future strategic direction; and secondly a combination of research approaches, including paired discussions, generation of pictorial outputs and a workshop, aimed to inform the future vision and mission of the Partnership. Collaboration with stakeholders through a variety of research initiatives has facilitated the development of a Sustainable Food City Partnership, with the overarching aim of achieving a transition towards a more sustainable food system.

Moreover, collaboration has contributed to the transition of the Partnership to ensure sustainability and continuity after the initial funding stage. While universities have an important role to play in guiding direction and shaping new community initiatives for sustainability in their regions, the challenges, resources and time involved may be underestimated; these projects take considerable time to yield fruit. The findings of the study will be of interest to those working in the community to promote education for sustainable development and better food systems. This paper addresses a gap in the literature in relation to universities and their collaboration in multi-actor networks, in building capacity and contributing to local sustainability transitions.

Neuromarketing and the Child Consumer: Lights and Shades

Montserrat Díaz Méndez, María Jesús Paz Barriga, María José Quero Gervilla

This paper looks into the discipline of neuromarketing and examines through a theoretical research ethical considerations on the use of neuromarketing techniques and results on children as consumers. It aims at reframing the extant ethical debate on this discipline focused on children since in the last years, children's involvement in consumer culture has expanded markedly. Neuromarketing is a discipline that can be considered from the perspective of marketing management as a very effective tool to meet the needs of both companies and consumers. However, despite its recent emergence, it is immersed in an ethical debate due to the techniques it uses and the application of its results into marketing strategies especially by means of advertising.

We focus on the effects of neuromarketing on children as customers and discuss its influence on their eating and lifestyle habits. Through a critical literature review we aim to contribute to the extant ethical debate highlighting lights and shades of this relatively new marketing discipline and question companies responsibility to protect childhood. The need to develop an international legal framework to rule the use of this discipline's techniques is highlighted.

Creating Value in Social Entrepreneurship: Building Positive Emotions with Stakeholders

Kerrin Myres, Jillian Farquhar

The purpose of this investigation is to investigate how the creation of social value in social entrepreneurship (SE) is supported through the elicitation of positive emotions such as trust with its stakeholders.

A social entrepreneurial venture can be conceptualized as a vehicle for creating social value, either directly or through facilitating the creation of social value with and by others (Austin et al. 2006). Value is generated through exploiting opportunities, often employing innovation with a toleration of risk and a refusal to accept limitations in available resources (Peredo and McLean, 2006). It is therefore important to understand how social entrepreneurs operate within networks and across boundaries and how they manage or interact with diverse stakeholders to create this value (Dacin et al. 2011).

Marketing is similarly engaged in the creation of value where a firm develops such opportunities through interactions with its customers (Grönroos, 2008; Vargo and Lusch, 2004). More recently, value creation is seen to

take place within a wider service system (Lusch and Webster, 2011) or network (Asmussen et al. 2013), where a series of complex interactions between actors or stakeholders takes place (Akaka, Vargo and Lusch, 2013; Brodie et al. 2006). The interactions that occur between this multiplicity of stakeholders are heavily dependent upon such emotions as trust and commitment (Neville and Menguc, 2006).

Stakeholder engagement is at least partly dependent on a belief in and support for the cause espoused by the social enterprise (Li and Zahra, 2012). Therefore, attracting and retaining the support and resources of stakeholders requires the communication of positive emotions relating to the cause, the processes and the beneficiaries. This study draws on the qualitative and quantitative data collected during the Survey of Social Enterprises in South Africa to illustrate how social enterprises create value through building positive emotions in their relationships with stakeholders.

