12th Prairie Consumer Behaviour Symposium

May 12-13, 2022
Regina, Saskatchewan

University of Regina | Hill | levene
SCHOOLS OF BUSINESS

Health and Safety Requirements:

Note that masking remains required in University of Regina classrooms, which means masking will be required while not eating or drinking in our presentation room. Disposable surgical masks are available at all main entrances to the university. Masks are otherwise optional on campus. We trust that all attendees will be considerate of each others' safety and comfort levels.

Prairie Consumer Behaviour Symposium 2022
Schedule

Thursday, May 12, 2022 **Venue: ED 514 Education building, University of Regina**		
10:00 - 10:15	Arrival chatter (grab **coffee/tea** from ED 562)	
10:15 - 10:30	**Welcome**	
10:30 - 11:00	Does Behavioral Targeting Hurt Brands? The Effect of Third-Party Data Sharing on Brand Attitudes. (WIP)	Ngan Vo
11:00 - 11:30	Testing a model of sustainability perspectives using water as a context (WIP)	Lisa Watson
11:30 - 12:00	Biocommunicability - The intersection of media, advertising, and public knowledge in health communication (WIP)	Jane Caulfield
12:00 - 1:30	**Lunch** (ED 562)	
1:30 - 2:00	Developing a Framework for Communications Encouraging Personal Budgeting (WIP)	Magdalena Cismaru
2:00 - 2:30	How Can Feelings of Nostalgia Facilitate Sustainable Consumer Choices? (FP)	Ngan Vo
2:30 - 3:00	How Different Types of Nostalgia Affect Consumer Behaviour (WIP)	Fabrizio Di Muro
3:00 - 3:30	**Coffee Break** (ED 562)	
3:30 - 3:45	Free your mind and the rest will follow (IG)	Kendra Hart
3:45 - 4:15	Experts vs Amateurs: How Knowledge Affects Consumer Style Inventory and Persuasion in the Spirits Industry (WIP)	Sara Penner
4:15 - 4:45	The Depiction of Beauty-by-Beauty Influencers on Instagram and Generations Z's Perception of Them (WIP)	David Williams
4:45 - 5:15	Exploring How Older Women Want to be Portrayed in Advertisements (FP)	Barbara Phillips
5:15 - 5:30	Closing remarks / announcements	
5:30 - 6:00	**Free Time**	
6:00 - 9:00	**Dinner at Skye** (Saskatchewan Science Centre) Mingling/cocktails at 6:00, Dinner 6:30	

Friday, May 13, 2022
Venue: ED 514 Education building, University of Regina

Time	Session	Presenter
8:45 - 9:00	Arrival chatter (grab **coffee/tea** from ED 562)	
9:00 - 9:15	How does Anticipated Nostalgia Affect Behaviour (IG)	Fabrizio Di Muro
9:15 - 9:45	Charitable donations to outgroup members (WIP)	Sanjay Kumar
9:45 - 10:15	Donate to Get Along or Ahead - Persuading Messages for Private Information Donation (FP)	Trang Mai-McManus / Kelley Main
10:15 - 10:30	Take a bite out of climate change: Exploring the benefits of the challenges for the cultured meats (IG)	Erfan Mahmoodzadeh
10:30 - 11:00	**Coffee Break** (ED 562)	
11:00 - 11:15	Counter stereotypical advertisements and mindfulness effects on female leadership aspirations (IG)	Brooke Listwin / Maureen Bourassa
11:15 - 11:45	Contraception Tension: How Culture, Society and Narrative Inform Consumer Identity and Contraceptive Use (FP)	Tara Lucyshyn / Marjorie Delbaere
11:45 - 12:15	Peeking into The Future: Compulsive Buying in The Post-Pandemic World (WIP)	Monica Serghie
12:15 - 1:45	**Lunch** (University Club) Optional Roundtable Discussion- Teaching Consumer Behavior	
1:45 - 2:00	Inspiration and Consumer Behaviour (IG)	Fabrizio Di Muro
2:00 - 2:30	What can social marketing learn from 12-step programs (WIP)	Tatiana Levit / Magda Cismaru
2:30 - 3:00	Exploring & Defining Private Rental Target Markets in Canada (FP)	Grant Wilson
3:00 - 3:15	Closing Remarks and pre-departure chatter	

