



anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY



ANZMAC 2022

RECONNECT & REIMAGINE

5 - 7 December 2022
Conference Proceedings

Publication Details

ANZMAC Conference 2022

Editors: Paul Harrigan and Greg Brush

Copyright © 2022 All rights reserved. Apart from any use permitted under the Copyright Act 1968 no part may be reproduced, stored in a retrieval system or transmitted by any means or process whatsoever without the prior written permission of the publisher.

The views and opinions expressed are those of the authors.

ISSN: 1447-3275

Acknowledgment

The University of Western Australia and Curtin University acknowledge the Whadjuk people of the Nyungar Nation, as the Traditional Custodians of the land in and around Perth, where ANZMAC 2022 was held.

We pay our respect to the Elders both past and present and honour Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.

ANZMAC Executive Committee

Linda Robinson

President, RMIT University

Paul Harrigan

Vice President, The University of Western Australia

Andrew Murphy

Treasurer, Massey University

Denni Arli

Secretary, The University of Tasmania

Frank Alpert

Member of Strategy sub-committee, The University of Queensland

Jungkeun Kim

Chair of Research sub-committee, Auckland University of Technology

Aron O’Cass

Member of Research sub-committee, La Trobe University

Billy Sung

Member of Strategy sub-committee, Curtin University

Toni Eagar

Chair of Education sub-committee, Australian National University

Phyra Sok

Member of Research sub-committee, Monash University

Maree Thyne

Chair of Awards sub-committee, The University of Otago

Conference Committee

Conference Committee

Paul Harrigan, Conference Chair, University of Western Australia

Greg Brush, Conference Chair, University of Western Australia

Sanjit Roy, Scientific Committee Chair, University of Western Australia

Fang Liu, Scientific Committee Chair, University of Western Australia

Saadia Shabnam, Special Session Chair, Curtin University

Doctoral Colloquium Committee

Ian Phau, Doctoral Colloquium Chair, Curtin University

Isaac Cheah, Doctoral Colloquium team, Curtin University

Sean Lee, Doctoral Colloquium team, Curtin University

Anwar Sadat Shimul, Doctoral Colloquium team, Curtin University

Track Chairs

Advertising and Marketing Communications

Charles Taylor
Michael Lee

Isaac Cheah

Business to Business, Distribution and Sales Management

Dr Russel Kingshott

Daniel Schepis

Consumer Behaviour

Supported by Deakin University

Dr Felix Septianto

Lisa McNeill

Andrea Vocino

Consumer Culture Theory

Supported by RMIT
University

Ekant Veer

Marian Makkar

Mark Buschgens

Digital Marketing and Social Media

Supported by RMIT University

Fazlul Rabbanee

Jason Pallant

Torgeir Aleti

Entrepreneurship & Innovation

GAMMA Symposium

Thierry Volery

Sussie Morrish

Ian Phau

Tony Garrett

International and Cross-Cultural Marketing

Fandy Tjiptono

Denni Arli

Luxury Marketing

Anwar Sadat Shimul

Sean Lee

Marketing Analytics, Methods and Modelling

Shahriar Akter

Jungkeun Kim

Marketing Education

Vinh Lu

Park Thaichon

Marketing Strategy, Branding and Brand Management

Riza Casidy

Yelena Tsarenko

Services, Retailing and Customer Experience

Laszlo Sajtos

Shasha Wang

Social Marketing, Macromarketing and Public Policy

Supported by The University of Canterbury

David Webb

Ann-Marie Kennedy

Travel and Tourism Marketing

Chris Chen

Jun Wen

Values, Motivations and Marketing

Julie Lee

Joanne Sneddon

Best Paper in Track

Business to Business, Distribution and Sales Management

