



SIM Conference 2025

«Marketing-Innovation Nexus - Past Insights for Future Challenges»

Conference Program

Thursday 11 September 2025

11:30-13:00 (Time Zone CEST Europe/Rome)

Aula 1.3

Thursday 11 September 2025
11:30-13:00

Track 1 - International Marketing

Session 1

Do Dedicated Measures of Ecological Country Image Outperform Conventional Country Image Scales? A Predictive Validity Perspective

Presenter: *Chiara Scrimieri (Italy - Sapienza University of Rome)*

Submission type: *short paper*

Authors: *Chiara Scrimieri, Alberto Pastore, Adamantios Diamantopoulos*

QUALI VALORI DI CONSUMO GUIDANO LE INTENZIONI DI ACQUISTO DI ALIMENTI VEGANI? UNO STUDIO COMPARATIVO TRA INDIA E PORTOGALLO

Presenter: *Roberta De Cicco (Italy - University of Urbino Carlo Bo)*

Submission type: *full paper*

Authors: *Roberta De Cicco, Paolo Duarte, Raquel Meneses, Susana C. Silva, Riya Roy Tharakan*

Customer Sustainability Orientation and Firm Performance: Insights from International Italian SMEs within the Global Value Chain Context

Presenter: *Diala Kabbara (Italy - University of Pavia)*

Submission type: *full paper*

Authors: *Diala Kabbara, Valerio Veglio, Luca Gatto*

Communicating the past across borders: the Amaro Montenegro case

Presenter: *Federica Sacco (Italy - University of Pavia)*

Submission type: *short paper*

Authors: *Federica Sacco, Giovanna Magnani, Antonella Zucchella*

Aula 1.4

Thursday 11 September 2025
11:30-13:00

Track 2 - Consumer Behavior

Session 1

Empowering Women: How Sports App Affordances Shape Sustained Engagement Through Psychological Needs

Presenter: *Daniele Scarpi de Claricini (Italy - University of Bologna)*

Submission type: *short paper*

Authors: *Daniele Scarpi de Claricini, Mengyun Hu*

All You Need Is...AI? Investigating relationships between frequent users and GenAI

Presenter: *Ludovica Serafini (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Mihaela Giannelli, Antonella Cammarota, Ludovica Serafini, Giovanni Baldi*

Sustainability on the Menu: How Framing and Ingredient Type Influence Upcycled Food Acceptance

Presenter: *Carmela Donato (Italy - University of Roma Tre)*

Submission type: *short paper*

Authors: *Carmela Donato, Silvia Grappi, Simona Romani*

Unveiling the World of Riders: How Power and Discourse Shape Platform Inequalities

Presenter: *André Luiz Vieira Soares (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *short paper*

Authors: *André Luiz Vieira Soares, Silvia Biraghi, Rossella Gambetti, Angela Beccanulli*

Aula 1.5

Thursday 11 September 2025
11:30-13:00

Track 3 - Marketing Communication & Branding

Session 1

Engagement in TikTok's Fake Out of Home #FOOH Content

Presenter: *Julia Marti-Ochoa (Spain - Universitat de Lleida)*

Submission type: *short paper*

Authors: *Julia Marti Ochoa, Giacomo Del Chiappa, Eva Martin-Fuentes*

Communication and Obesity Prevention: The Role of Message Framing Valence

Presenter: *Alessandro Giannattasio (Italy - University of Bari Aldo Moro)*

Submission type: *full paper*

Authors: *Alessandro Giannattasio, Cesare Amatulli, Alessandro M. Peluso*

"Order now" or "Buy local"? Communication Strategies of Food Delivery Platforms on Social Media

Presenter: *Federico Mangio' (Italy - University of Bergamo)*

Submission type: *full paper*

Authors: *Federico Mangio', Annamaria Tuan, Marco Visentin*

Dual-funnel strategy in hyperlocal community marketing: Co-creation with Businesses and Municipalities in the Y Avellino Case

Presenter: *Ernesto D'Avanzo (Italy - University of Trento)*

Submission type: *full paper*

Authors: *Ernesto D'Avanzo, Aldo Pio Feoli*

Aula 1.6

Thursday 11 September 2025
11:30-13:00

Track 4 - Business-to-Business Marketing

Session 1

Human-AI Relational Capabilities in Business-to-Business Marketing: A Review and Research Agenda

Presenter: *Piotr Kwiatek (University of Applied Sciences Upper Austria)*

Submission type: *short paper*

Authors: *Piotr Kwiatek, Grzegorz Leszczyński, Natalia Gluza*

La donazione di sangue e le motivazioni alla base del dono e dell'attività di volontariato

Presenter: *Orazio Vella (Italy - University of Florence)*

Submission type: *short paper*

Authors: *Orazio Vella, Simone Guercini*

Does GenAI have a role in the buyer-seller relationship initiation process? A conceptual perspective

Presenter: *Pier Franco Luigi Fraboni (Italy - Polytechnic of Marche - Ancona)*

Submission type: *short paper*

Authors: *Pier Franco Luigi Fraboni, Andrea Sabatini, Gian Luca Gregori*

AI-Driven Value Creation in B2B Service Firms: An Exploratory Cross-Sectoral Study

Presenter: *Alessia Anzivino (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *short paper*

Authors: *Alessia Anzivino, Mirko Olivieri, Andrea Sestino*

Aula 1.7

Thursday 11 September 2025

11:30-13:00

Track 5 - Retailing, Sales, & Trade Marketing

Session 1

Understanding Consumer Behavior Toward Different Second-Hand Luxury Resale Channels

Presenter: *Gabriele Murtas (Italy - University of Bergamo)*

Submission type: *short paper*

Authors: *Gabriele Murtas, Giuseppe Pedeliento, Alessandro Biraglia*

"Opportunities for Luxury fashion Brands in the Second-Hand Luxury Market": An Empirical Investigation of an online recommerce platform

Presenter: *Roheel Ahmed Siddiqi (Italy - University of Padua)*

Submission type: *full paper*

Authors: *Roheel Ahmed Siddiqi, Eleonora Di Maria*

The Role of Private Labels Display Visibility in Grocery Retail Online Platforms

Presenter: *Greta Siracusa (Italy - University "Carlo Cattaneo" - LIUC)*

Submission type: *full paper*

Authors: *Greta Siracusa, Alessandro Iuffmann Ghezzi, Edoardo Fornari*

Exploring Facilitating and Inhibiting Factors in Manufacturer-Retailer Relationship: An Empirical Case Study within a Category Captainship Context.

Presenter: *Sylvia Jastrzebska (Italy - University of Perugia)*

Submission type: *short paper*

Authors: *Sylvia Jastrzebska, Marina Gigliotti, Antonio Picciotti*

Aula 2.1

Thursday 11 September 2025

11:30-13:00

Track 6 - Tourism, Culture & Arts Marketing

Session 1

Can a training course foster value co-creation in rural tourism? An exploratory study of a local community initiative

Presenter: *Fabio Corona (Italy - University of Cagliari)*

Submission type: *short paper*

Authors: *Fabio Corona, Giuseppe Melis*

GIOVANI, TECNOLOGIA ED ESPERIENZE CULTURALI DIGITALI: UN'ANALISI ESPLORATIVA

Presenter: *Giorgia Masili (Italy - University of Roma Tre)*

Submission type: *short paper*

Authors: *Giorgia Masili, Michela Addis, Rebecca Graziani, Elena Poli, Andrea Rurale*

Multistakeholder Collaboration and Purpose Sharing: an action research for a sustainable rural area

Presenter: *Martina Tafuro (Italy - Sant'Anna School of Advanced Studies, Pisa)*

Submission type: *full paper*

Authors: *Martina Tafuro, Paola Signori*

How value is co-created in cultural festival context: The case of "Scottish International Storytelling Festival"

Presenter: *Sabrina Celestino (Italy - University of Campania "Luigi Vanvitelli")*

Submission type: *short paper*

Authors: *Sabrina Celestino, Barbara Masiello, Enrico Bonetti, Francesco Izzo*

Aula 2.2

Track 7 - Technology and Innovation Marketing

Session 1

Chatbot as a shopping companion: Human-Chatbot social dynamics in the context of online retail shopping

Presenter: *Francesca Serravalle (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Francesca Serravalle, Alice Falchi, Jean Pfiffelmann*

FROM E-COMMERCE HABITS TO CHATBOT ACCEPTANCE: EXTENDING THE TECHNOLOGY ACCEPTANCE MODEL TO AI CONVERSATIONAL AGENTS

Presenter: *Vincenzo Gissi (Italy - University of Urbino Carlo Bo)*

Submission type: *short paper*

Authors: *Vincenzo Gissi, Elisabetta Savelli*

Is Physical Appearance Enough? Disentangling Anthropomorphism of Virtual Influencers in the Hospitality Sector

Presenter: *Michele Di Dalmazi (Politecnico di Milano)*

Submission type: *full paper*

Authors: *Michele Di Dalmazi, Gloria Peggiani, Lucio Lamberti*

Exploring user profiles for deadbot adoption: A cluster-based analysis

Presenter: *Costanza Nosi (Italy - LUMSA University)*

Submission type: *short paper*

Authors: *Costanza Nosi, Luca Corinaldesi, Niccolò Piccioni*

Aula 2.5

Thursday 11 September 2025
11:30-13:00

Track 8 - Digital Marketing

Session 1

The Language of Making: How Craft and Industrial Words Affect Online Sales

Presenter: *Antea Gambicorti (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Antea Gambicorti, Federico Mangiò, Federica Nieri, Daniele Dalli*

How time-related information affect customer satisfaction in chat-based interactions

Presenter: *Mafalda Pescatore (Italy - University of Bologna)*

Submission type: *short paper*

Authors: *Mafalda Pescatore, Francisco Villarroel Ordenes, Stefania Farace, Chiara Orsingher*

Seen Together: How the Visual Co-Presence of Helpers and Victims Affects Social Media Engagement

Presenter: *Sofia Pansoni (Italy - University of Macerata)*

Submission type: *short paper*

Authors: *Sofia Pansoni, Sofia Pansoni, Giacomo Gistri, Stefania Farace*

Segmenting the Online Grocery Shopper: A Cross-National Cluster Analysis of Italian and U.S. Consumers

Presenter: *Ylenia Cavacece (Italy - UnitelmaSapienza University of Rome)*

Submission type: *short paper*

Authors: *Ylenia Cavacece, Simona D'Amico, Giulio Maggiore*

Aula 2.6

Thursday 11 September 2025
11:30-13:00

Track 9 - Sustainable Marketing and Inclusivity

Session 1

FASHION ACTIVISM AMONG MOVEMENTS AND BUSINESSES: INSIGHTS FROM ITALIAN ACTIVIST ENTREPRENEURS

Presenter: *Giulia Monteverde (Italy - University of Florence)*

Submission type: *short paper*

Authors: *Giulia Monteverde, Andrea Runfola, Simone Guercini*

Sustainability Communication or Missed Opportunity? Evidence from Italian SMEs in the Wood-Furniture Industry

Presenter: *Rosa Romano (Italy - Sapienza University of Rome)*

Submission type: *short paper*

Authors: *Rosa Romano, Veronica Capone, Alberto Mattiacci*

Designing for Clarity: Investigating the Effects of Packaging Complexity on Consumer Perception

Presenter: *Martina Columbano (Italy - University of Parma)*

Submission type: *short paper*

Authors: *Martina Columbano, Cristina Zerbinì, Donata Tania Vergura, Silvia Bellini*

When the Lie Hurts More: Comparing Investors' Reactions to Socialwashing and Greenwashing

Presenter: *Lucia Gatti (Italy - University of Trento)*

Submission type: *full paper*

Authors: *Lucia Gatti, Marta Pizzetti*

Aula B1

Thursday 11 September 2025
11:30-13:00

Track 10 - Services Marketing

Session 1

Lights, Camera, Backlash? The Double-Edged Sword of Service Provider Media Exposure

Presenter: *Verdiana Giannetti (UK - University of Leeds)*

Submission type: *short paper*

Authors: *Verdiana Giannetti, Anastasia Nanni, Serena Pugliese, Aulona Ulqinaku*

Price Transparency and Consumer Uptake of Elective Healthcare Services

Presenter: *Yunlu Zhao (Italy - University of Bologna)*

Submission type: *short paper*

Authors: *Yunlu Zhao, Verdiana Giannetti, Shankha Basu*

The role of change agents in fostering sustainable service change in local business networks: the interplay of social capital, sensemaking and stewardship

Presenter: *Debora Casoli (Italy - University of Bologna)*

Submission type: *short paper*

Authors: *Debora Casoli, Giuseppe Cappiello, Annamaria Tuan*

User Perception of Value Proposition Driven by Conversational Agents in the Public Service Context

Presenter: *Marco Tregua (Italy - University of Naples "Federico II")*

Submission type: *full paper*

Authors: *Carminè Sergianni, Marco Tregua*

Aula B4

Thursday 11 September 2025
11:30-13:00

Track 11 - Marketing cases

Custodi di memoria, motori di cambiamento: le fondazioni d'impresa tra heritage e responsabilità sociale. Il caso Fondazione Ferragamo

Presenter: *Dalila Coppola (Italy - University of Sannio)*

Submission type: *marketing case*

Authors: *Dalila Coppola, Giusy Mignone*

Lucano 1894: "Cosa vuoi di più dalla vita" quando hai un museo d'impresa. Co-creazione di valore e generazione di futuro in Essenza Lucano.

Presenter: *Paola Gioia (Italy - University of Naples "Parthenope")*

Submission type: *marketing case*

Authors: *Paola Gioia, Maria Rosaria Napolitano*

Strategie di retail marketing operations per l'integrazione della tecnologia nell'esperienza in-store: il caso del comparto lusso

Presenter: *Beatrice Medici (Italy - Bocconi University)*

Submission type: *marketing case*

Authors: *Beatrice Medici, Laura Ingrid Maria Colm, Vittoria Veronesi*

Aula B6

Thursday 11 September 2025
11:30-13:00

Track 6 - Tourism, Culture & Arts Marketing

Session 2

The Effects of Destination Corporate Social Responsibility on Tourist Satisfaction in Salento's Coastal Areas.

Presenter: *Diego Gabriele Coppola (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Diego Gabriele Coppola, Maria Irene Prete, Antonio Mileti, Gianluigi Guido*

Unmasking the Chatbot: Reader Reactions to AI-Generated Travel Narratives

Presenter: *Giancarlo Fedeli (Italy - University of Bergamo)*

Submission type: *short paper*

Authors: *Giancarlo Fedeli, Larissa Neuburger, Danielle Barbe, Roman Melnicin*

Visitor Satisfaction and Marketing Innovation in Bourbon Heritage Sites

Presenter: *Fabio Greco (Italy - University of Naples "Federico II")*

Submission type: *short paper*

Authors: *Fabio Greco, Amelia Napolitano, Francesco Bifulco*

Oltre l'hype: il ruolo dei social media nella formazione degli overtourism hot spots. Un'analisi esplorativa del caso di Roccaraso.