University of Regina | Hill | levene
SCHOOLS OF BUSINESS

Attendee List

First Name	Last Name	University
Claudia	Addie Gonzalez	University of Saskatchewan
Terry	Beckman	Athabasca University
Maureen	Bourassa	University of Saskatchewan
Jenna	Broderick	University of Regina
Aftyn	Campbell	University of Saskatchewan
Jane	Caulfield	University of Saskatchewan/University of Colorado, Boulder
Magdalena	Cismaru	University of Regina
Monica	Del Valle	University of Saskatchewan
Marjorie	Delbaere	University of Saskatchewan
Fabrizio	Di Muro	University of Winnipeg
Kendra	Hart	Mount Royal University
Kyle	Hertes	University of Saskatchewan
Emily	Hinatsu	University of Saskatchewan
Sanjay	Kumar	University of Manitoba
Tatiana	Levit	University of Regina
Brooke	Listwin	University of Saskatchewan
Tara	Lucyshyn	University of Saskatchewan
Erfan	Mahmoodzadeh	University of Saskatchewan
Trang	Mai-McManus	University of Manitoba
Sara	Penner	University of Winnipeg
Barbara	Phillips	University of Saskatchewan
Monica	Sarghie Popa	University of Saskatchewan
Jennifer	Sedgewick	York University
Ngan	Vo	University of Manitoba
Philip	Wallis	University of Saskatchewan
Lisa	Watson	Athabasca University
David	Williams	University of Saskatchewan
Grant	Wilson	University of Regina

Does Behavioral Targeting Hurt Brands? The Effect of Third-Party Data Sharing on Brand Attitudes.

Ngan Vo, University of Manitoba
Rajesh V. Manchanda, University of Manitoba

Behavioral targeting has become a dominant approach to target consumers in the digital economy. This marketing practice has accelerated thanks to technological advances that constantly monitor consumer behavior (e.g., through search data, browsing history, voice recognition) and via unauthorized data sharing practices among firms. Although some work has suggested that behavioral targeting benefits firms (e.g., improving consumers' response to advertisements, improving performance of communication), this stream of research has largely assumed that consumers were unaware of such practices. Today such naivety is, however, rare. In fact, consumers feel strongly about their information privacy: 55.8 % of consumers feel the loss of their privacy and favor the enactment of strong information privacy laws (up from 26% in Westin's 2000 study). In this research, we provide more evidence for the downside of behavioral targeting practices. Through two studies, we find that behavioral targeting in which third-party data sharing practice were made more salient was detrimental to *both* focal and affiliated brands. Specifically, controlling for pre-brand attitudes, consumers in the behavioral targeting condition (vs. control condition) reported less favorable brand attitudes towards both focal and affiliated brands. This effect was mediated by an increase in consumers' perception of creepiness following a behavioral targeting practice. We also found evidence for the moderating role of individuals' level of privacy knowledge, which has been understudied in privacy research. Specifically, the indirect effect was significant among those who have moderate and high level of privacy knowledge, but insignificant among those who have low level of privacy knowledge. Implications of these findings and future research directions will be discussed.

Testing a model of sustainability perspectives using water as a context

Lisa Watson, Athabasca University
Alison Sammel, Griffith University
Dena McMartin, University of Lethbridge

This work uses the context or water to examine how people's perceptions of natural resources influence consumption. Specifically, we propose a four-level framework of sustainability perspectives to use as a foundation for studying sustainable behaviour and consumption. This work in progress paper introduces some very preliminary findings and seeks feedback on next steps.

Biocommunicability - The intersection of media, advertising, and public knowledge in health communication

Jane Caulfield, University of Saskatchewan/University of Colorado, Boulder

This paper sets out to explore a gap in strategic and health communication research by examining the relationship between the public sphere, narrative, and healthcare to understand the way it shapes a public discourse regarding death and dying. Because healthcare systems are inherently connected to political systems (Briggs & Hallin, 2010), linking knowledge from several disciplines exploring communication about death to communication theory regarding narrative structures and meaning creation, will support the development of insight into how publics understand and talk about death and dying. Relying on the theory of biocommunicability, as outlined by Briggs and Hallin (2007, 2010, 2016) the political, moral, and public discourses of death can be understood as connected and related through mediated narratives constructed by mass media and the advertising systems, ultimately translate knowledge and ideas between and betwixt the public sphere, medical professionals, and healthcare policymakers.