Consumer Behaviour

Supported by Deakin University

Consumer Culture Theory

Supported by RMIT University

Digital Marketing and Social Media

Supported by RMIT University

GAMMA Symposium

Marketing Analytics, Methods and Modelling

Marketing Education

Marketing Strategy, Branding and Brand Management

Services, Retailing and Customer Experience

Social Marketing, Macromarketing and Public Policy

Supported by The University of Canterbury

Travel and Tourism Marketing

Values, Motivations and Marketing

Business-to-Business Customer Experience: A Systematic Literature Review

Riarna Hellyer, Rory Mulcahy, Jacqueline Blake, Vikki Schaffer

Feelings of Personal Relative Deprivation Inhibit Sustainable Consumption

Crystal Oanh Nguyen, Liem Viet Ngo, Tania Bucic, Harmen Oppewal

“Out With The Old, In With The New”: The Gentrification Of Sneaker Culture

Ai Ming Chow, Ires van Hout, Paolo Franco, Rohan Venkatraman

The Dark Side Of Social Media: Misinformation, Partisanship, and Polarization

Jason Weismueller, Richard L. Gruner, Paul Harrigan, Kristof Coussement, Shasha Wang

Consumer Experience Of Luxury Brand In Metaverse

QI Jiang, Miyea Kim, Eunju Ko, Kyung Hoon Kim

Basket Choice Model Using Deepwalk Neural Network

Xuliang Li, Steven Lu, Jake An

“We Have To Fight The System Just To Stay Here”: Connection And Accessibility For Neurodivergent Students In Marketing Education

Luke Butcher, Stevie Lane

Self-Customisation And Frontline Customisation: Optimising Personalisation Experiences

Isabella Maggioni, Daniela Corsaro, Alessandro Inversini, Manuela De Carlo

When Service Is Disrupted, Community Is Key: A Membership-Based Study

Jessica Pallant, Jason Pallant, Adam Karg, Carleigh Yeomans

Zero-Alcohol And Aisle Placement

Ann-Marie Kennedy, Girish Prayag, Andrew Vonasch, Johnpaul Smith

Business Data Privacy Practices In Contact Tracing: A Double-Edged Sword

Khai Tran Trieu, Joseph Chen, Raymond Xia, Donia Waseem, Balkrushna Potdar

Is Consumer Social Media Engagement Developed By Visual Aesthetics And/Or Information Quality?

Sony Kusumasondjaja

Ecotourism, Motivations And Impacts On Consumers’ Identity

Rayane Bouzidi, Markus Wohlfeil, Amy Takhar

Family Values: Socialising Children As Competent Consumers

Robert Aitken, Leah Watkins

REVIEWERS

We sincerely thank the following reviewers for their comments and insights on the submitted papers. Your efforts have been greatly appreciated.

Shehzala	Bentham, Catherine
Rajnigandha	Bian, Xuemei
Aarikka-Stenroos, Leena	Blijlevens, Janneke
Aboelenien, Aya	Bose, Sunny
Acuti, Diletta	Bothma, Mia
Adams, Kathleen	Bowles, Angela
Adi Ekaputra, Irwan	Brady, Erica
Agarwal, Diksha	Brennan, Stacey
Aitken, Robert	Brodie, Rod
Akella, Laxminarayana Yashaswy	Bruce, Bronwyn
AlAdem, Samar	Bui, Liem
Aleti, Torgeir	Bundwini, Nqobile
Alford, Philip	Burgess, Jacqueline
Ali, Shabana	Butcher, Luke
Alimamy, Saifeddin	Camilleri, Adrian Ryan
Alkhamisi, Lujain	Campbell, Colin
Alshamrani, Areej	Carlson, Jamie
Alversia, Yeshika	Carminati, Anne
An, Jake	Carrington, Michal
Anesbury, Zachary	Casey, Julia
Appau, Samuelson	Casidy, Riza
Arli, Denni	Chad, Paul
Arora, Swapan Deep	Chan, Kaye
Ashik, Farhan	Chandrasapth, Koblarp
Asokan-Ajitha, Aswathy	Chang, Hannah
Baker, Jonathan	Chapman, Cassandra
Bakri, Marlina	Cheah, Isaac
Bandara, Priyantha	Chen, Jialie
Bandyopadhyay, Argho	Chen, Joseph
Barker, Alicia	Chen, Ning (Chris)
Baumann, Chris	Chen, Shu-Ching
Becker, Larissa	Cheng, Yimin
Belik, Ivan	Chikweche, Tendai
Belli, Alex	Chong, Terrence
Bellman, Steve	Chow, Ai Ming

REVIEWERS (CONT.)