Presenter: *Antonio Apicella (Italy - University of Salerno)*

Submission type: *short paper*

Authors: *Antonio Apicella, Serena Pelosi, Pierluigi Vitale, Agostino Vollero*

Aula B7

Thursday 11 September 2025
11:30-13:00

Track 2 - Consumer Behavior

Session 2

A Meta-analysis of the Last 25 Years of Research on Compulsive Buying in Marketing

Presenter: *Gioele Zamparo (Italy - University of Udine)*

Submission type: *full paper*

Authors: *Gioele Zamparo, Paolo Cunico, Andrea Moretti, Michela Cesarina Mason*

AI Adoption in Later Life: A Systematic Literature Review Through the Lens of Life Course Theory

Presenter: *Federico Mertoli (Italy - University of Catania)*

Submission type: *short paper*

Authors: *Luigi Piper, George Moschis, Federico Mertoli, Carmela Elita Schillaci, Gianluigi Guido*

Beyond Whole Wheat: Exploring Italian Consumers' Attitudes Toward Pigmented Grain-Based Foods

Presenter: *Annunziata Tarulli (Italy - University LUM "Giuseppe De Gennaro")*

Submission type: *short paper*

Authors: *Annunziata Tarulli, Domenico Morrone, Raffaele Silvestri, Angelo Quarto, Chiara Colamartino*

Bibamus et gaudeamus dum iuvenes sumus: a first research on Gen z's wine consumption in Italy

Presenter: *Luca Buccoliero (Italy - Bocconi University)*

Submission type: *short paper*

Authors: *Luca Buccoliero, Giulia Palombi, Elena Bellio*

Aula T1

Thursday 11 September 2025
11:30-13:00

Track 3 - Marketing Communication & Branding

Session 2

DRIVING DESIRE: HOW BRAND HERITAGE, BRAND ICONICITY, AND PERCEIVED AUTHENTICITY SHAPE PURCHASE DECISIONS IN THE VINTAGE CAR MARKET

Presenter: *Vincenzo Basile (Italy - University of Naples "Federico II")*

Submission type: *short paper*

Authors: *Vincenzo Basile, Enrico Di Taranto, Simone Luongo*

How Does Personalization Shape Brand Familiarity? Insights from Gen-Z Consumers

Presenter: *Chiara Ottolenghi (Italy - LUMSA University)*

Submission type: *short paper*

Authors: *Chiara Ottolenghi, Letizia Lo Presti, Gennaro Iasevoli*

The Billionaire Effect: How Ultra-Rich Influencers Shape Public Perceptions Through Strategic Branding and Communication

Presenter: *Francesco Smaldone (Italy - University Guglielmo Marconi)*

Submission type: *full paper*

Authors: *Francesco Smaldone, Hilke Brockmann, Florencia Piñeyrúa, Amirhossein Sarkaboudi*

Who Cheers for Activist Brands? Profiling Consumer Responses to Brand Activist Communication

Presenter: *Daniela Andreini (Italy - University of Bergamo)*

Submission type: *short paper*

Authors: *Daniela Andreini, Riccardo Valesi, Lia Zarantonello*

Aula T2

Thursday 11 September 2025
11:30-13:00

Track 7 - Technology and Innovation Marketing

Session 2

Not just smart, but right: How task and domain shape stakeholder judgments of AI for social good

Presenter: *Mario D'Arco (Italy - University of Sannio)*

Submission type: *full paper*

Authors: *Mario D'Arco, Vittoria Marino, Riccardo Resciniti*

Trust in the metaverse: a literature review

Presenter: *Ginevra Testa (Italy - Bocconi University)*

Submission type: *short paper*

Authors: *Ginevra Testa, Giorgia Profumo, Roberta Scarsi*

VIRTUAL PRESTIGE AND TOKENIZED DESIRE: THE INFLUENCE OF LUXURY AND OWNERSHIP ON CONSUMER REACTIONS

Presenter: *Dario Natale Palmucci (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Dario Natale Palmucci, Andrea Sestino, Cristian Rizzo*

Managing Knowledge in the Phygital Era: AI and Immersive Technologies for Innovation in Marketing

Presenter: *Simonetta Pattuglia (Italy - University of Rome Tor Vergata)*

Submission type: *full paper*

Authors: *Simonetta Pattuglia, Patrizia De Luca, Nicola Leone, Nona Kokoladze, Marco Bellotto*

14:30-16:00 (Time Zone CEST Europe/Rome)

Aula 1.3

Thursday 11 September 2025
14:30-16:00

Track 1 - International Marketing

Session 2

From Purpose to Performance: How Brand Reputation Links Humane Entrepreneurship to International Performance

Presenter: *Martina Tomasetig (Italy - University of Udine)*

Submission type: *short paper*

Authors: *Martina Tomasetig, Maria Chiarvesio, Fatima Dahbi*

Explicit vs. Non-explicit Activist Messaging: A Cross-National Case Study of Brand Engagement on Instagram

Presenter: *Maria Ferraro (Italy - University of Sannio)*

Submission type: *full paper*

Authors: *Maria Ferraro, Francesca Avallone, Riccardo Resciniti*

CROSS-CULTURAL PERSPECTIVES ON GENERATIVE AI-DRIVEN BRAND ACTIVIST MESSAGES: A COMPARATIVE THEMATIC ANALYSIS OF THE UNITED STATES, SWEDEN, AND ITALY

Presenter: *Alice Aiudi (Italy - University of Urbino Carlo Bo)*

Submission type: *full paper*

Authors: *Alice Aiudi, Roberta De Cicco, Barbara Francioni, Ilaria Curina, Mauro Dini*

Culture-Specific Approach to Digital Platform: A multiple case study on different culturally responsive UI design

Presenter: *Bice Della Piana (Italy - University of Salerno)*

Submission type: *short paper*

Authors: *Bice Della Piana, Valentina Fiorillo, Forster Ampadu*

Aula 1.4

Thursday 11 September 2025
14:30-16:00

Track 2 - Consumer Behavior

Session 3

Consuming #fearfood: A Netnographic Immersion into the Ambivalences and Reproduction Mechanisms of Social Media Challenges

Presenter: *Silvia Biraghi (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *full paper*

Authors: *Silvia Biraghi, Angela Antonia Beccanulli*

Loss or win? How charity gifts are valued and appreciated by gift recipients

Presenter: *Diletta Acuti (UK - University of Bath)*

Submission type: *short paper*

Authors: *Diletta Acuti, Marta Pizzetti, Isabella Soscia*

Navigating Ethical and Functional Tensions in Food Delivery: Insights from Italian Consumers

Presenter: *Matteo Corciolani (Italy - University of Pisa)*

Submission type: *short paper*

Authors: *Matteo Corciolani*

The Many Faces of the Self: A Topic Modeling Analysis of Identity in Social Psychology

Presenter: *Marco Visentin (Italy - University of Bologna)*

Submission type: *full paper*

Authors: *Marco Visentin, Luca Petruzzellis*

Aula 1.5

Thursday 11 September 2025
14:30-16:00

Track 3 - Marketing Communication & Branding

Session 3

How AI-generated fake news shapes corporate reputation: An agent-based simulation study

Presenter: *Elanor Colleoni (Italy - IULM University)*

Submission type: *full paper*

Authors: *Elanor Colleoni, Stefania Romenti, Grazia Murtarelli*

Don't miss out! Conceptualizing and Leveraging Fear of Missing Out (FOMO) in Marketing

Presenter: *Miriam Etz (Finland - Aalto University)*

Submission type: *short paper*

Authors: *Miriam Etz, Tomas Falk, Siggi Gudergan, Jan F. Klein*

How much is too much? An Investigation into the Understanding of Nutri-Score and Nutri-Info Battery Labels

Presenter: *Susanna Graziano (Italy - University of Parma)*

Submission type: *full paper*

Authors: *Susanna Graziano, Ludovica Scalco*

Jack of All Trades or Master of One? The Impact of Category Spanning on the Performance of AI Applications.

Presenter: *Hanaa Hamidi (Italy - University of Bergamo)*

Submission type: *short paper*

Authors: *Hanaa Hamidi, Daniela Andreini, Giuseppe Pedeliento*

Aula 1.6

Thursday 11 September 2025
14:30-16:00

Track 4 - Business-to-Business Marketing

Session 2

Big Bank Theory: Monetary Resources as Lubricant for Network Innovation

Presenter: *Alessandro Cinti (Italy - Polytechnic of Marche - Ancona)*

Submission type: *short paper*

Authors: *Alessandro Cinti, Nicole Lillini, Alberto Amadei*

Organizing the Marketing Function for Public-Private Interaction: The Case of Pharmaceutical Companies

Presenter: *Matilde Milanesi (Italy - University of Florence)*

Submission type: *short paper*

Authors: *Matilde Milanesi, Orazio Vella, Gerta Luga*

AI-Driven Business Model Innovation: A Paradigm Shift in Value Creation

Presenter: *Alessio Di Leo (Italy - LUISS Guido Carli - Rome)*

Submission type: *short paper*

Authors: *Alessio Di Leo, Alberto Mattiacci*

Community entrepreneurship in peripheral areas: mobilising place as a resource

Presenter: *Alessandro Pagano (Italy - University of Urbino Carlo Bo)*

Submission type: *full paper*

Authors: *Alessandro Pagano, Francesco Mutignani, Roberta Bocconcelli, Helen Mcgrath, Thomas O'Toole*

Aula 1.7

Thursday 11 September 2025
14:30-16:00

Track 5 - Retailing, Sales, & Trade Marketing

Session 2

Does selling orientation shape customer satisfaction in B2C door-to-door food retailing? The mediating role of customer commitment

Presenter: *David D'Acunto (Italy - University of Verona)*

Submission type: *short paper*

Authors: *David D'Acunto, Valentina Mazzoli, Ivan Russo*

Managing Strategic Tensions in Omnichannel Strategy: A Single Case Study

Presenter: *Francesco Russo (Italy - University of Catania)*

Submission type: *short paper*

Authors: *Francesco Russo, Marco Romano*

Decoding sustainability on packaging: Evidence from the Italian grocery sector.

Presenter: *Generoso Branca (Italy - Bocconi University)*

Submission type: *full paper*

Authors: *Generoso Branca, Qiaoni Shi, Sara Valentini, Sandro Castaldo*

Customer Acquisition and Retention: Nonlinear Trade-offs, and Chaos
Presenter: *Leopoldo Trieste (Italy - Sant'Anna School of Advanced Studies, Pisa)*
Submission type: *short paper*
Authors: *Leopoldo Trieste, Giuseppe Turchetti*

Aula 2.1

Thursday 11 September 2025
14:30-16:00

Track 6 - Tourism, Culture & Arts Marketing

Session 3

#TouristGoHome: Visual Protest in the Digital Landscapes of Anti-Tourism Movements

Presenter: *Giovanni Baldi (International University of Monaco (Principality of Monaco))*

Submission type: *short paper*

Authors: *Giovanni Baldi*

Digging knowledge on virtual authenticity adopting a qualitative approach in a Western culture

Presenter: *Giacomo Del Chiappa (Italy - University of Sassari)*

Submission type: *short paper*

Authors: *Giacomo Del Chiappa*

Decoding Sustainability Through Tourist Reviews: A Multimodal Big Data Analysis of User-Generated Content

Presenter: *Ilenia Confente (Italy - University of Verona)*

Submission type: *short paper*

Authors: *Ilenia Confente, Valentina Mazzoli, Sara Migliorini*

The relationship between user review topics and Airbnb listings' revenue

Presenter: *Dario Centorame (Italy - University "G. D'Annunzio" of Chieti-Pescara)*

Submission type: *short paper*

Authors: *Dario Centorame, Giovanni Pino*

Aula 2.2

Thursday 11 September 2025
14:30-16:00

Track 7 - Technology and Innovation Marketing

Session 3

Digital metacontexts: Reimagining place-making through Extended Reality (XR) and Metaverse

Presenter: *Roberto Bruni (Italy - University of Cassino and Southern Lazio)*

Submission type: *short paper*

Authors: *Roberto Bruni, Olga Rauhut Kompaniets*

The phygital customer experience in wellness settings: A qualitative analysis

Presenter: *Luca Corinaldesi (Italy - LUMSA University)*

Submission type: *short paper*

Authors: *Luca Corinaldesi, Costanza Nosi, Niccolò Piccioni*

The impact of Mastery Orientation on the reactions towards Generative AI

Presenter: *Francesca Bergianti (Italy - University of Modena and Reggio Emilia)*

Submission type: *short paper*

Authors: *Luigi Monsurrò, Francesca Bergianti, Silvia Grappi*

How traditional fan values influence the adoption of new technologies in sports

Presenter: *Gabriele Murtas (Italy - University of Bergamo)*

Submission type: *full paper*

Authors: *Gabriele Murtas, Argyro Elisavet Manoli*

Aula 2.5

Thursday 11 September 2025
14:30-16:00

Track 8 - Digital Marketing

Session 2

Podcast Away: How podcaster's self-disclosure enhances the reaction of listeners experiencing loneliness via parasocial relationships

Presenter: *Ludovica Serafini (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Luigi Monsurrò, Ludovica Serafini, Martina Di Cioccio*

The Impact of Privacy Communication Formats on Data Disclosure and AI App Adoption

Presenter: *Giacomo Gistri (Italy - University of Macerata)*

Submission type: *short paper*

Authors: *Giacomo Gistri, Daniele Scarpi, Niccolò Testi*

The Mimicry of Negative Valence in Online WOM: A Cognitive Approach

Presenter: *Andrea Pelaez Martinez (Italy - LUISS Guido Carli - Rome)*

Submission type: *short paper*

Authors: *Andrea Pelaez Martinez, Lauren Block, Mahima Hada, Ujwal Kayande*

From social media to the metaverses: what's next? A Push-Pull-Mooring framework perspective

Presenter: *Giovanni Romano (Italy - University of Parma)*

Submission type: *full paper*

Authors: *Giovanni Romano, Beatrice Luceri, Simone Aiolfi*

Aula 2.6

Thursday 11 September 2025

14:30-16:00

Track 9 - Sustainable Marketing and Inclusivity

Session 2

Age-related differences in sustainable consumption: The role of time perspective

Presenter: *Alessandro Maria Peluso (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Alessandro Maria Peluso, Yeonjin Sung, Cesare Amatulli, Gianluigi Guido, Carolyn Yoon*

Dipendenze Strategiche e Radicamento Territoriale: Nuove Dimensioni della Resource Dependence Theory nel Settore Culturale-Creativo

Presenter: *Giulia Nevi (Italy - Polytechnic of Marche - Ancona)*

Submission type: *full paper*

Authors: *Giulia Nevi, Pier Franco Luigi Fraboni, Valerio Temperini, Luca Dezi*

Inclusive marketing on a fine line: Is there a case for hushing? A Delphi-based inquiry.