How Do Cause-Related Viral Ads Generate Value For Brands And Social Causes? Creative versus Informative Strategies

Elísabet Mora, Chris Chapleo, Helen O'Sullivan

This piece of research analyses the way in which viral 'video' advertisements with a cause marketing message create value for the brand and the social cause allied in a cause-related marketing campaign. To achieve this goal, we analyse the influence of typical viral behaviours such as sharing intention and e-WOM intention, firstly, on brand equity, when referring to the process of creating added value for the brand; and secondly, on cause equity, when referring to the process of creating added value for the social cause. And, thirdly, we check if the message execution style (creative versus informative) plays a moderating role. A quasi-experimental approach is adopted; a British sample is exposed to a video viral cause marketing stimulus (102 respondents will watch a creative ad and 93 respondents will watch an informative one). An Structural Equation Model methodology incorporating a multi-sample analysis will allow us to quantify the level of

influence that online communicative behaviours like sharing intention and e-WOM motivated by a video cause marketing ad related with the brand and the cause has in both brand equity (I) and cause equity (II); and to verify if the message execution style (creative/emotional versus informative/rational) moderates the level of influence these behaviours have in brand and cause equity (III). Creative ads create value for the brand and the cause through two ways: a direct way (Sharing intention > Equity) and an indirect way (Sharing intention > e-WOM > Equity) while in the case of informative ads is exclusively significant the indirect way (Sharing intention > e-WOM > Equity). This is because the existence of a partial mediation effect of brand e-WOM in the relationship sharing intention-brand equity and a full mediation effect of cause e-WOM in the relationship sharing intention-brand equity.

Brand And Cause Positioning Based On Responses To Cause-Related Marketing. A Cross-Cultural Study Spain, England and Ecuador

Elísabet Mora, Natalia Vila, Inés Küster, Cecilia Ugalde

This research analyses cross-cultural differences in positioning perception and response to cause-related marketing. To achieve this goal, it compares Hispanic, Anglo-Saxon and Latin American cultural contexts in terms of brand and cause creative positioning based on a video-viral cause marketing stimulus as well as attitudinal, emotional and viral audiences' response. The methodology consists of a correspondence analysis of attitudinal, emotional and viralizing intention assessments expressed by 360 consumers (120 Spanish, 120 British and 120 Ecuadorians). The different global weight provided by each sub-sample to each positioning item allows us to locate graphically in a perceptual positioning map consumer responses and countries and their

grouping through a cluster analysis. Spain stands out for a mix of attitudinal and viral based positioning (cause attitude and sharing intention); while in the UK, creative perception and attitudinal response prevails (brand attitude, ad attitude and creativity); and in Ecuador, the emotional and viral response is highlighted (brand eWOM, cause eWOM and emotion).

Online Sponsoring Through Cause – If You Do It, Do It Right:

Evaluating the Impact of the Ad Context Congruence

Nih Ndasi Wilson, Gelareh Roushan, Elvira Bolat

The broad acceptance of the Internet as a commercial medium and its phenomenal development has meant that having an online presence has become a business imperative (IAB 2016). E-marketers are on the lookout for online promotional approaches which can be effective in breaking through the clutter of ever-increasing competition to gain, satisfy and keep customers in a cost-efficient and measurable way. 'Online advertising' refers to any commercial content available on the Internet that is designed by businesses to inform consumers about a product or service (Schlosser and Shavitt 1999). While these may include various tools and techniques, this study considers the use of a display banner advertisement in the promotion of cause-related messages, with charity fundraising websites as the affiliate publisher. Online cause-related marketing is relatively underexplored. In this study we are focusing on online cause-related sponsorship (OCS).

In the era of post-truth and fake news, the only way for a brand to gain benefits from online advertising is by understanding tactical nuances, i.e. the impact of the ad context congruence. Ad-context congruence is defined as the degree to which the advertising material is thematically similar to the editorial content of the media vehicle (Zanjani et al. 2011). As charity websites provide the medium through which to advertise various products, the effect of congruence on the effectiveness of OCS ad formats also needs to be understood. The literature review suggests that only a few studies have examined the effect of ad-context congruence (e.g. Newman et al. 2004; Segev et al. 2014; Rieger et al. 2015) in the context of OCS and has highlighted the important role of congruence in enhancing brand recall and click-through rates for purchase behaviour. We conducted online experimental survey and collected 170 responses. We found that the ad-context congruence is critical for driving consumers' purchasing intention and donation.

Notes

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IAPNM not only receives contributions from marketing and management, but also from academics and professionals from other related disciplines, who are concerned with or interested in these areas of knowledge.

The Congress, whose first meeting took place in 2002, provides a point of productive meeting to encourage collaborative projects and to foment international cooperation research.

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