Chowdhury, Rafi
Chung, Henry
Clarke, Ilona
Conduit, Jodie
Coşkun, Ayşen
Coussement, Kristof
Cruz, Angela Gracia B.
D'Alessandro, Steven
Dalziel, Riane
Das, Kallol
Datta, Biplab
Davey, Janet
Demsar, Vlad
DeVilliers, Rouxelle
Dhal, Alisha
Diaz Ruiz, Carlos
Dietrich, Timo
Dixon, Lucas
Dodds, Sarah
Dolan, Rebecca
Dong, Yanyan
DSouza, Maria Jane
Dunstone, Louise
Duong, Chien (Patrick)
Düppre, Sebastian
Durl, James
Eagar, Toni
ElDegwy, Ahmed
Elsharnoubt, Tamer
Ennis, Sean
Errmann, Amy
Fakhimi, Arezoo
Farrelly, Francis
Faulkner, Margaret
Feetham, Stanley
Fehrer, Julia
Fernandez, Karen
Ferraro, Carla

Fiestas, Jorge
Figueiredo, Bernardo
Finsterwalder, Joerg
Fitzgerald, Sandy
Flaig, Alexander
Fleischman, David
Fletcher, Phoebe
Fraccastoro, Sara
Franco, Pao
Frank, Björn
Fujita, Momoko
Fuschillo, Gregorio
Gachassin, Emilie
Gain, Alexandria
Gohary, Ali
Golf-Papez, Maja
Gonzalez, Claudia
Gordon, Ross
Goyal, Vikas
Grasso, Antonio
Gray, Harriet
Grewal-Sidhu, Penny
Gruner, Richard
Gunness, Aneeshta
Gurrieri, Lauren
Hach Soeur, David
Hamilton, Luzaan
Hani, Umme
Harala, Linnea
Harrigan, Paul
Harris, Katelyn
Hartley, Nicole
Hartman, Anna
Hassan, Rumman
Hellyer, Riarna
Hem, Leif
Ho, Phu Hai
Hossain, Afnan

REVIEWERS (CONT.)

Hu, Fangli
Hung, Yuchen
Hussain, Shahid
Inversini, Alessandro
Isbanner, Sebastian
Islam, Mohammad Majedul
Japutra, Arnold
Jebarajakirthy, Charles
Jiang, Chengzi
Jiang, Yangyang
John, Surej
Jones, Rosalind
Joubert, Alison
Justice Flores, Phil
Kachouie, Reza
Kaczorowska, Karolina
Karg, Adam
Karl, Akbari
Karpen, Ingo
Kempen, Elizabeth
Kemper, Joya
Kemppainen, Joonas
Kemppainen, Tiina
Kennedy, Ann-Marie
Keranen, Joonas
Khalil, Mary
Khan, Alia
Khan, Ghazala
Khan, Saira
Khan, Sardana
Kieu, Tai Anh
Kim, Jungkeun
Kingshott, Russel
Kitin, Justin
Klement, Brooke
Klonaridis, Rita
Kopanidis, Foula