Presenter: *Valentina Cascio (Italy - Sapienza University of Rome)*

Submission type: *short paper*

Authors: *Cecilia Grieco, Valentina Cascio*

How B Corp Leaders Communicate and Implement Sustainability Strategies: Evidence from the Italian Context

Presenter: *Lucia Gatti (Italy - University of Trento)*

Submission type: *short paper*

Authors: *Dario Risso, Lucia Gatti, Ralf Wagner*

Aula B1

Thursday 11 September 2025

14:30-16:00

Track 10 - Services Marketing

Session 2

Innovation at the Edge of Chaos: Frictions in the Education Ecosystem in the Age of GenAI

Presenter: *Debora Sarno (Italy - University of Naples "Parthenope")*

Submission type: *full paper*

Authors: *Debora Sarno, Alessia Anzivino, Francesco Polese*

UNA NUOVA PROSPETTIVA SULLE RELAZIONI TRA CLIENTE E DIPENDENTE: IL GRADIENTE RELAZIONALE

Presenter: *Monica Magrone (Italy - University of Bologna)*
Submission type: *short paper*
Authors: *Monica Magrone, Francesco Montani, Chiara Orsingher, Valentina Sommovigo*

Ethical Organizational Culture and Service Design: Pathways to Decent Work and Human Thriving

Presenter: *Muhammad Junaid Shahid Hasni (Italy - University of Trento)*
Submission type: *short paper*
Authors: *Muhammad Junaid Shahid Hasni, Maria Della Lucia, Erica Santini*

Strategic Customer Experience Management in B2B Service Contexts: A Multi-Perspective Analysis of Value Co-Creation Across Market Segments

Presenter: *Vania Vigolo (Italy - University of Verona)*
Submission type: *full paper*
Authors: *Vania Vigolo, Nicola Cobelli, Kristina Heinonen*

Aula B4

Thursday 11 September 2025
14:30-16:00

Track 7 - Technology and Innovation Marketing

Session 4

Algorithmic Dynamic Pricing in E-Commerce: A systematic review

Presenter: *Jacopo Ballerini (Italy - University of Turin)*
Submission type: *short paper*
Authors: *Alessandro Bonetto, Jacopo Ballerini*

Data-Driven Nudging and Institutional Framing: A Health Marketing Innovation Through Intermediaries

Presenter: *Stefania Manetti (Università telematica "San Raffaele" di Roma - gi? "UNITEL")*
Submission type: *short paper*
Authors: *Stefania Manetti, Mara Grimaldi, Orlando Troisi*

Enabling the Strategic Adoption of Gen-AI in B2B Marketing for SMEs: An Integrated SDL-Intellectual Capital Framework

Presenter: *Alessandra Cioli (Italy - Polytechnic of Marche - Ancona)*
Submission type: *full paper*
Authors: *Alessandra Cioli, Federica Pascucci, Luca Marinelli*

Exploring Blockchain technology for trust-based consumer relations in the sustainability scenario. Evidence in the agri-food industry

Presenter: *Adriana Baselice (University of Naples L'Orientale)*
Submission type: *short paper*
Authors: *Adriana Baselice, Maria Coscia, Alessandra De Chiara*

Aula B6

Thursday 11 September 2025
14:30-16:00

Track 8 - Digital Marketing

Session 3

Brand Activism Communication: An Exploration of Ideological Orientation and Message Consistency

Presenter: *Claudia Tornaghi (Italy - LUISS Guido Carli - Rome)*
Submission type: *short paper*
Authors: *Claudia Tornaghi, Deniz Lefkeli*

Consumer Responsiveness to Influencer Marketing: A Mixed-Methods Approach

Presenter: *Raffaele Campo (Italy - University of Bari Aldo Moro)*
Submission type: *short paper*
Authors: *Savino Santovito, Raffaele Campo, Lucrezia Maria De Cosmo, Fabrizio Flavio Baldassarre, Pierfelice Rosato*

Growing Up Online: How Adultification Impacts the Engagement of Child Influencers on Social Media

Presenter: *Ernesto Cardamone (Italy - University of Calabria)*
Submission type: *short paper*
Authors: *Martina Di Cioccio, Ernesto Cardamone, Peeter Verlegh*

Game On! Unpacking the Impact of Gamification on Customer Behavior and Revenues

Presenter: *Stefania Farace (Italy - University of Bologna)*
Submission type: *short paper*
Authors: *Stefania Farace, Elisa Montaguti, Sara Valentini, Alessandra Zammit*

Aula B7

Thursday 11 September 2025
14:30-16:00

Track 2 - Consumer Behavior

Session 4

Consumers and Sustainable Fashion: A Systematic Literature Review (2020-2024)

Presenter: *Chiara Marinelli (Italy - University of Trieste)*
Submission type: *short paper*
Authors: *Chiara Marinelli*

EXPLORING CONSUMER PERCEPTIONS AND ACCEPTANCE OF DEALCOHOLIZED WINE IN ITALY: A FOCUS GROUP STUDY

Presenter: *Francesca Roat (Italy - Ca' Foscari University of Venice)*
Submission type: *short paper*
Authors: *Francesca Roat*

Gamification e sostenibilità: il caso greenApes nella prospettiva della teoria dell'Autodeterminazione

Presenter: *Maria Esposito (Università Telematica San Raffaele)*
Submission type: *short paper*
Authors: *Maria Esposito, Orlando Troisi, Gennaro Maione*

Hyperreal Mourning: Symbolic Labor, Aesthetic Repair, and the Digital Management of Death

Presenter: *Giacomo Bagna (Italy - University of Turin)*
Submission type: *short paper*
Authors: *Giacomo Bagna*

Aula T1

Thursday 11 September 2025
14:30-16:00

Track 6 - Tourism, Culture & Arts Marketing

Session 4

Pursuing Authenticity: Tourists' and Residents' Perceptions of the Impact of Overtourism in Venice

Presenter: *Paolo Cunico (Italy - Ca' Foscari University of Venice)*
Submission type: *short paper*
Authors: *Paolo Cunico, Francesca Checchinato, Vladi Finotto*

Swept away by the story: how travel influencer storytelling sparks travel inspiration and intention

Presenter: *Veronica Capone (Italy - Sapienza University of Rome)*
Submission type: *short paper*
Authors: *Veronica Capone, Joan Baptista Garau Vadell, Fabiola Sfodera*

Visitors' representation of glacier tourism: interplay between visuals and text

Presenter: *Lingling Huang (Italy - Free University of Bozen-Bolzano)*
Submission type: *short paper*
Authors: *Lingling Huang, Irene Pinto, Serena Volo*

"Don't Take That Photo Yet": How Instagram Reels Turn Urban Spots into Tourist Stages

Presenter: *André Luiz Vieira Soares (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *short paper*
Authors: *André Luiz Vieira Soares, Mara Normando*

Aula T2

Thursday 11 September 2025
14:30-16:00

Track 9 - Sustainable Marketing and Inclusivity

Session 3

Choose and Reject: Emotional Framing in Sustainable Consumption — A Qualitative Perspective

Presenter: *Giovanna Pegan (Italy - University of Trieste)*

Submission type: *short paper*

Authors: *Giovanna Pegan, Silvia Ranfagni*

Communication of the SDGs in the company's mission statement: The effect on the performance

Presenter: *Lucia Barra (Italy - University of Naples "Parthenope")*

Submission type: *short paper*

Authors: *Lucia Barra, Michele Costagliola Di Fiore, Adele Parmentola*

Communication transparency and inclusivity as youth priorities for organizations in the Loss and Damage fund governance

Presenter: *Barbara Monticelli (Italy - IULM University)*

Submission type: *short paper*

Authors: *Barbara Monticelli, Daniela Corsaro*

Diversity on Display? Internal and External Coherence in DEI Communication Among Leading Companies in Italy

Presenter: *Giulia Pascuzzi (Italy - IULM University)*

Submission type: *full paper*

Authors: *Valeria Pasculli, Giulia Pascuzzi, Federico Ruggiero*

16:00-18:00 (Time Zone CEST Europe/Rome)

Aula 1.3

Thursday 11 September 2025
16:00-18:00

Track 3 - Marketing Communication & Branding

Session 4

From Awareness to Action: Strategic Communication for Customer Engagement in Prevention

Presenter: *Valentina Sbrolli (Italy - University of Florence)*

Submission type: *short paper*

Authors: *Valentina Sbrolli, Laura Grazzini, Gaetano Aiello*

Integrating Marketing and Linguistic Perspectives in Sustainable Tourism: Greenspeak in Copenhagen's Place Branding

Presenter: *Walter Spezzano (Italy - University of Palermo)*

Submission type: *full paper*

Authors: *Walter Spezzano, Szilvia Gyimóthy*

Prominence Paradox in Pop-up Store: When high brand prominence reduces customer electronic word-of-mouth but increases social media engagement

Presenter: *Nayoung Yoon (Finland - Aalto University)*

Submission type: *short paper*

Authors: *Nayoung Yoon, Anastasia Nanni*

The communication strategies of agri-food companies in the North-West Italy in the light of sustainability and digitalization

Presenter: *Milena Viassone (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Milena Viassone, Luca Antoniazzi, Andrea Mahmuti*

Virtue or Virality? A Conceptual Exploration of Emerging Brand Rot vs. Conscientious Brand

Presenter: *Francesca Sammartino (Italy - University of Salerno)*

Submission type: *short paper*

Authors: *Francesca Sammartino, Alfonso Siano, Alessandra Bertolini, Agostino Vollero, Francesca Conte*

Aula 1.4

Thursday 11 September 2025
16:00-18:00

Track 2 - Consumer Behavior

Session 5

Reconstructing the digital funnel: a SEM-Based perspective on consumer pathways and service expectations

Presenter: *Ernesto D'Avanzo (Italy - University of Trento)*

Submission type: *full paper*

Authors: *Ernesto D'Avanzo*

Hyped: Affective Dynamics and Public Participation in Contemporary Market Excess

Presenter: *Federico Mangio' (Italy - University of Bergamo)*

Submission type: *full paper*

Authors: *Federico Mangio', Domen Bajde, Gabriele Murtas, Giuseppe Pedeliento*

LEVEL UP YOUR HEALTH: THE PSYCHOPHYSIOLOGICAL IMPACT OF NUTRITION-ORIENTED GAMIFICATION ON FOOD CHOICE AND BEHAVIOR

Presenter: *Settimio Ziccarelli (Italy - University of Parma)*

Submission type: *short paper*

Authors: *Settimio Ziccarelli, Guido Cristini*

Please, Mind the Gap! Dal Dire al Fare Sostenibile

Presenter: *Chiara Bacchilega (Italy - University of Parma)*

Submission type: *full paper*

Authors: *Chiara Bacchilega, Simone Aiolfi, Silvia Bellini, Davide Pellegrini*

Choosing the Hard Way: Being Creative in the Age of Generative AI

Presenter: *Ludovica Serafini (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Ludovica Serafini, Luigi Monsurrò*

Aula 1.5

Thursday 11 September 2025
16:00-18:00

Track 3 - Marketing Communication & Branding

Session 5

Ad-Based Framework for Tracing Wartime Cultural Dynamics

Presenter: *Nataliia Kochkina (Italy - University of Cagliari)*

Submission type: *short paper*

Authors: *Nataliia Kochkina, Sofiia Katsiuba, Giuseppe Melis*

Faces of the Brand: How Gendered Labels Shape Consumer Preferences

Presenter: *Antonella Bozzi (Italy - University of Sannio)*

Submission type: *short paper*

Authors: *Antonella Bozzi, Antonella Cammarota, Vittoria Marino*

A Deep Dive into Consumer-Influencer Parasocial Relationships: An Analysis of Dynamic Trajectories

Presenter: *Valentina Mazzoli (Italy - University of Verona)*

Submission type: *full paper*

Authors: *Valentina Mazzoli, Lia Zarantonello, Laura Grazzini, Soulaima Mouawad*

Brand Identification and Supportive Behaviors: a comparison between students and employees

Presenter: *Francesca Checchinato (Italy - Ca' Foscari University of Venice)*

Submission type: *full paper*

Authors: *Francesca Checchinato, Fulvio Fortezza, Debora Slanzi*

Walking the Talk on Sustainability: Consumer Perceptions on Retail Brand Equity Drivers

Presenter: *Giada Salvatore (Italy - University of Modena and Reggio Emilia)*

Submission type: *short paper*

Authors: *Giada Salvatore, Elena Sarti, Antonino Castrogiovanni, Elisa Martinelli*

Aula 1.6

Thursday 11 September 2025

16:00-18:00

Track 4 - Business-to-Business Marketing

Session 3

From Data to Dialogue: A Dual-Insight Framework for B2B Hyperpersonalization

Presenter: *Karina Burgdorff Jensen (University College of Northern Denmark)*

Submission type: *short paper*

Authors: *Karina Burgdorff Jensen*

Turning Cellulose into Circularity: Sustainable approaches in the B2B Paper Industry

Presenter: *Matteo Dominidiato (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *short paper*

Authors: *Matteo Dominidiato, Mirko Olivieri*

Rethinking B2B Networks through Digital Transformation and Value Co-Creation

Presenter: *Elisa Martina Martinelli (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *full paper*

Authors: *Elisa Martina Martinelli, Alessia Anzivino*

AI-Enabled Innovations for Waste Reduction in Agri-food Supply Chains: a bibliometric analysis of keywords co-occurrence

Presenter: *Alba D'aniello (Italy - University of Bari Aldo Moro)*

Submission type: *short paper*

Authors: *Alba D'Aniello, Carmela Donato*

Who Made This? The Effect of Generation Source (AI vs. Human) on consumer attitudes towards artistic products

Presenter: *Maria Antonietta Raimondo (Italy - University of Calabria)*

Submission type: *short paper*

Authors: *Maria Antonietta Raimondo, Ernesto Cardamone, Gaetano "nino" Miceli*

Aula 1.7

Thursday 11 September 2025

16:00-18:00

Track 5 - Retailing, Sales, & Trade Marketing

Session 3

From Play to Purchase: Extending the Retail Mix into Free-to-Play Gaming Ecosystems

Presenter: *Luca Venturini (Italy - University of Naples "Parthenope")*

Submission type: *full paper*

Authors: *Luca Venturini, Alessandro Iuffmann Ghezzi*

Promuovere le scelte sane attraverso il micro-marketing nutrizionale: una cluster analysis sui fattori di scelta dei consumatori

Presenter: *Susanna Graziano (Italy - University of Parma)*

Submission type: *full paper*

Authors: *Susanna Graziano, Benedetta Grandi, Maria Grazia Cardinali, Guido Cristini*

Spin to Win or Spin to Stay? Investigating the Psychological Purchasing Mechanisms Behind Gambling-Like e-Commerce

Presenter: *Francesco Smaldone (Italy - University Guglielmo Marconi)*

Submission type: *full paper*

Authors: *Francesco Smaldone, Francesca Nacucchio, Giada Mainolfi*

Cambiano le norme, cambiano le scelte: l'influenza delle norme sociali descrittive dinamiche sulle preferenze d'acquisto

Presenter: *Sofia Laudani (Italy - University of Parma)*

Submission type: *full paper*

Authors: *Sofia Laudani, Maria Grazia Cardinali*

Non-Endemic but Effective? Managerial Logic Behind Non-Endemic Retail-Media Spend

Presenter: *Francesco Costanzo (Italy - University of Milan-Bicocca)*

Submission type: *short paper*

Authors: *Francesco Costanzo, Alice Mazzucchelli, Roberto Chierici, Claudio Chiacchierini, Angelo Di Gregorio*

Aula 2.1

Thursday 11 September 2025

16:00-18:00

Track 6 - Tourism, Culture & Arts Marketing

Session 5

"City Branding vs Place Branding: A Critical Review of the Literature and Emerging Gaps"

Presenter: *Genni Perlangeli (Italy - Bocconi University)*

Submission type: *full paper*

Authors: *Genni Perlangeli, Andrea Rea*

Corporate Support for the Arts: A Strategic Maturity Framework

Presenter: *Ida De Majo (Italy - University of Sannio)*

Submission type: *full paper*

Authors: *Ida De Majo*

The destination image and its impact on tourist civic behaviour: a theoretical framework for the Italian context

Presenter: *Luigi Zingone (Italy - e-Campus University Roma)*

Submission type: *short paper*

Authors: *Luigi Zingone*

Perceived benefits of urban regeneration in coastal tourism destinations

Presenter: *Judit Zoltan (Italy - University of Bologna)*

Submission type: *short paper*

Authors: *Judit Zoltan*

Beyond luxury: A dual perspective on exclusive tourism experiences

Presenter: *Vania Vigolo (Italy - University of Verona)*

Submission type: *short paper*

Authors: *Vania Vigolo, Ilenia Confente, Angelo Bondanti*

Aula 2.2

Thursday 11 September 2025

16:00-18:00

Track 7 - Technology and Innovation Marketing

Session 5

The Role of Start-ups as Enablers of the Circular Economy in Smart Cities

Presenter: *Alessia Turchetta (Italy - University of Cassino and Southern Lazio)*

Submission type: *full paper*

Authors: *Alessia Turchetta, Lorenzo Infascelli, Mohammad Mahoud, Andrea Moretta Tartaglione*

Beyond Neophobia: An integrative model of psychological factors influencing 3DPF acceptance

Presenter: *Anna Boncompagni (Italy - University of Parma)*

Submission type: *full paper*

Authors: *Anna Boncompagni, Diego Gabriele Coppola, Martina Bocchini, Luca Corinaldesi*

Strategic Integration of Conversational AI in Retail SMEs: Addressing Organizational Readiness and Budget Constraints

Presenter: *Siamak Hajiani (Italy - UnitelmaSapienza University of Rome)*

Submission type: *short paper*

Authors: *Siamak Hajiani, Siamak Hajiani*

Il ruolo delle tecnologie immersive nella proposta di valore delle PMI turistiche: evidenze dall'Umbria

