



LEUVEN | 2015 MAY 26-29

EMAC 2015

COLLABORATION IN RESEARCH



**KU LEUVEN**

# TABLE OF CONTENTS

EMAC 2015 Collaboration in research	6
Program Committee and acknowledgements	9
Locations / map / conference zones	12
General information	16
28th EMAC Doctoral Colloquium	18
Doctoral Colloquium participants	20
Conference	27
Keynote speakers	28
EMAC Distinguished Scholar Award	29
2015 EMAC McKinsey Marketing Dissertation Award	30
Tracks chairs & cochairs	31
Program overview	32
Tracks & special sessions	37
Wednesday 27 May	39
Thursday, 28 May	121
Friday 29 May	181
Reviewers	243
Index of authors	263

## Product and brand management

Chair: Peter Jarnebrant, BI Norwegian Business School

### Hunting for brands, browsing for private label: understanding the customer's path to online purchase

Marius Rosenberg\*, RWTH Aachen University

Clickstream analysis is a powerful tool to analyze online in-store search behavior of customers. The growing literature on clickstream analysis strongly focuses on differentiating between different types of customers, thus neglecting the product as the subject of interest. In contrast, this study sheds light on the question how people search for brands by analyzing the browsing behavior including the use of recommendation systems and "last-seen" categories. Using clickstream and transaction data from a major European e-commerce platform we contrast the search behavior for branded and private label products and initial analyses find significant differences in browsing behavior based on the product type and the product category.

### Towards a typology of consumer-brand interactions on Facebook

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Facebook has become a key player in branding activities. However empirical research on consumer-brand interaction on Facebook is still in its infancy. The aim of this research is to provide additional insights to brand managers on how to increase consumers' interaction with brands on Facebook. We develop a new typology of consumers based on consumer motivations to interact with brands on Facebook and explore these interactions. Building on the five motivations that influence consumers' interactions, a classification using clustering techniques reveals four different groups of consumers: "brand detached", "brand profiteers", "brand companions" and "brand reliant". Our results provide valuable insights, assisting brand managers in developing strategies for effectively reaching the most desirable groups of consumers.

### The effects of (in)congruent package colors on emotions, attitude, product quality perceptions and purchase intention

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Despite the relevance of product packaging for product success, literature on the influence of package color on consumer behavior is scarce. Studies in related research fields indicate that congruity perceptions determine to a large extent consumer responses. In line with this argumentation, the current research investigates the influence of small deviation from product category color norms on consumer response variables. Drawing on processing fluency and categorization theory, a conceptual framework is developed which is tested by an online experiment. Results from MANOVAs and path analysis reveal that even small deviations from product category color norms result in moderate incongruity perceptions, that decreases favorable attitude, perceived product quality and purchase intention. This relationship is mediated by skepticism and interest.

### Challenge your customer! When atypical package designs make meaning

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While a rich body of research investigated how atypical product or package designs are perceived, the impact of such designs on the product evaluation has been much less studied. Moreover, the results from this past research look somehow contradictory. As typicality is a particular kind of congruence between a product and its category, we propose to throw another light on the topic by considering the literature dedicated to the effect of congruence. Thanks to two studies, we show that product evaluations are more favorable (1) for relevant-atypical package designs compared to irrelevant-atypical or typical ones and (2) for irrelevant-atypical package designs compared to typical ones.