Kozak, Metin
Kozinets, Rob
Krisjanous, Jayne
Krüger, Tinka
Kumar, Ashish
Kushwah, Mihir Kumar
Kushwaha, Ankur
Kumumasondjaja, Sony
Kwong, Kenneth
Lamarche, Rachel
Lau, Joyce
Laukkanen, Tommi
Lawley, Meredith
Le, Khanh
Lee, Hea Sun
Lee, Michael
Lee, Sean
Lele, Bharati
Li, Loic
Lie, David
Lim, Wesley
Lo, Valencia
Lu, Vinh
Luan, Siqiao
Lues, Heleneze
Luu, Nguyen
Ma, Junzhao
Maggioni, Isabella
Mallach, Marcel
Mao, Wen
Masemola, Sibongile
Massi, Marta
Mathies, Christine
Mathmann, Frank
Mazzarol, Tim
Mazzoli, Valentina
McNeill, Lisa
McQueen, Rachel

REVIEWERS (CONT.)

Migdadi, Yazan
Miller, Rohan
Mishra, Abhishek
Mishra, Aditya
Mishra, Tarunima
Mohammad Sharif, Abdullah
Moraes, Marcela
Morrish, Sussie
Mostaghel, Rana
Mukherjee, Srabanti
Mulcahy, Rory
Munnukka, Juha
Muthaffar, Aisha
Nai, Israel
Nasa, Jayant
Neumann, Nico
Ng, Mark
Nguyen, Anh
Nguyen, Cathy
Nguyen, Chi
Nguyen, Long
Nguyen, Mai
Noor, Nurhafizh
Northey, Gavin
O'Brien, Ingrid
O'Cass, Aron
O'Rourke, Anne-Maree
O'Shannassy, Timothy
Ocampo, Ivan
Oghazi, Pejvak
Oh, Yuri
Orazi, Davide
Ozanne, Lucie
Ozgen Genc, Tugce
Pai, Satish
Pallant, Jason
Pallant, Jessica
PalSingh, Guninder
Pandey, Devansh
Pargue, Béatrice
Parker, Lukas
Pattinson, Hugh
Peari, Sagi
Pham, Cuong
Phau, Ian
Phipps, Marcus
Pichugin, Dmytro
Piehler, Rico
Pillay, Pragasen
Piven, Inna
Polonsky, Michael
Pontes, Nicolas
Pontes, Vivian
Popkowski Leszczyc, Peter
Potdar, Balkrushna
Powell, Ashleigh
Prentice, Catherine
Primanti, Haryani
Prior, Daniel
Pupovac, Ljubomir
Purchase, Sharon
Putra, Pragea
Putranta, Parnawa
Qesja, Bora
Qi, Shanshan
Quach, Sara
Quynh, Hoa
Rahman, Syed
Raman, Saravanan
Rayne, Daniel
Reid, Mike
Reinikainen, Hanna
Ritch, Elaine
Robertson, Nichola
Romaniuk, Jennifer
Rotman, Jeff

REVIEWERS (CONT.)

Roy, Sanjit
Sadat Shimul, Anwar
Sagheer, Sadaf
Sajtos, Laszlo
Salam, Abdul
Saluja, Geetanjali
Sandhu, Manjit, Singh
Sands, Sean
Sansome, Kate
Sassenberg, Anne-Marie
Scaraboto, Daiane
Schepis, Daniel
Schmidtke, David
Schnack, Alexander
Schultz, Carsten
Schwaiger, Manfred
Seenivasan, Satheesh
Septianto, Felix
Shamayleh, Ghalia
Shankar, Amit
Shankar, Avi
Sharma, Piyush
Shi, Zhengyu
Sijoria, Charu
Singh, Gaganpreet
Singh, Gurmeet
Singh, Kamalpreet
Singh, Sonika
Siriwardana, Sajith
Smith, Aimee
Sneddon, Joanne
Sok, Phyra
Soltani, Mona
Souvertjis, Anne
Stern, Philip
Stocchi, Lara
Sung, Billy
Sutherland, Karen
Takhar, Amy
Talvite-Lamberg, Karoliina
Tamaddoni, Ali
Tan, Teck, Ming
Tanouri, Afshin
Tarabashkina, Liudmila
Taylor, Alex
Taylor, Charles
Teah, Kevin
Tetteh-Afi, Christian
Thaichon, Park
tHart, Brian
Thyroff, Anastasia
Tian, Karen
Tien, Minh, Dinh
Tjiptono, Fandy
Tombs, Alastair
Tran, Khai Trieu
Trinh, Giang
Triolo, Federico
Tsang, Alex S.L.
Tsao, Hsiu-Yuan
Tuguinay, Jovanie
Tunkevichus, Eduard
Tuzovic, Sven
Vaibhav Shekhar, Vaibhav Shekhar
van Deventer, Marko
van Esch, Patrick
van Schalkwyk, Johannes-Hugo
van Schalkwyk, Pieter
Vatavwala, Sanket
Veer, Ekant
Vejnovic, Ena
Venkatraman, Rohan
Veresiu, Ela
Victory, Kirsten
Volcon, Stephanie
Volery, Thierry