Presenter: *Fabio Forlani (Italy - University of Perugia)*

Submission type: *short paper*

Authors: *Fabio Forlani, Roberto Bruni, Marco Galvagno*

Exploring the dynamics of open innovation and artificial intelligence: A focus group study with experts

Presenter: *Maria D'Agostini (Italy - University of Cassino and Southern Lazio)*

Submission type: *full paper*

Authors: *Maria D'Agostini, Annarita Colamatteo, Marcello Sansone*

Aula 2.5

Thursday 11 September 2025

16:00-18:00

Track 8 - Digital Marketing

Session 4

Aging and eWOM Persuasion

Presenter: *Antea Gambicorti (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Antea Gambicorti, Alessandro M. Peluso, Giovanni Pino*

GREEN CONSUMPTION OR UNDERCONSUMPTION: THE EFFECT OF DE-INFLUENCING IN CONSUMERS' DECISIONS

Presenter: *Beatrice Ceccoli (Italy - University of Parma)*

Submission type: *short paper*

Authors: *Beatrice Ceccoli, Donata Tania Vergura, Cristina Fona, Guido Cristini*

Leveraging Mechanical AI to Optimize Advertising Performance: Evidence from TikTok Smart+ Campaigns

Presenter: *Piermario Tedeschi (Italy - Sapienza University of Rome)*

Submission type: *full paper*

Authors: *Piermario Tedeschi, Mihaela Giannelli, Maria Vernuccio*

UNINTENDED CONSEQUENCES OF PRIVACY NOTICES: THE ROLE OF SUSPICION IN CONSUMER DISENGAGEMENT

Presenter: *Deniz Lefkeli (Italy - LUISS Guido Carli - Rome)*

Submission type: *short paper*

Authors: *Deniz Lefkeli, Zeynep Gürhan Canli, Mustafa Karataş, Francisco Villarroel Ordenes*

AI-Generated review summaries and consumer decision-making: Testing the Information Acceptance Model on Gen Z online shoppers

Presenter: *Lawrence Paul Cabrera (Italy - University of Milan-Bicocca)*

Submission type: *full paper*

Authors: *Lawrence Paul Cabrera, Alice Mazzucchelli, Domitilla Magni, Roberto Chierici*

Aula 2.6

Thursday 11 September 2025

16:00-18:00

Track 9 - Sustainable Marketing and Inclusivity

Session 4

Inclusion or Illusion? An Ethical Perspective on How Tokenism Shapes the Market Inclusion of Disabled Consumers

Presenter: *Beatrice Medici (Italy - Bocconi University)*

Submission type: *full paper*

Authors: *Beatrice Medici, Hanaa Hamidi, Giovanni Baldi*

Greenhushing on Online Delivery Platforms: To disclose or not to disclose green cues?

Presenter: *Musa Essa (Netherlands - Tilburg University)*

Submission type: *full paper*

Authors: *Musa Essa, Annamaria Tuan, Marco Visentin*

Luxury Fashion Brands Communication on Gender Issues and Corporate Activism: Action or Hype?

Presenter: *Marta Giovannetti (Italy - University of Macerata)*

Submission type: *short paper*

Authors: *Stefania Masè, Marta Giovannetti, Cinzia Colapinto, Elena Cedrola*

EATING WITH YOUR EYES: INSIGHTS INTO THE PROMOTION OF HEALTHY FOODS VIA INSTAGRAM

Presenter: *Monica Mendini (SUPSI)*

Submission type: *short paper*

Authors: *Monica Mendini, Paula C. Peter, Anjala Krishen*

Beyond Greenwashing: Communicating Sustainability in the Age of Regulatory Verification

Presenter: *Fabrizio Flavio Baldassarre (Italy - University of Bari Aldo Moro)*

Submission type: *short paper*

Authors: *Fabrizio Flavio Baldassarre, Claudio Rosito, Raffaele Campo, Durante Gennaro*

Aula B1

Thursday 11 September 2025

16:00-18:00

Track 10 - Services Marketing

Session 3

Third Places as Catalysts for Connection: A Service Research Framework for Combating Loneliness in Physical, Digital, and Phygital Spaces

Presenter: *Maria Colurcio (Italy - University of Catanzaro "Magna Graecia")*

Submission type: *full paper*

Authors: *Maria Colurcio, Janet Davey, Vania Vigolo*

Investigating Acceptance and Rejection of Service Robots in Educational Settings

Presenter: *Stefano Paolo Russo (Italy - University of Naples "Federico II")*

Submission type: *full paper*

Authors: *Stefano Paolo Russo, Roberta De Filippis*

Realigning value misalignments in digital public services through servant leadership

Presenter: *Beatrice Bellassi*

Submission type: *full paper*

Authors: *Angela Caridà, Maria Cristina Dardano, Beatrice Bellassi, Monia Melia*

Chatbots and Customer Effort: Analyzing Interaction Types in Automated Service Encounters

Presenter: *Irene Di Bernardo (Italy - University of Naples "Federico II")*

Submission type: *short paper*

Authors: *Irene Di Bernardo, Angelo Ranieri, Cristina Mele, Tiziana Russo Spina*

The Interplay of Provenance and Principle: How Sustainability and Entrepreneurial Values Reshape the 'Made in Italy' Effect

Presenter: *Anna Paola Codini (Italy - University of Brescia)*

Submission type: *short paper*

Authors: *Anna Paola Codini, Najeek Arghistani, Elisa Carloni*

Aula B4

Thursday 11 September 2025

16:00-18:00

Track 7 - Technology and Innovation Marketing

Session 6

Exploring the role of Artificial Intelligence in engaging with patients: a literature review on AI applications in the healthcare sector

Presenter: *Riccardo Pollifroni (Italy - University of Pisa)*

Submission type: *short paper*

Authors: *Riccardo Pollifroni, Raffaele Donvito, Gaetano Aiello, Olga Nechaeva, Maria Grazia Cardinali*

From Conversion to Contribution: Rethinking Attribution in the Age of Community-Driven Influence

Presenter: *Gianluca Centraco (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Gianluca Centraco, Gabriele Santoro*

Growth Hacking and Sustainable Growth: Introducing the Dynamic Growth Hacking Capability

Presenter: *Annaluce Mandiello (Italy - University of Naples "Parthenope")*

Submission type: *full paper*

Authors: *Annaluce Mandiello, Claudia Perillo, Anna Bastone, Federica Zeuli, Francesco Schiavone*

How digital technologies can affect brand perception and consumer behaviour: An empirical research applied to luxury brands

Presenter: *Mauro Capestro (Italy - University of Pavia)*

Submission type: *short paper*

Authors: *Mauro Capestro*

The Value of Transgender Consumers in the Marketplace

Presenter: *Varala Maraj (UK - University of Bath)*

Submission type: *short paper*

Authors: *Varala Maraj, Mario Campana, Rohan Venkatraman*

Aula B6

Thursday 11 September 2025
16:00-18:00

Track 8 - Digital Marketing

Session 5

Digital Platforms, Physical Emissions: Investigating the Environmental CDR in Social Media and AI Practices

Presenter: *Francesca Negri (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *full paper*

Authors: *Francesca Negri*

Discouraging, but Not Too Much: The Role of Credibility and Homophily in User Engagement and Perceived Influencer Purpose within the Deinfluencing Phenomenon

Presenter: *Letizia Lo Presti (Italy - LUMSA University Palermo)*

Submission type: *short paper*

Authors: *Letizia Lo Presti, Valentina Cucino, Gennaro Iasevoli*

How GenAI-Enhanced Content Shapes Engagement on Social Media

Presenter: *Selahattin Onur Karlık (Italy - LUISS Guido Carli - Rome)*

Submission type: *short paper*

Authors: *Selahattin Onur Karlık, Matteo De Angelis, Rumen Pozharliev*

The Brand Purpose-Authenticity Nexus: Leveraging Instagram Bios to Drive Word-of-Mouth Intentions

Presenter: *Marco Pichierri (Italy - University of Bari Aldo Moro)*

Submission type: *short paper*

Authors: *Marco Pichierri, Martina Di Cioccio*

When Advertising Speaks Honestly: The Role of AI Usage Declaration in Shaping Consumer Perception and Behavior

Presenter: *Veronica Marozzo (Italy - University of Messina)*

Submission type: *short paper*

Authors: *Veronica Marozzo, Fabrizio Cesaroni, Tindara Abbate, Augusto D'Amico*

Aula B7

Thursday 11 September 2025
16:00-18:00

Track 2 - Consumer Behavior

Session 6

Political Orientation and Misinformation Sharing: The Moderating Role of Interpersonal Closeness

Presenter: *Gaia Giambastiani (ESCP Business School, Turin, Italy)*

Submission type: *short paper*

Authors: *Gaia Giambastiani, Giandomenico Di Domenico*

Prompt Until It Hurts: Understanding Irrational Engagement with Generative AI.

Presenter: *Giuseppe La Ragione (Italy - University of Naples "Parthenope")*

Submission type: *short paper*

Authors: *Giuseppe La Ragione, Shiva Sadat Mostafavi, Marcello Risitano*

Psychological Determinants of Bank Channel Choice: The Role of Trust, Risk and Technology Attitude in Cameroon

Presenter: *Giada Rainone (Italy - University "Suor Orsola Benincasa" - Naples)*

Submission type: *full paper*

Authors: *Giada Rainone, Laure Hymette Fangue Ndjioze*

Quiet Signals, Loud Identities: the Power of Iconic Products in Inconspicuous Consumption

Presenter: *Isabella Maggioni (ESCP Business School)*

Submission type: *full paper*

Authors: *Isabella Maggioni*

Virtual or Human Influencers? Exploring Consumer Authenticity, Trust, and Engagement Across Generations

Presenter: *Massimiliano Ruggiero (Università degli Studi Roma Tre)*

Submission type: *short paper*

Authors: *Massimiliano Ruggiero, Giovanni Mattia, Martina Toni*

Aula T1

Thursday 11 September 2025
16:00-18:00

Track 6 - Tourism, Culture & Arts Marketing

Session 6

Conceptualising virtual reality museum experiences affecting destination brand equity

Presenter: *Mariapina Trunfio ()*

Submission type: *short paper*

Authors: *Mariapina Trunfio, Cecilia Pasquielli, Gennaro Punzo*

Corporate Museums as Tourist Experiences: A Transformative Theory Perspective

Presenter: *Paola Gioia (Italy - University of Naples "Parthenope")*

Submission type: *short paper*

Authors: *Paola Gioia, Cecilia Pasquinelli, Maria Rosaria Napolitano*

Data Lake a servizio delle destinazioni turistiche: casi e applicazioni

Presenter: *Paola Signori (Italy - University of Verona)*

Submission type: *full paper*

Authors: *Paola Signori, Christian Besemer, Isabella Carbone, Francesca Simeoni*

Exploring perceptions and attitudes toward hospitality employment: A cluster analysis in Italy

Presenter: *Anna G. Satta (Italy - University of Sassari)*

Submission type: *short paper*

Authors: *Anna G. Satta, Giacomo Del Chiappa, Jessica Mei Pung*

Feeling Science: A Transdisciplinary Review of Embodied Authenticity in Science Communication

Presenter: *Elena Sorba (Italy - IULM University)*

Submission type: *full paper*

Authors: *Elena Sorba, Valeria Beccari*

Aula T2

Thursday 11 September 2025
16:00-18:00

Track 9 - Sustainable Marketing and Inclusivity

Session 5

From Greenwashing to Green Claims regulatory implications of EU Directive
"Empowering consumers for the green transition"

Presenter: *Vincenza Volpe (Italy - University "Suor Orsola Benincasa" - Naples)*

Submission type: *short paper*

Authors: *Valeria De Sio, Vincenza Volpe, Alessandra Storlazzi*

Green marketing and sustainable consumer behaviour. Insights from the Italian context

Presenter: *Ilaria Tutore (Italy - University of Naples "Parthenope")*

Submission type: *short paper*

Authors: *Ilaria Tutore, Annarita Sorrentino, Ilaria Tufano, Francesco Calza*

Implementing the Inclusive Branding Strategy: Key challenges and managerial solutions from the perspective of marketing practitioners

Presenter: *Federica Ceccotti (Italy - Sapienza University of Rome)*

Submission type: *full paper*

Authors: *Federica Ceccotti, Maria Vernuccio, Sara Boccalini*

REGENERATING SALENTO: HOW TO TURN AN AGRI-ENVIRONMENT CRISIS INTO A PLACE BRANDING OPPORTUNITY

Presenter: *Vittoria Tunno (Italy - University of Campania "Luigi Vanvitelli")*

Submission type: *short paper*

Authors: *Vittoria Tunno, Vittoria Tunno, Maria Irene Prete, Mauro Amoruso, Antonio Mileti*

Scrolling for Truth: Generation Z's Perception of CSR Credibility

Presenter: *Anna Piergallino (Italy - University of Sannio)*

Submission type: *short paper*

Authors: *Anna Piergallino*

Friday 12 September 2025

11:00-12:30 (Time Zone CEST Europe/Rome)

Aula 1.3

Friday 12 September 2025
11:00-12:30

Track 1 - International Marketing

Session 3

Aligning Front-of-Pack Labeling Research with Consumer Needs: A Cross-Country Analysis of Research Intensity and Policy Urgency

Presenter: *Valeria Gammella Quintero (Italy - LUISS Guido Carli - Rome)*

Submission type: *full paper*

Authors: *Valeria Gammella Quintero, Marco Francesco Mazzù, Angelo Baccelloni*

A Classification Decision Tree for Customer Segmentation

Presenter: *Valerio Veglio (Italy - University of Pavia)*

Submission type: *short paper*

Authors: *Valerio Veglio, Rubina Romanello*

Country-of-Origin Effect on AI-Generated Fashion Content: A Conceptual Paper

Presenter: *Emanuele Ghianda (Italy - University of Milan-Bicocca)*

Submission type: *short paper*

Authors: *Emanuele Ghianda, Michela Matarazzo, Alice Mazzucchelli, Roberto Chierici, Angelo Di Gregorio*

STRATEGIE DI MARKETING INTERNAZIONALE DEGLI OLI EVO BIOLOGICI
CERTIFICATI E VALORIZZAZIONE DEI PREMI INTERNAZIONALI DI QUALITÀ

Presenter: *Gaetano Macario (Italy - University of Bari Aldo Moro)*
Submission type: *short paper*
Authors: *Gaetano Macario, Savino Santovito*

Aula 1.4

Friday 12 September 2025
11:00-12:30

Track 2 - Consumer Behavior

Session 7

Invisible and Lonely: The Role of Social Media and Ritualized Consumption in Seeking Patient Recognition

Presenter: *Beatrice Medici (Italy - Bocconi University)*

Submission type: *short paper*

Authors: *Beatrice Medici, Rossella Gambetti, Stefania Borghini*

The Role of Luxury Aesthetics in Driving Sustainable Consumption

Presenter: *Ernesto Cardamone (Italy - University of Calabria)*

Submission type: *short paper*

Authors: *Matteo De Angelis, Cesare Amatulli, Rumen Pozharliev, Ernesto Cardamone, Martina Di Cioccio*

Do they really care? Implications of AI disclosure in social media campaigns on consumer purchasing behaviour

Presenter: *Ali Ozcan (Italy - University of Padua)*

Submission type: *short paper*

Authors: *Ali Ozcan, Andrea Ganzaroli*

Trauma-Informed, Co-Constructed Framework for In-Depth Market Interviews in Crisis Contexts

Presenter: *Nataliia Kochkina (Italy - University of Cagliari)*

Submission type: *short paper*

Authors: *Nataliia Kochkina, Sofiia Berezka, Giuseppe Melis, Fabio Corona*

Aula 1.5

Friday 12 September 2025
11:00-12:30

Track 3 - Marketing Communication & Branding

Session 6

The material dimension of brand heritage: how brand relics affect curiosity and consumption behavior