Developing a Framework for Communications Encouraging Personal Budgeting

Magdalena Cismaru, University of Regina
Onur Akdas, University Maritime Faculty
Dokuz Eylul, University Maritime Faculty

Purpose: This article illustrates how a framework can be developed and used to guide communications in the absence of an existent theoretical model that can inform the process.

Design/methodology/approach: **A framework was proposed after** a thorough academic literature review, discussions with significant expert shareholders, consulting several books, and identifying, reviewing, and qualitatively analyzing 30 on-line communications aiming to encourage and help individuals to budget. First, significant keywords were identified regarding personal budgeting as follows, budgeting definition and importance, income, expenses, needs and wants, goals, savings, investments, planning. Then, information in respect to each of these keywords was collected, organized, and analyzed.

Findings: Significant data emerged, based on which the keywords have been revised, themes and messages were identified, and a comprehensive framework for personal budgeting was proposed.

Originality: This paper links practice with theory in a very original way. No theoretical framework for personal budgeting has been found in the existing literature; therefore a framework was proposed based mostly on what was seen in practice. Whereas previous research generally proposes using existent theoretical frameworks to guide and/or evaluate initiatives, the current research shows how practice can guide theory.

Practical implications: Designers of such initiatives can use this model for inspiration, to proceed when theoretical frameworks are not available, design solid interventions based on available data, and also to contribute toward bridging the gap between theory and practice.

Social implications: In the personal budgeting context, individuals suffering from financial distress and living paycheck-to-paycheck can benefit the most from the proposed framework.

University
of Regina | Hill | levene
SCHOOLS OF BUSINESS

How Can Feelings of Nostalgia Facilitate Sustainable Consumer Choices?

Ngan Vo, University of Manitoba
Rajesh V. Manchanda, University of Manitoba

Marketing can play an influential role in promoting sustainable consumer behavior. In the specific context of emotions, prior work shows that positive and negative emotions that are triggered by environment-related stimuli impact sustainable behavior both favorably and unfavorably. Our research suggests one such emotion, nostalgia—a self-relevant yet highly social emotion—can present a novel way to motivate sustainable behavior. Nostalgic feelings, once activated, can symbolically reconnect consumers with their social world, activate their perception of social connectedness, and subsequently promote their decision making in domains such as sustainable behaviours where impacts on entities external to the self are considered. Across three studies with diverse methods, we offered converging evidence for the effect of nostalgia on sustainable behaviour. Utilizing Google search data from 2004 to 2022, we obtained initial evidence for the correlational relationship between nostalgia and sustainability. Following up with two experimentally designed studies we found that nostalgia bolsters perceived social connectedness, which subsequently increases purchase intention for sustainable products. This finding was robust across different manipulations of nostalgia and with varied product categories. This nostalgia-evoked approach, however, was especially effective among consumers with low level of environmental consciousness. Textual analysis was also utilized to study consumer event narratives to offer more insights and substantiate our findings. This research responds to the call for further study of the role of emotions in making sustainable choices (White et al. 2019) and proposes a novel antecedent of sustainable behavior, beside traditional positive and negative emotions (e.g., Meng and Trudel 2017). Implications of these findings and future research directions will be discussed.

How Different Types of Nostalgia Affect Consumer Behaviour

Fabrizio Di Muro, University of Winnipeg

This research examines whether the type of nostalgic recollection can influence consumer choice and behavior. The results of the research suggest that the type of nostalgic recollection influences whether a consumer chooses an experiential or material item. Furthermore, the research examines the role that social connectedness plays in this relationship.

Free your mind and the rest will follow

Kendra Hart, Mount Royal University

Creative messaging is a key element in capturing consumers' attention and building brand image. However, "creativity" requires an ability to bridge divergent thinking with convergent thinking. This type of cognitive flexibility does not necessarily come naturally to many people. This obstacle is often highlighted in the marketing classroom with students who might focus on the notion of a "right answer" rather than appreciating varying degrees of "correctness" or suitability of their ideas within shifting contexts. Students who hold such perspectives can become intimidated by the open-ended nature of creative thinking within a goal-oriented context. Developing one's sense of "creative confidence" is an important aspect in producing compelling marketing communications. In this presentation, I discuss the beginnings of a research project addressing the use of a classroom activity designed to stimulate sensemaking via visual metaphor, and how this can be used to encourage creative ideation.