REVIEWERS (CONT.)

Voola, Ranjit
Voyer, Benjamin
Waehning, Nadine
Wahid Khan, Abdul
Waller, David
Walther, Luciana
Wan, Echo Wen
Wangmo, Gaki
Waseem, Donia
Watanabe, Midori
Watkins, Leah
Webb, David
Weber, Virginia Wen, Jun
White, Samantha Wilden, Ralf
Wilk, Violetta
Wilkie, Dean
Williams, Janine
Williams, John
Willmott, Taylor
Wilson, Juliette
Winzar, Hume
Wohlfeil, Markus
Wong, Amy
Wong, Nancy
Wong, Sabrina
Xue, Kaiwen
Yang, Shaohua
Yannopoulou, Natalia
Ye, Sheng
Ye Yang, Nicole
Yin, Han
Ying, Roy Fai
Yousef, Murooj
Yu, Ava
Yu, Dandan
Yu, Hongyang
Yu, Joanne
Yuk, Hyeyeon (Christine)

Yusuf, Adnan
Zarezadeh, Zara
Zhang, Hui
Zhang, Xiaoyu
Zhang, Xiya
Zhang, Yunen
Zheng, Danni
Zhou, Bin
Zou, Zhao

CONTENTS

Advertising and Marketing Communications	16
Business to Business, Distribution and Sales Management	50
Consumer Behaviour	94
Consumer Culture Theory	198
Digital Marketing and Social Media	233
Entrepreneurship and Innovation	297
GAMMA Symposium	322
International and Cross-Cultural Marketing	358
Luxury Marketing	367
Marketing Analytics, Methods and Modelling	388
Marketing Education	405
Marketing Strategy, Branding and Brand Management	445
Services, Retailing and Customer Experience	501
Social Marketing, Macromarketing and Public Policy	589
Travel and Tourism Marketing	676
Values, Motivations and Marketing	714

Checkmate To The Competition In The Metaverse: Nfts As Innovative Tools To Win Brand Engagement Through Phygital Luxury Brand Experiences

Marta Massi, Athabasca University
Chiara Piancatelli, SDA Bocconi
Anna Claudia Pellicelli, University of Turin
Jose Rojas-Méndez, Carleton University

Abstract:

Luxury fashion companies used to create a certain distance from consumers to position their products as exclusive and elitist. However, the advent of digital technology and social media has completely changed the way consumers interact with luxury brands, increasingly empowering them and making them active co-creators of value. This paper investigates the role of NFTs - digital assets based on blockchain technology, aimed at identifying the ownership of a digital object in a unique, irreplaceable and non-replicable way – in influencing consumer engagement with luxury fashion brands. Results show that the characteristics of NFTs (interactivity, vividness and novelty) have a significant positive effect on brand engagement and that NFT-based brand engagement in turn increases consumer perceptions of empowerment and likelihood of purchase. Consumer attitude toward innovativeness was also found to moderate the relationship between brand engagement and likelihood of purchase.

Keywords: NFTs, Phygital Experiences, Brand Engagement, Metaverse.