Presenter: *Antonella Garofano (Italy - University of Campania "Luigi Vanvitelli")*

Submission type: *short paper*

Authors: *Antonella Garofano, Fabien Pecot, Angelo Riviezzo, Mohamed Didi-Alaoui, Maria Rosaria Napolitano*

You tried to save the planet. Now, can creativity save your brand? Reimagining sustainability communication through creative design and neuromarketing

Presenter: *Giada Mattias (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Giada Mattias, Rebecca Pera*

Snowclones: Using Cultural Capital to Engage and Persuade

Presenter: *Matilde Rapezzi (Netherlands - Vrije Universiteit Amsterdam)*

Submission type: *full paper*

Authors: *Matilde Rapezzi, Peeter Verlegh, Grant Packard*

Is Gossip Always Bad for Human Branding? Unexpected Consequences of Celebrity Gossip

Presenter: *Gaia Giambastiani (ESCP Business School, Turin, Italy)*

Submission type: *short paper*

Authors: *Gaia Giambastiani, Andrea Ordanini, Joseph C. Nunes*

Aula 1.6

Friday 12 September 2025
11:00-12:30

Track 12 - Marketing in Entrepreneurial Ecosystems - Special track UNESCO Chair

Sustainable practices in the MENA entrepreneurial ecosystem: The impact of country culture

Presenter: *Nohaila Kartti (Italy - University of Naples "Parthenope")*

Submission type: *short paper*

Authors: *Nohaila Kartti, Lorenza Claudio, Chiara Cannavale*

Self-Efficacy and Structural Change: Resilience in Italian Women Entrepreneurs During the Pandemic

Presenter: *Claudia Covucci (Italy - University Mercatorum - Rome)*

Submission type: *full paper*

Authors: *Claudia Covucci, Chiara Spiniello, Giusy Sica, Maria Palazzo, Alessandra Micozzi*

Leveraging Growth Hacking and Digital Marketing: Evidence from Tunisian Startups

Presenter: *Lala Hu (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *full paper*

Authors: *Lala Hu, Nesrine Agrebi*

Education as a Key Factor of Entrepreneurship Ecosystems: The Role of Lean Marketing

Presenter: *Silvia Cosimato (Italy - University of Naples "Federico II")*

Submission type: *full paper*

Authors: *Silvia Cosimato, Silvia Cosimato, Nadia Di Paola, Nunzia Capobianco, Roberto Vona*

Aula 1.7

Friday 12 September 2025

11:00-12:30

Track 5 - Retailing, Sales, & Trade Marketing

Session 4

Understanding Competency Determination in B2B Hiring for Inside Sales

Presenter: *Karina Burgdorff Jensen (University College of Northern Denmark)*

Submission type: *short paper*

Authors: *Karina Burgdorff Jensen, Simone Severini, Piotr Kwiatek, Pia Hautamäki, Christian Stadlmann*

Customer Recovery as a Strategic Lever in CRM: Evidence from an Empirical Case Study

Presenter: *Federico Mertoli (Italy - University of Catania)*

Submission type: *short paper*

Authors: *Federico Mertoli, Luigi Piper, Alexandru Avram, Francesco Puccio, Carmela Elita Schillaci*

Independent Sales Agents at the Crossroads: Managing Customer and Principal Demands in B2B

Presenter: *Christian Stadlmann ()*

Submission type: *short paper*

Authors: *Christian Stadlmann, Deva Rangarajan, Alessandro Romoli*

MASTERING SUSTAINABILITY-ORIENTED SERVICE INNOVATION

Presenter: *Laura Ingrid Maria Colm (Italy - SDA Bocconi)*

Submission type: *full paper*

Authors: *Laura Ingrid Maria Colm, Paolo Guenzi, Ed Nijssen*

Aula 2.1

Friday 12 September 2025

11:00-12:30

Track 6 - Tourism, Culture & Arts Marketing

Session 7

Memorable for the wrong reasons: a text mining analysis of negative memorable guest experiences in the hospitality sector

Presenter: *Mara Normando (Italy - University of Salerno)*

Submission type: *full paper*

Authors: *Mara Normando, David D'Acunto, Giampaolo Viglia*

Disaggregating Tourism Impacts: An Input-Output Analysis of Same-Day and Overnight Visitors in a Local Context

Presenter: *Roberta Valsecchi (Italy - University of Bergamo)*

Submission type: *full paper*

Authors: *Roberta Valsecchi, Daniela Andreini, Federica Burini*

"Summer in the mountains": insights on the design of coherent agritourism narratives

Presenter: *Serena Lonardi (Italy - Free University of Bozen-Bolzano)*

Submission type: *short paper*

Authors: *Serena Lonardi, Giulia Grillini, Serena Volo*

Too Much Community? Rethinking Community-Based Tourism as a Moderator of Destination Image in Rural Destinations

Presenter: *Gioele Zamparo (Italy - University of Udine)*

Submission type: *full paper*

Authors: *Gioele Zamparo, Francesco Vitellaro, Valeria Schifilliti, Nicoletta Buratti*

Aula 2.2

Friday 12 September 2025

11:00-12:30

Track 7 - Technology and Innovation Marketing

Session 7

Marketing Innovation and Digital Technologies (DTs) Integration in Luxury Brands: Evidence from Italy

Presenter: *Ezgi Hazal Gurcan (Italy - University Cattolica del Sacro Cuore - Milan)*

Submission type: *short paper*

Authors: *Ezgi Hazal Gurcan*

GenAI as a product: an empirical perspective on productisation's key dimensions

Presenter: *Andrea Sabatini (Italy - Polytechnic of Marche - Ancona)*

Submission type: *full paper*

Authors: *Andrea Sabatini, Gian Luca Gregori*

Patient First: An Explorative Analysis of AI-Driven Customer-Centric Healthcare Models

Presenter: *Anna Bastone (Italy - University of Naples "Parthenope")*

Submission type: *full paper*

Authors: *Federica Zeuli, Annaluce Mandiello, Claudia Perillo, Anna Bastone, Francesco Schiavone*

The adoption of blockchain-based traceability services by small and medium-sized agri-food companies: An empirical investigation

Presenter: *Gaetano Pice (Italy - University "G. D'Annunzio" of Chieti-Pescara)*

Submission type: *short paper*

Authors: *Gaetano Pice, Giovanni Pino, Diego Valentinetti, Marco Pichierri*

Aula 2.5

Friday 12 September 2025

11:00-12:30

Track 8 - Digital Marketing

Session 6

Human vs Virtual Influencers: the impact of AI on Digital Marketing

Presenter: *Alessia Turchetta (Italy - University of Cassino and Southern Lazio)*

Submission type: *short paper*

Authors: *Alessia Turchetta, Ylenia Cavacece, Andrea Moretta Tartaglione, Giuseppe Russo*

Consumer Tracking and Perceived Profit-Orientation for Global and Local Brands

Presenter: *Deniz Lefkeli (Italy - LUISS Guido Carli - Rome)*

Submission type: *short paper*

Authors: *Deniz Lefkeli, Zeynep Gürhan Canli*

Nudging consumers toward sustainable last-mile delivery choices

Presenter: *Jacopo Ballerini (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Jacopo Ballerini*

Personalization Unboxed: A Framework for Strategic Application

Presenter: *Chiara Ottolenghi (Italy - LUMSA University)*

Submission type: *short paper*

Authors: *Chiara Ottolenghi, Gennaro Iasevoli*

Aula 2.6

Friday 12 September 2025

11:00-12:30

Track 9 - Sustainable Marketing and Inclusivity

Session 6

Marketing Arcobaleno: Opportunità o opportunismo? Un'analisi sistematica sull'impatto del Rainbow Washing

Presenter: *Antonio Mileti (Italy - University of Catania)*

Submission type: *short paper*

Authors: *Antonio Mileti, Maria Irene Prete, Diego Gabriele Coppola, Elita Schillaci, Lorenzo Giummarra*

Fear that protects: Integrating eco-emotions into protection motivation theory

Presenter: *Martina Bocchini (Italy - University of Sannio)*

Submission type: *short paper*

Authors: *Martina Bocchini, Mario D'Arco*

"Sustainability in Marketing Strategy: From Consumer-Centric Focus to Holistic Ecosystem Thinking"

Presenter: *Genni Perlangeli (Italy - Bocconi University)*

Submission type: *short paper*

Authors: *Genni Perlangeli*

Marketing Strategies in Agri-Food Social Cooperatives: Five Cases from Central Italy

Presenter: *Valerio Natale (Italy - University of Siena)*

Submission type: *short paper*

Authors: *Valerio Natale, Elena Casprini, Lorenzo Zanni*

Aula B1

Friday 12 September 2025

11:00-12:30

Track 6 - Tourism, Culture & Arts Marketing

Session 2

Branding the Eternal City: Strategic Narratives and Identity Construction in Rome's Urban Image

Presenter: *Magda Touti (Italy - Sapienza University of Rome)*

Submission type: *short paper*

Authors: *Magda Touti, Fabiola Sfodera, Alessio Di Leo, Alberto Mattiacci*

Bridging Connectivity Gaps in Hospitality: A Mixed-Method Study of Mesh Networking, User Experience, and Behavioral Outcomes

Presenter: *Md Salamun Rashidin (Italy - University of Sassari)*

Submission type: *short paper*

Authors: *Md Salamun Rashidin*

Bridging Culture and Innovation: Profiling Motivations for Virtual Reality Adoption in Cultural Tourism

Presenter: *Marco Pichierri (Italy - University of Bari Aldo Moro)*

Submission type: *short paper*

Authors: *Marco Pichierri, Lorenzo Saponaro, Luca Petruzzellis*

Capturing the image of cultural heritage. A Systematic Literature Review and Future Research Agenda

Presenter: *Giada Mainolfi (Italy - University of International Studies - Rome)*

Submission type: *full paper*

Authors: *Giada Mainolfi, Alessandro Romoli, Alessandro De Nisco*

Aula B4

Friday 12 September 2025
11:00-12:30

Track 7 - Technology and Innovation Marketing

Session 8

Integrating Gamification into the Consumer Journey: A Conceptual Model and Research Proposition.

Presenter: *Giuseppe La Ragione (Italy - University of Naples "Parthenope")*

Submission type: *short paper*

Authors: *Giuseppe La Ragione, Francesco Calza, Marco Ferretti, Marcello Risitano*

New Frontiers for Value Co-creation in the Entertainment Industry

Presenter: *Daniele Leone (Italy - University of Naples "Parthenope")*

Submission type: *full paper*

Authors: *Daniele Leone, Andrea Gargiulo, Marco Ferretti*

Smart Devices and the Amateur Cycling Experience: An Assemblage Theory Perspective

Presenter: *Daniele Dalli (Italy - University of Pisa)*

Submission type: *short paper*

Authors: *Daniele Dalli, Virginia Vannucci*

The Future of Fandom: Exploring the Power of VR in Sport

Presenter: *Luca Matteo Zagni (Italy - University of Turin)*

Submission type: *short paper*

Authors: *Luca Matteo Zagni, Lea Iaia*

Aula B6

Friday 12 September 2025
11:00-12:30

Track 8 - Digital Marketing

Session 7

The Owned Social Media Value Chain: A Meta-Analysis on the Chain of Effects from Brand Owned Social Media to Consumer Buying Behavior

Presenter: *Salvatore Massimo Lombardo (Italy - University of Catania)*

Submission type: *short paper*

Authors: *Salvatore Massimo Lombardo, Georgia Liadeli, Francesca Sotgiu, Peeter W.j. Verlegh*

Cultural drivers of digital adoption: the role of Cosmopolitanism, Ethnocentrism, and Social Media in SME internationalization

Presenter: *Giulia Marchiò (Italy - Italian ministry of education)*

Submission type: *short paper*

Authors: *Giulia Marchiò, Andrea Pontone*

Building Customer-Based Brand Equity through Phygital Integration

Presenter: *Caterina Benvenuti (Italy - University of Siena)*

Submission type: *full paper*

Authors: *Caterina Benvenuti, Tommaso Pucci, Riccardo Rialti*

More than a pretty picture: Exploring Instagrammability in firm-generated content.

Presenter: *Antonella Cammarota (Italy - University of Sannio)*

Submission type: *short paper*

Authors: *Antonella Cammarota, Niccolò Piccioni, Luca Petruzzellis*

Aula B7

Friday 12 September 2025
11:00-12:30

Track 2 - Consumer Behavior

Session 8

Retro Rewind: Vicarious Nostalgia and the New Cassette Culture

Presenter: *Martina Columbano (Italy - University of Parma)*

Submission type: *short paper*

Authors: *Alice Venturini, Martina Columbano, Francesca Bergianti*

Synesthetic Soundscapes: Metaphors and the Affective Construction of Music on Digital Platforms

Presenter: *Isabella Ciampa (UK - University of Birmingham)*

Submission type: *short paper*

Authors: *Isabella Ciampa, Rebecca Pera*

Redefining Luxury: Consumer Responses to Marketing of Lab-Grown vs. Natural Diamonds

Presenter: *Nora Regina Schraffl (Italy - LUISS Guido Carli - Rome)*

Submission type: *short paper*

Authors: *Nora Regina Schraffl, Marco Francesco Mazzú, Angelo Baccelloni*

Groundedness in a Changing World: A Novel Perspective on Subjective Well-Being

Presenter: *Antea Gambicorti (Italy - University of Salento)*

Submission type: *short paper*

Authors: *Antea Gambicorti, Arnaud Monnier, Martin Schreier, Stijn M.j. Van Osselaer*

Aula T1

Friday 12 September 2025

11:00-12:30

Track 6 - Tourism, Culture & Arts Marketing

Session 8

From Expectations to Emotions: Are Memorable Tourism Experiences Reshaping the Image of Naples as a Tourist Destination?

Presenter: *Antonio Apicella (Italy - University of Salerno)*

Submission type: *short paper*

Authors: *Antonio Apicella, Francesca Sammartino, Alfonso Siano, Agostino Vollero*

Mapping the Memorable Guest Experience in Luxury Hospitality: An Exploratory Study Combining CADS and AI

Presenter: *Walter Spezzano (Italy - University of Palermo)*

Submission type: *full paper*

Authors: *Walter Spezzano, Giuseppina Lo Mascolo, Camilla Vásquez*

Regulatory Focus and the Adoption of Virtual Reality in Cultural Heritage Tourism: Insights from a Qualitative Study

Presenter: *Domenico De Fano (Italy - University LUM "Giuseppe De Gennaro")*

Submission type: *short paper*

Authors: *Domenico De Fano, Tommasina Pianese, Piera Buonincontri*

Transformative Tourism: Insights from Online Narratives of Italian Route Walkers

Presenter: *Simone Splendiani (Italy - University of Perugia)*

Submission type: *short paper*

Authors: *Fabio Forlani, Simone Splendiani, Sofia Rita Di Blasi*

Aula T2

Friday 12 September 2025

11:00-12:30

Track 9 - Sustainable Marketing and Inclusivity

Session 7

EmpowHER: a Pink Entrepreneurship for Digital Success

Presenter: *Alessandra Costa (Italy - University of Messina)*

Submission type: *short paper*

Authors: *Alessandra Costa, Veronica Marozzo, Tindara Abbate, Fabrizio Cesaroni, Angelo Presenza*

Seeing Touch, Trusting Green: How Vicarious Touch Enhances Consumer Responses to Sustainable Products

Presenter: *Yunlu Zhao (Italy - University of Bologna)*

Submission type: *short paper*

Authors: *Yunlu Zhao, Elisa Montaguti, Alessandra Zammit*

Social Marketing and the Well-Being of Vulnerable Consumers: Insights from the Emporium of Solidarity

Presenter: *Paolo Cunico (Italy - Ca' Foscari University of Venice)*

Submission type: *short paper*

Authors: *Paolo Cunico, Michela Cesarina Mason, Andrea Moretti*

The communication of sustainability and mitigation in manufacturing SMEs

Presenter: *Greta Buoso (Italy - University of Padua)*

Submission type: *full paper*

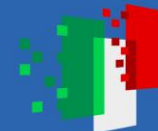
Authors: *Greta Buoso, Eleonora Di Maria, Marco Bettiol*



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**National Recovery and Resilience Plan (NRRP)
- 2022 National Research Program (PRIN)**



Naples, 10-12 September 2025

Age-related differences in sustainable consumption: The role of time perspective

Alessandro M. Peluso – University of Salento, Lecce (Italy)

Yeonjin (Jin) Sung – Sogang University, Seoul (South Korea)

Cesare Amatulli – University of Bari “Aldo Moro” (Italy)

Gianluigi Guido – University of Salento, Lecce (Italy)

Carolyn Yoon – University of Michigan, Ann Arbor (USA)

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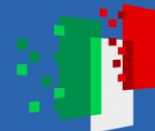
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Environmental Sustainability

- Environmental sustainability is a key priority for national and supranational authorities across the globe
- In addition to large-scale coordinated efforts to promote worldwide environmental sustainability, having consumers voluntarily adopt pro-environmental attitudes and behaviors is all the more crucial
- Such attitudes and behaviors may vary considerably across consumer segments



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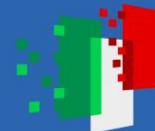
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Older Adults and Sustainability

- Studies find that older (vs. young) consumers are less inclined to engage in environmental sustainability (e.g., Cottrell 2003, Jansson et al. 2010)
- The growing aging population may pose a substantial challenge to today's sustainability practices (65+ consumers = 20% of EU population) (Population Pyramid 2025)
- We delve into the reasons driving the reduced engagement among older adults and provide cost-effective intervention strategies to promote sustainable consumption among this consumer segment



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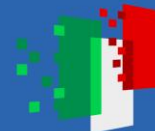
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Socioemotional Selectivity Theory

- One's perception of time changes across the life span (Carstensen 1995, 2006)
- Older individuals view their future as more limited compared to younger individuals (Lang and Carstensen 2002)
 - This age-related shift in time perspective causes older consumers to adopt a short-term orientation, prioritizing present concerns over distant future considerations (e.g., reduced size of the social network).
- The tendency for older adults to attend more to the present seems to be at odds with sustainable consumption, which inherently involves a long-term perspective (Milfont et al. 2012)

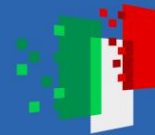


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Hypothesis 1

- Older consumers have a shorter time perspective and, consequently, exhibit lower engagement in environmentally sustainable consumption

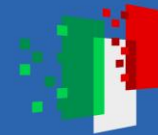




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Malleability of Time Perspective

**Situationally-induced
mindset**



Age-related differences in time perspective and sustainable consumption mitigate when older consumers are induced to adopt a long time orientation or to feel younger

**Individual
differences**



Age-related differences in time perspective and sustainable consumption mitigate when older consumers chronically feel younger



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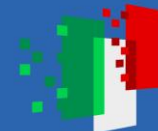


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Hypotheses 2 and 3ab

- H2: Older consumers are more likely to engage in sustainable consumption when situationally induced to adopt a long, rather than short, time perspective
- H3a. Older consumers (compared to younger consumers) exhibit a shorter time perspective and are thus less likely to engage in sustainable consumption. This effect is attenuated among those with a greater tendency to feel younger than their chronological age (i.e., higher youth-age)
- H3b. Older consumers (compared to younger consumers) exhibit a shorter time perspective and are thus less likely to engage in sustainable consumption. This effect is attenuated in the presence of young, rather than old, social cues



Overview of the Studies (1/2)

This presentation

This presentation

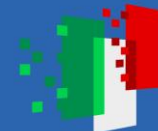
Study	Data source	Age range	Dependent variable	Key finding(s)
1	Field survey	19-88	Green consumption values	<i>Time perspective mechanism (H1):</i> Age is negatively related to green consumption values via propensity to adopt a long time perspective
S1	Field survey	19-86	Future commitment to recycling	<i>Time perspective mechanism (H1):</i> Age is negatively related to future commitment to recycling via propensity to adopt a long time perspective
S2	Field survey	65-95 (older consumers)	Scenario-based product choice (environmentally-friendly water bottle vs. conventional plastic water bottle; comparable quality; 20% price difference)	<i>Time perspective mechanism (H1):</i> Age-related difference in time perspective and sustainable consumption persist within the older consumer segment, with older-olds being less likely than younger-olds to choose the environmentally-friendly option due to a shorter time perspective
2a	Online experiment with national paid pool	65-88 (older consumers)	Scenario-based product choice (i.e., environmentally-friendly pen vs. conventional pen; comparable quality; 20% price difference)	<i>Theory-consistent and intervention-relevant time perspective manipulation (H2):</i> Older consumers exposed to a long time perspective (vs. short or neutral) message cue are more likely to select the environmentally-friendly option
2b	Preregistered field experiment	65-92 (older consumers)	Real product choice (i.e., environmentally-friendly pen vs. conventional pen; comparable quality; free gift)	<i>Theory-consistent and intervention-relevant time perspective manipulation (H2):</i> Older consumers exposed to a long time perspective (vs. neutral) message cue are more likely to select the environmentally-friendly option



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Overview of the Studies (2/2)

	Study	Data source	Age range	Dependent variable	Key finding(s)
	S3	Preregistered field experiment	18-35 (younger consumers)	Real product choice (i.e., environmentally-friendly pen vs. conventional pen; comparable quality; free gift)	<i>Younger consumers' indifference to time perspective manipulation: Younger consumers' engagement in sustainable consumption remains unaffected by message cues manipulating time perspective</i>
This presentation	3	Field survey	18-96	Scenario-based product choice (environmentally-friendly batteries vs. conventional batteries; comparable quality; 20% price difference)	<i>Theory-consistent moderator (H3a): Older consumers with a greater tendency to feel younger than their chronological age (i.e., higher youth-age) do not differ significantly from younger consumers in their time perspective and engagement in sustainable consumption</i>
This presentation	4	Field experiment	18-80	Scenario-based service choice (environmentally-friendly hotel vs. conventional hotel; comparable quality; 20% price difference)	<i>Theory-consistent and intervention-relevant moderator (H3b): When exposed to young social cues, older consumers align with younger ones in time perspective and engagement in sustainable consumption</i>



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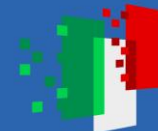


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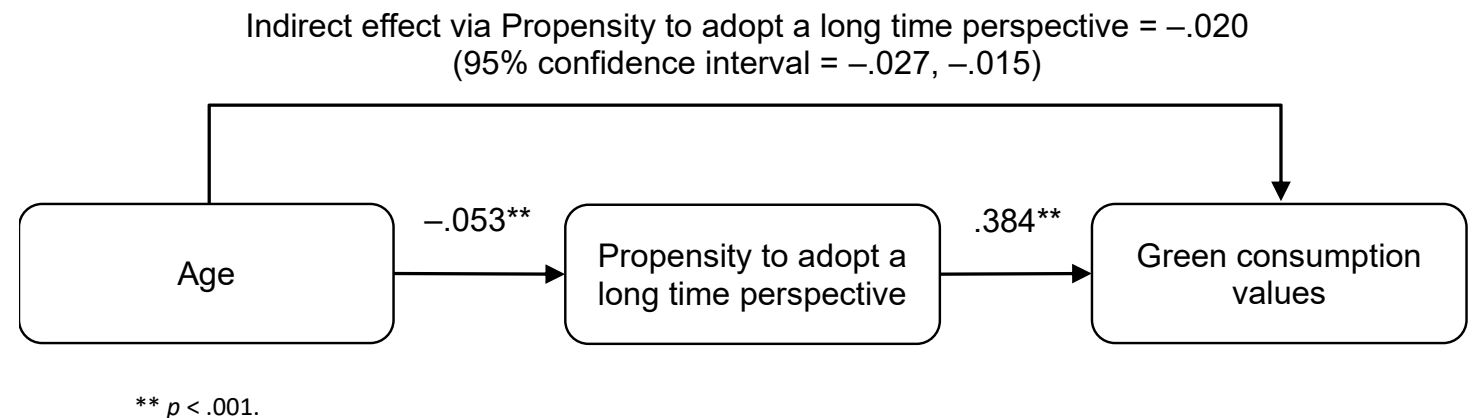
Study 1: Method

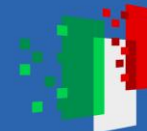
- **Obj.:** To examine the mediating role of time perspective in the negative relationship between age and engagement in sustainable consumption (H1)
- 450 ss. (age: 19–88, $M_{Age} = 49.80$; 216 F) recruited in a shopping area of a European city
- **DV:** Green consumption values (Haws et al. 2014; 6 items)
 - E.g., “It is important to me that the products I use do not harm the environment”
- **MED:** Future time perspective (Lang and Carstensen 2002; 10 items)
 - E.g., “My future seems infinite to me,” “Most of my life lies ahead of me”
- Additional potentially competing mediators: altruism, openness to change, lack of perceived control, optimism, subjective and objective environmental knowledge
- Demographics (gender, health status, education, income, children, time of day the study was completed)



Study 1: Results (1/2)

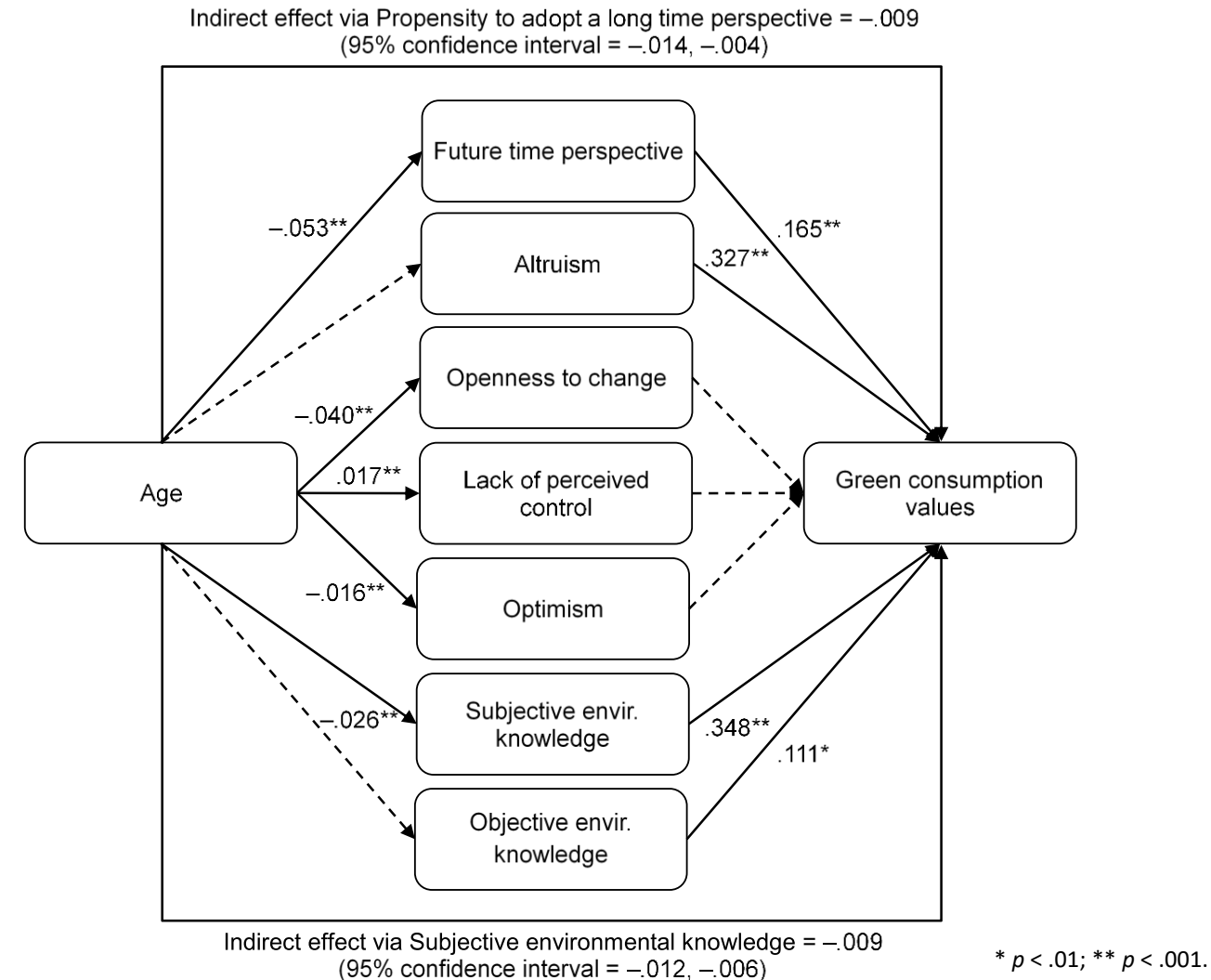
- A negative relationship between age and green consumption values ($b = -.012, p < .001$)
- A negative indirect relationship through future time perspective (supporting H1)

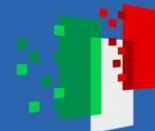




Study 1: Results (2/2)

- Results consistent when adding potentially competing mediators
- Results consistent when controlling for demographics
- Results support H1





Study 2a: Method (1/2)

- **Obj.:** To test H2 by manipulating time perspectives
- 130 older ss. (age: 65–88, $M_{Age} = 70.18$; 64 F); national paid pool
- **Design:** short vs. neutral vs. long time perspectives (between-subjects) (Williams and Drolet 2005)

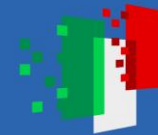


- Write in one or two sentences...

... the ways in which life is short

... why you would drink “Pure Fresh”

... the ways in which life is long



Study 2a: Method (2/2)

- **DV:** Scenario-based product choice
- Time Perspective MC:
 1. The ad makes me perceive my future time horizon as...
(Five-point scale: 1 = very limited, 5 = very expansive)
 2. The ad makes me focus on ...
(Five-point scale: 1 = the present time greatly, 5 = the future time greatly)
- Demographics (gender, health status, education, income, presence of children, time of day)

The CONVENTIONAL VERSION of the pen that is made with standard materials. This pen cannot be recycled and may thus harm the environment.

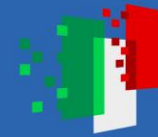
(Price: \$2.50)



The GREEN VERSION of the pen that is made 100% with recyclable materials. This pen is environmentally friendly but costs 20% more.

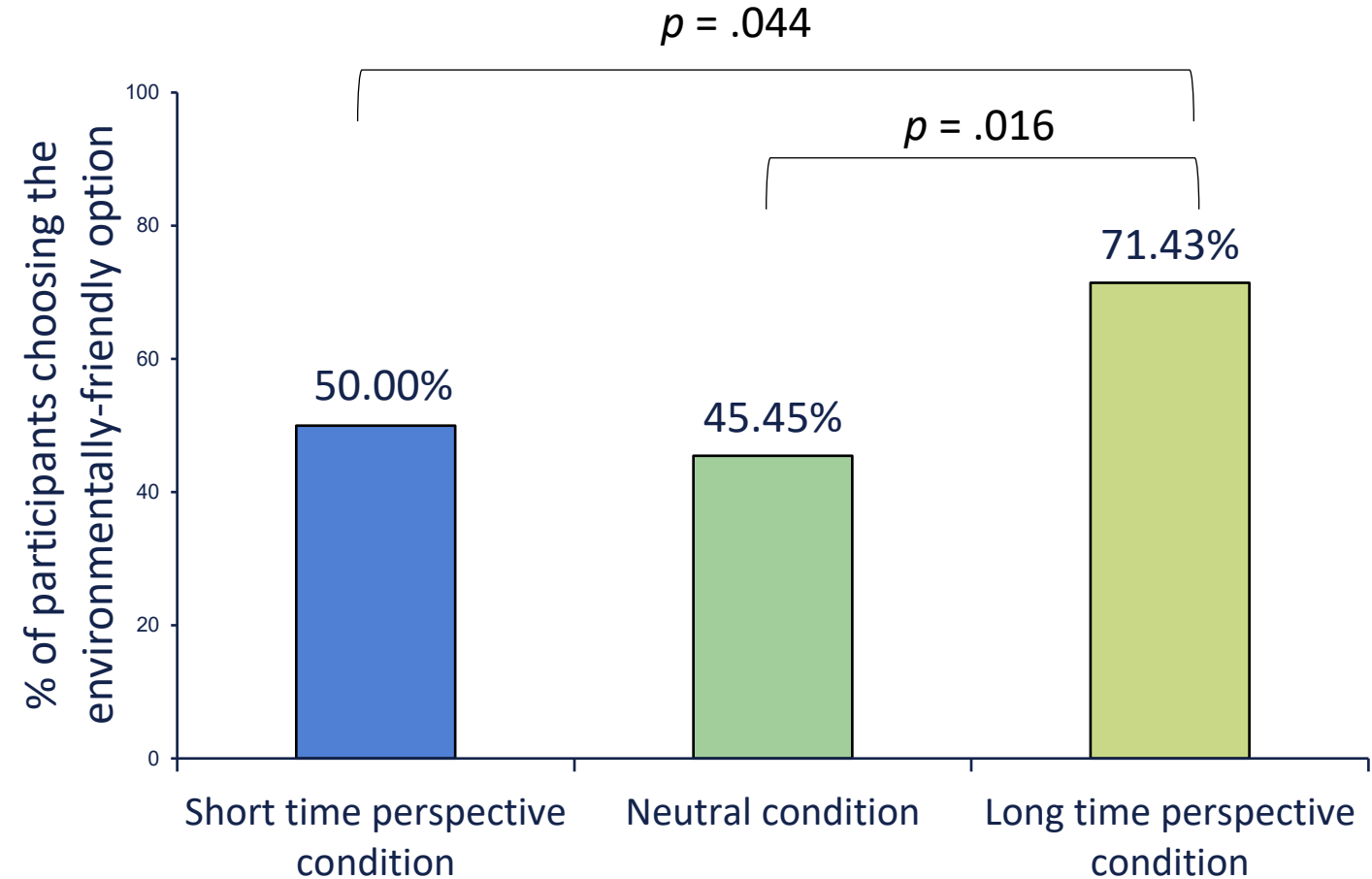
(Price: \$3.00)





Study 2a: Results

- Binary logistic regressions conducted:
- Long and neutral conditions significantly differed ($b = 1.099$, $p = .016$)
- Short and neutral conditions did not differ ($p = .670$)
- Long and short conditions significantly differed ($b = .916$, $p = .044$)
- Results support H2





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Study 3: Method (1/2)

- **Obj.:** To examine whether age-related differences in time perspective and sustainable consumption mitigate in the presence of a tendency to feel younger (H3a)
- 411 ss. (age: 18–96, $M_{\text{Age}} = 51.74$; 236 F) recruited in a shopping area of a European city
- **MOD:** Relative Youth-Age Index (RYAI)
 - $\text{RYAI} = (\text{Chron. Age} - \text{Subjective Age}) / \text{Chron. Age}$ (Lee & Kim 2024)
 - Subjective Age: “What age do you feel in general?” (Amatulli et al. 2018)]
- **MED:** Short time perspective (Mogilner et al. 2011; 5 items)
 - E.g., “I often think about the present moment,” “I typically focus on the present moment”



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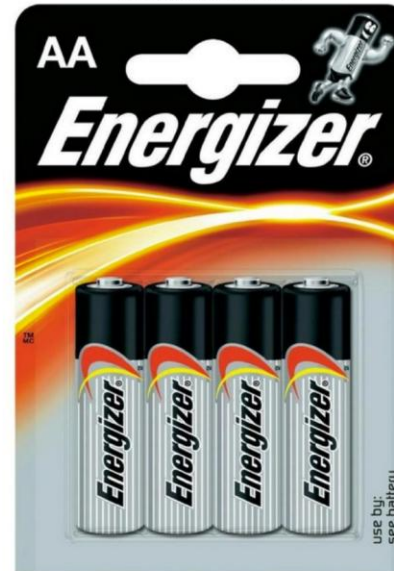
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Study 3: Method (2/2)

- **DV:** Scenario-based product choice
- Demographics

This CONVENTIONAL VERSION of the batteries has a standard lifespan. These batteries are made with polluting materials that can thus harm the environment.



(Price: €3.00)



This GREEN VERSION of the batteries has a standard lifespan. These batteries are made with recycled materials and thus are environmentally friendly, but cost 20% more.



(Price: €3.60)

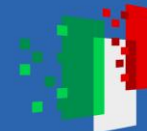


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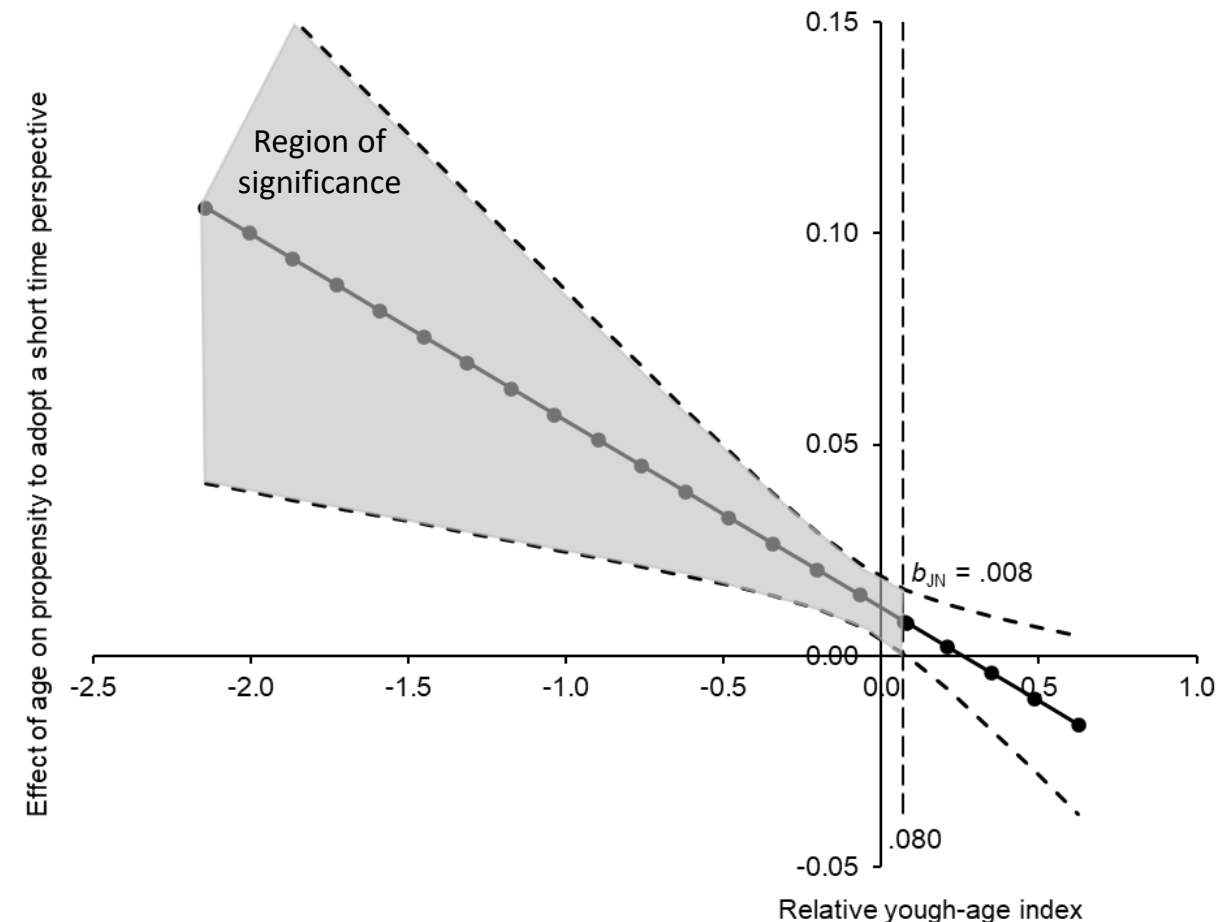
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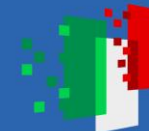


Study 3: Results (1/2)

- Interaction effect between age and the RYAI on propensity to adopt a short time perspective ($b = -.044$, $p = .005$)

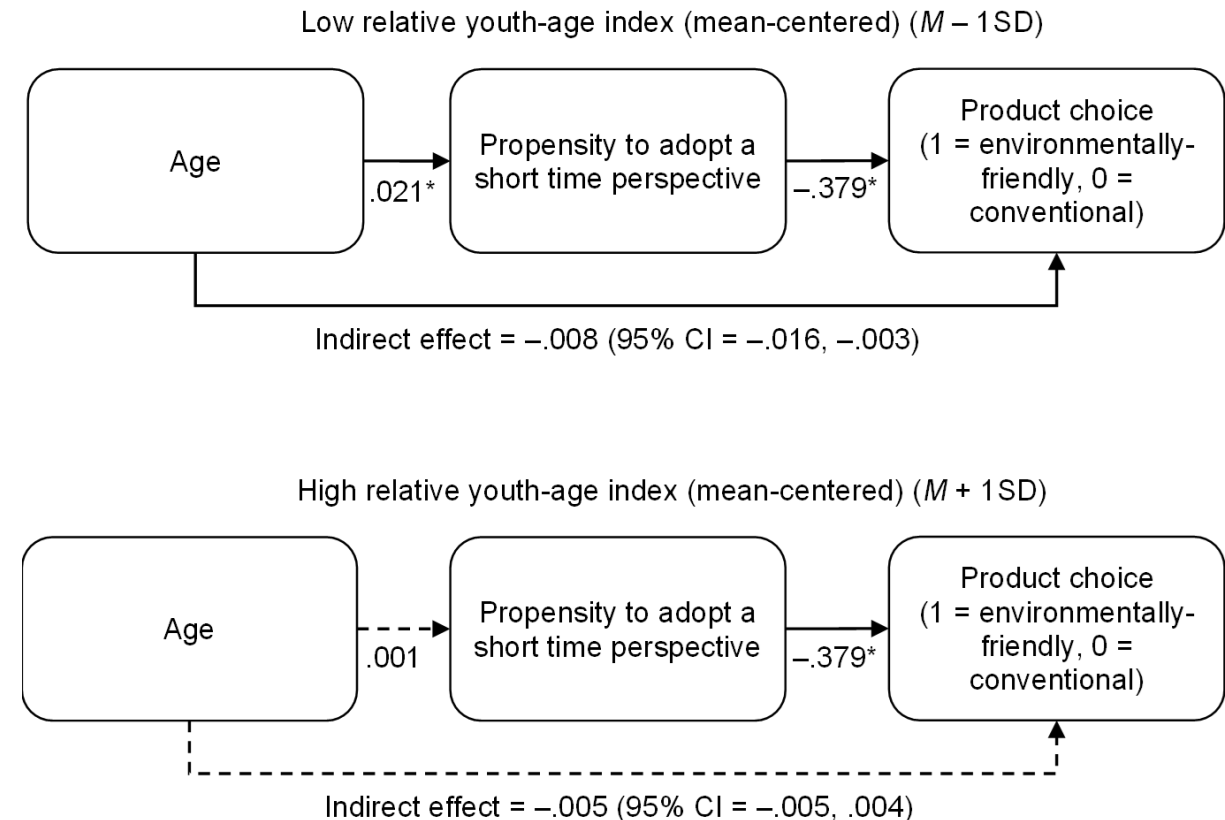


The grey area denotes the region of significance for the effect of age on propensity to adopt a short time perspective: This effect is significant and positive for values of the relative youth-age index equal or lower than .080 ($b_{JN} = .008$, $SE = .004$, $p = .050$).

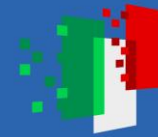


Study 3: Results (2/2)

- The age $\times$ RYAI interaction term exerts an indirect effect on product choice via propensity to adopt a short time perspective (IMM: $b = .017$, 95% CI: .004, .039)
- Results consistent when controlling for demographics

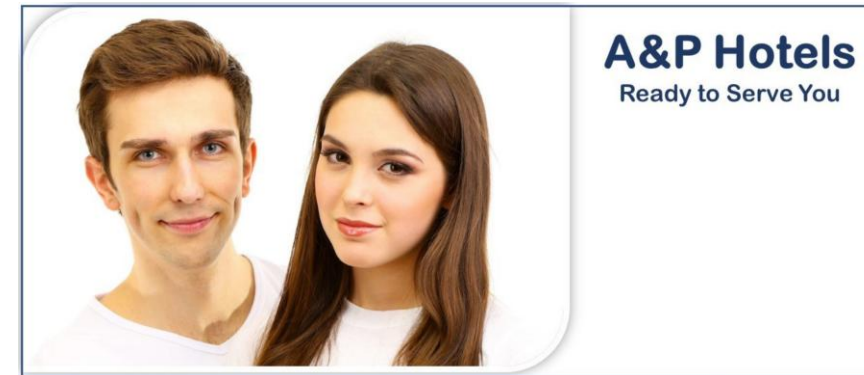
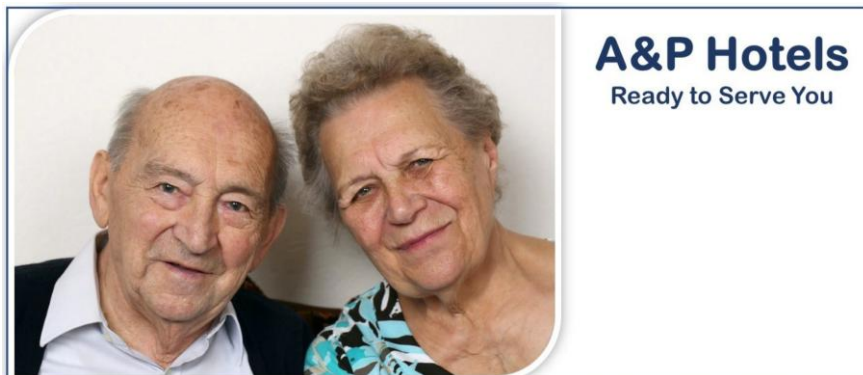


* $p < .001$. Dotted arrows indicate nonsignificant effects



Study 4: Method (1/2)

- **Obj.:** To test H3b by manipulating social cues (young vs. old)
- 365 older ss. (age: 18–80, $M_{Age} = 48.20$; 173 F) recruited in a European tourist destination
- **MOD:** old vs. young social cue in a fictitious print ad about hotels (Amatulli et al. 2018)



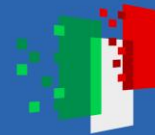
- **MED:** Short time perspective (as in Study 3)



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Study 4: Method (2/2)

- **DV:** Scenario-based product choice
- Demographics

A&P HOTEL ★★★ <i>Quality services at <u>fair prices!</u></i>  Rooms from € 60.00 ☐	A&P HOTEL ★★★  <i>Quality services with <u>attention to the environment!</u></i>  Rooms from € 72.00 ☐
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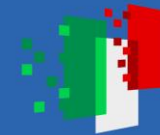
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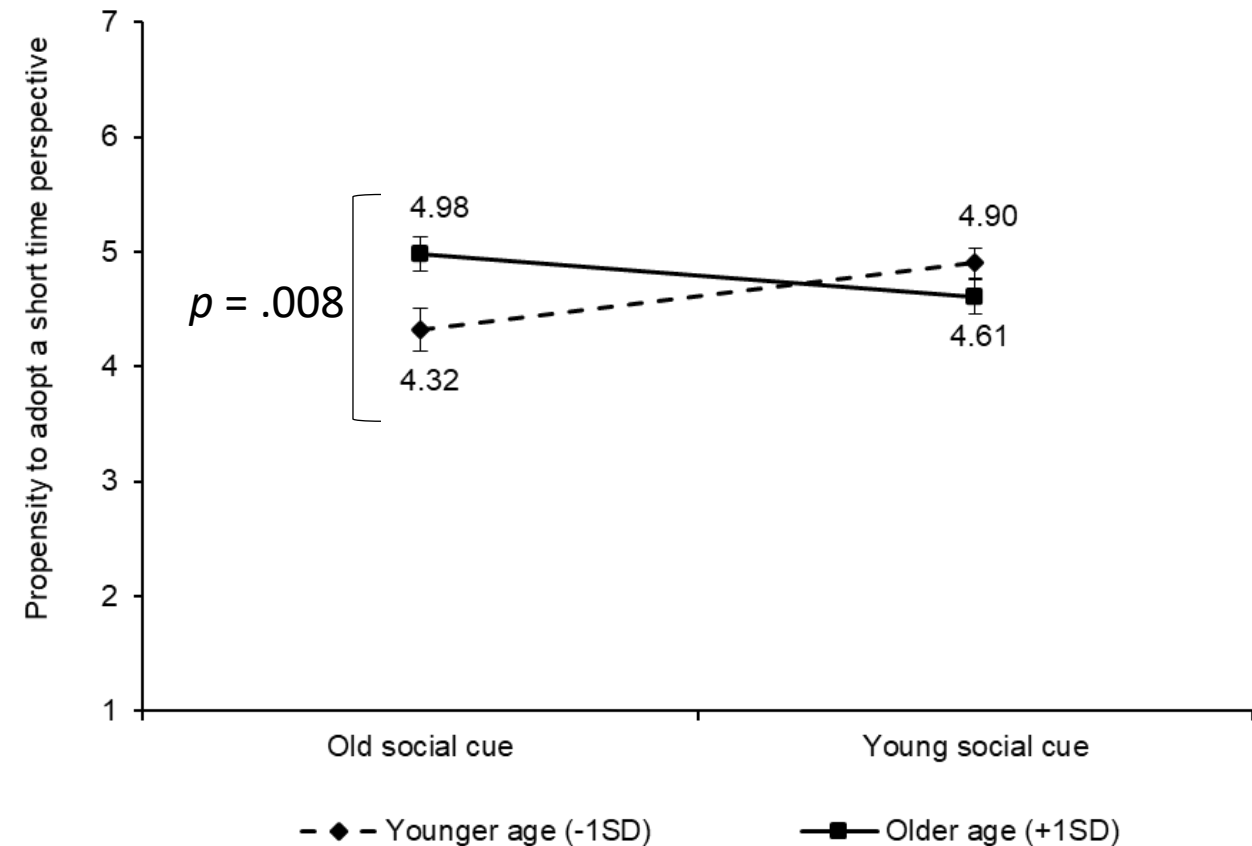


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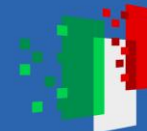


Study 4: Results (1/2)

- Interaction effect between age and social cue on propensity to adopt a short time perspective ($b = -.027, p = .003$)

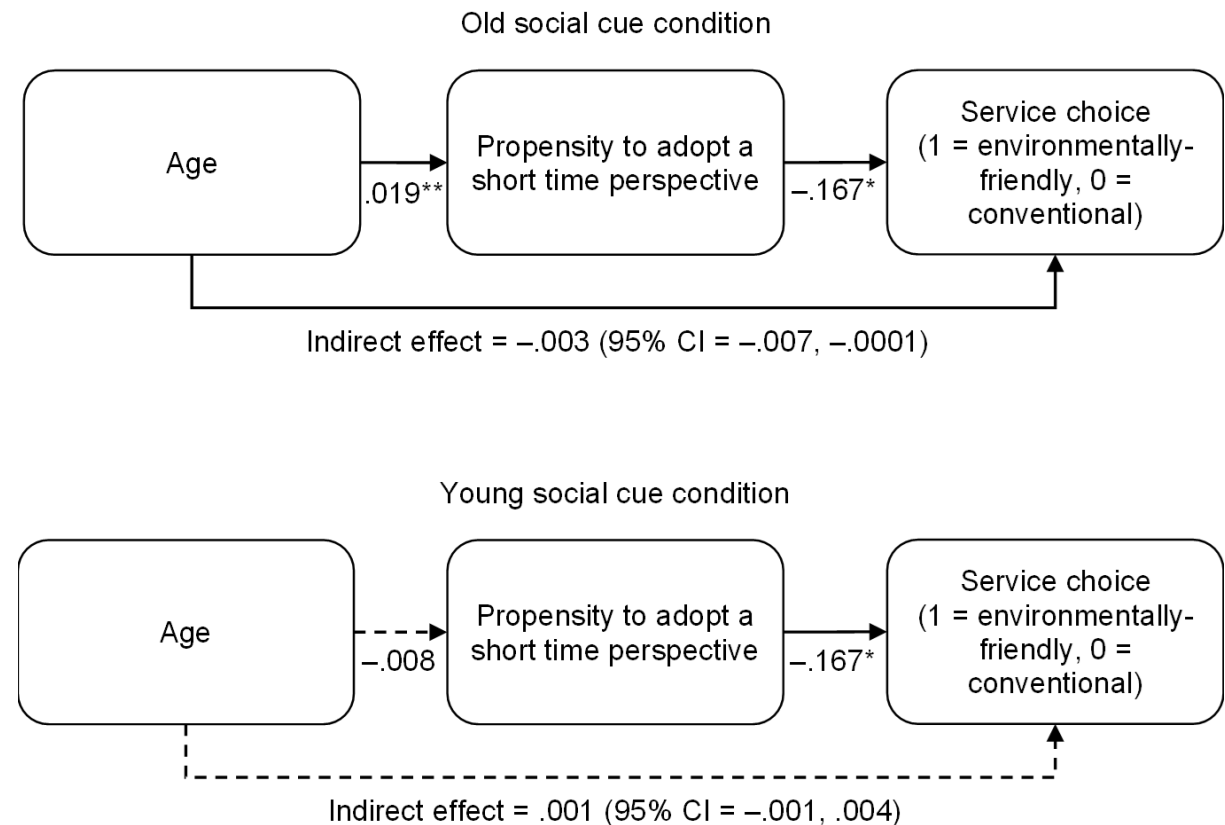


Error bars indicate standard errors



Study 4: Results (2/2)

- The age $\times$ social cue interaction term exerts an indirect effect on product choice via propensity to adopt a short time perspective (IMM: $b = .004$, 95% CI: .0003, .010)
- Results consistent when controlling for demographics



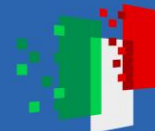
* $p < .05$, ** $p < .01$. Dotted arrows indicate nonsignificant effects



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General Discussion

- Time perspective is a key mechanism that underlies older consumers' decreased tendency to engage in sustainable consumption
- Contribution to the literature at the intersection between aging, time perspective, and sustainable consumption
- Actionable insights on how to increase older consumers' engagement in sustainable consumption by situationally expanding their time perspective



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Thank you!

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Age-related differences in sustainable consumption: The role of time perspective*

Alessandro M. Peluso, Yeonjin Sung, Cesare Amatulli,
Gianluigi Guido, Carolyn Yoon

Abstract

Consumers may vary significantly in their tendency to behave sustainably. Specifically, compared to their younger counterparts, older consumers seem less inclined to engage in environmentally friendly behaviors. Such an age-related tendency toward lower levels of sustainable behavior is of potential concern in today's aging society. Three studies investigate such age-related differences in sustainable consumption and explore the role of time perspective. Study 1 reveals a negative association between consumers' age and their engagement in sustainable consumption and shows that this association is mediated by individual time perspective. Study 2 focuses on older consumers (aged 65+) and shows that those with a longer time perspective are more likely to make sustainable choices. Finally, Study 3 was an experiment with older respondents that manipulated their time perspective to demonstrate that situationally inducing a longer time perspective increases sustainable choice. These findings contribute to the literature on older consumers' behavior and sustainable consumption, offering implications for companies and policymakers interested in promoting sustainable behaviors among the elderly.

Keywords: Older consumers, sustainability, sustainable consumption, time perspective

1. Introduction

Environmental sustainability efforts have emerged as a top priority in modern societies. Consumers may, however, vary significantly in their pro-environmental attitudes and tendencies to behave sustainably (White, Habib, and Hardisty 2019). Specifically, compared to their younger counterparts, older consumers seem less inclined to take care of the environment and engage in environmentally friendly behaviors (e.g., Diamantopoulos et al. 2003; Jain and Kaur 2006; Jansson, Marell, and Nordlund 2010). Such an age-related tendency toward lower levels of sustainable behavior is of potential concern given the significant demographic shift in terms of the burgeoning aging population around the world. For example, in the United States, the

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percentage of older people, aged 65 and over, is projected to be 23% of the population by 2050 (Population Pyramid 2025). In light of this phenomenon, it is critical that we endeavor to better understand why older consumers do not engage in sustainable consumption and how they can be persuaded to behave more sustainably. This research investigates how older consumers' limited time perspective, compared to their younger counterparts, contributes to their reduced tendency to adopt pro-environmental attitudes and behaviors.

2. Background and hypotheses

Compared to their younger counterparts, older consumers have been found to be less concerned with environmental issues (Cottrell 2003; Mohai and Twight 1987), as well as being less inclined to hold pro-environmental attitudes (Diamantopoulos et al. 2003; Wiernik, Ones, and Dilchert 2013) and to engage in pro-environmental behaviors (e.g., Jansson, Marell, and Nordlund 2010; Pillemer et al. 2017; Semenza et al. 2008). However, despite such empirical evidence, little is known about why older consumers are less concerned about the environment and how they could be encouraged to be more engaged in sustainable behaviors. In this research, we propose that a critical reason for this phenomenon may lie in older consumers' propensity to adopt a short time perspective, that is, a tendency to consider their personal time horizon as limited and to prioritize the immediate over a more distant future (Lang and Carstensen 2002). Both theoretical (Carstensen 2006) and empirical findings (Mogilner, Aaker, and Kamvar 2012; Weiss and Lang 2012) indicate that, compared to younger individuals, older individuals hold a shorter time perspective.

Unfortunately, such a tendency among older consumers to attend more to the present moment appears to be at odds with sustainable consumption behavior, which is inherently associated with a long-term orientation (Milfont and Gouveia 2006; Milfont, Wilson, and Diniz 2012). In line with this logic, we hypothesized that older consumers, compared to younger consumers, are less likely to engage in sustainable consumption behavior due to their propensity to adopt a shorter time perspective (H1). Furthermore, we reasoned that such a propensity is not stable but may vary in intensity across individuals (Kostić, Pejičić, and Chadee 2017) and situations (Wei, Donthu, and Bernhardt 2013). Thus, we hypothesized that older consumers with a longer time perspective are more prone to engage in environmentally sustainable consumption behavior (H2). Finally, we hypothesized that older consumers engage in greater sustainable consumption behavior if they are situationally induced to adopt a longer time perspective (H3).

3. Study 1

Study 1 was an online study with 134 American participants (age-range = 19–70; $M_{\text{Age}} = 38.31$, $SD_{\text{Age}} = 12.58$; 76 females) that tested H1. They first completed a future time perspective scale (Lang and Carstensen 2002), which comprised 10 items assessed on a seven-point Likert scale ($\alpha = .94$). Next, they completed the green consumption values scale (Haws, Winterich, and Naylor 2014), consisting of six items, assessed on a seven-point Likert scale, which captured respondents' general proneness to sustainable consumption ($\alpha = .94$).

We tested a mediation model in which age was the independent variable, propensity to adopt a long time perspective was the mediator, while proneness to sustainable consumption served as the dependent variable. The results showed a negative direct relationship between respondents' age and their propensity to adopt a long time perspective ($b = -.03, p = .001$), and a positive direct relationship between the propensity to adopt a long time perspective and proneness to sustainable consumption ($b = .29, p = .002$). We estimated the indirect effect of chronological age on proneness to sustainable consumption, via propensity to adopt a long time perspective, by implementing a bootstrapping method (Hayes 2022). Consistent with H1, this indirect effect was negative and significant ($b = -.01, 95\% \text{ CI} = -.02, -.002$).

4. Study 2

Study 2 was a study designed to test H2. It was conducted in the field with a sample of 151 older European consumers (age range: 65–95; $M_{\text{Age}} = 73.62, SD_{\text{Age}} = 6.93$; 84 females). Respondents started the survey by answering some filler questions unrelated to the study; then, they indicated their propensity to adopt a long time perspective on a seven-point scale (i.e., “What kind of person am I?”; 1 = I am a person who thinks about the present most of the time, 7 = I am a person who thinks about the future most of the time). Afterward, they participated in an ostensibly unrelated choice task, which asked them to choose between two versions of mineral water bottle of comparable quality: one version of the bottle was made with unrecyclable plastic materials that might harm the environment (conventional option), whereas the other version of the bottle was made with recyclable materials and, thus, environmentally friendly, but cost 20% more (eco-friendly option).

We implemented a binary logistic regression in which product choice (1 = eco-friendly option, 0 = conventional option) served as the dependent variable, while the single-item measure of the respondents' propensity to adopt a long time perspective was the independent variable. Consistent with H2, the effect of the propensity to adopt a long time perspective on choice of the eco-friendly option was significantly positive ($b = .36, p < .001$).

5. Study 3

Study 3 was an online experiment designed to test H3. One hundred thirty respondents (age-range = 65–88; $M_{\text{Age}} = 70.18, SD_{\text{Age}} = 4.47$; 64 females) were recruited from a national paid pool of older American consumers. After reading a cover story, respondents were randomly assigned to one of three between-group conditions that varied the time perspective (short vs. neutral vs. long). The time perspective manipulation was adapted from Williams and Drolet (2005) and consisted of asking respondents to evaluate an advertisement for a fictitious mineral water brand that was accompanied by a claim. The claim, accompanied by a writing task, varied across the three conditions to situationally induce the intended time perspective in participants. The effectiveness of this manipulation was empirically checked within the study. Participants were then asked to write one or two sentences that summarized their thoughts about the assigned claim. Next, respondents participated in an ostensibly unrelated choice task, in which they were asked to select one of two versions of a pen

of comparable quality: one version was made with unrecyclable materials that might harm the environment (conventional option), whereas the other version was made with recyclable materials and, thus, environmentally friendly, but cost 20% more (eco-friendly option).

We implemented a binary logistic regression that expressed product choice (coded as in Study 2) as a function of the time perspective condition (coded as a three-level categorical variable). The obtained results revealed participants in the long time perspective condition were more likely to choose the eco-friendly option than those in the neutral condition (71.43% vs. 45.45%; $b = 1.10$, $p = .016$), and those in the short time perspective condition (71.43% vs. 50%; $b = .92$, $p = .044$).

6. Conclusions

Taken together, our three studies provide evidence for the predicted effect of time perspective in older consumers' proneness to environmentally sustainable consumption behavior. The three studies employed different methodologies, used samples from different geographical areas, and varied the dependent measures (multi-item and behavioral choice measures). Our research provides both theoretical and practical contributions. Theoretically, our work contributes to a better understanding of the psychological mechanisms underlying older consumers' tendency to engage in reduced levels of sustainable consumption behavior, by elucidating the critical role of age-related difference in time perspective. Interestingly, Study 2 indicated that individual differences in time perspective influence the degree to which older consumers are more or less prone to sustainable consumption behavior, while Study 3 showed that older consumers' time perspective is sensitive to communication cues, which can induce a longer time perspective that results in more sustainable behavior. Practically, our findings provide useful insights to policymakers and managers, who might leverage these insights to develop targeting and communication strategies aimed at encouraging greater levels of sustainable consumption among the growing segment of older consumers.

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