Experts vs Amateurs: How Knowledge Affects Consumer Style Inventory and Persuasion in the Spirits Industry

Lauren Wagn, University of Winnipeg
Sara Penner, University of Winnipeg

This research is investigating how socialization resulting from a specific occupation can affect how one ranks within the Consumer Style Inventory (Sproules, 1985; Eom, Youn, & Lee, 2020) and how that correlates with the consumers' reaction to persuasion attempts. Craft cocktail bartenders work extensively with different spirits, learning their origins and tasting notes to combine them to create innovative libations. Through that, they gain a level of expertise with the product that becomes a requirement in their position. This study breaks up craft cocktail bartenders and consumers into the categories of experts and amateurs, looks at where they fall in the CSI and how that affects their alcohol choice decisions. Participants were recruited through Mturk as well as personally reaching out to cocktail bars across Canada. Participants took the survey online, which included the CSI, to determine if the two groups have different decision making styles. Then they read short and long descriptive advertising copy for a number of different non-labelled alcohols and the survey measured how likely they would be to purchase the product from that description. We expect to find that craft bartenders, or subject matter experts, are more likely to purchase a product with the detailed description, even if this ends up being a product that they would not have wanted to purchase on brand name alone. The data is currently being collected and results will be available to share at the conference. This study is looking to provide insight on how experts may need a different approach when marketing to them within their own niche.

University of Regina | Hill | levene
SCHOOLS OF BUSINESS

The Depiction of Beauty-by-Beauty Influencers on Instagram and Generations Z's Perception of Them

David E. Williams, University of Saskatchewan
Michaela MacDonald
Breanna Pochipinski

Solomon et al., (1992) identified the different types of beauty found in magazine advertisements. However, consumers, especially Generation Z now get their beauty information from social media influencers (SMI) who have radically changed how beauty is marketed (Gerdeman, 2019). This begs the question how do the images presented by these influencers confirm or contradict what Solomon et al., (1992) and Englis et al., (1994) demonstrated 30 years ago? Indeed, Englis et al., (1994: 60) noted "a clear need to extend this work to other media vehicles…"

In the 'circuit of culture' (Hall, 1997), SMI are an integral part of advertising and the fashion systems; two mechanisms that transfer cultural meaning from the culturally constituted world to consumer goods (McCracken, 1986). Beauty influencers on Instagram have partially replaced traditional advertising as "a conduit through which meaning constantly pours from the culturally constituted world to consumer goods (McCracken, 1986, pp. 75-76). Influencer posts now "serves as a lexicon of current cultural meanings" (McCracken, 1986, p, 76). In the fashion system, beauty SMI act as "opinion leaders who help shape and refine existing cultural meaning" by virtue of their beauty (McCracken, 1986, p, 76). As fashion and beauty editors, SMI "act as symbolic encoders, and as such, they play a pivotal role in defining and sanctioning ideals of beauty" (Solomon et al. 1992: 24). As modern-day cultural gate keepers, what cultural values do SMI espouse?

Generation Z (hereafter Gen Z) are popular with SMI. Gen Z members tend to "attach great importance to personal appearance: they are the first generation to grow up 'in public' online, i.e., documenting their lives on social media." (Weinswig, 2016, p. 1). The obsession with looks from a young age gives explains why the beauty and skincare is very important to them (Biondi, 2021).

Therefore, to answer the pressing demand for academic research on influencer marketing (Taylor 2020), this study asks:
RQ1: What types of beauty do SMI depict and under the beauty match up hypothesis, what type of beauty depicted by SMI are associated with certain categories of beauty products?
RQ2: As cultural gatekeepers what cultural values do SMI depict and what is the relationship between the types of beauty and cultural values?
RQ3: What are Generation Z's perceptions of the types of beauty depicted by beauty SMI's on Instagram?

A content analysis of the top-100 beauty influencers on Instagram found *Feminine,* at 92.6% is the most popular beauty type and *Sensual* is a close second *at* 83.4%. The third most prevalent

classification was *Exotic* at 62%, *Classic Beauty,* came in fourth at 23%. These occurrences are substantially higher than those found in fashion magazines by Englis et al., (1994) where the highest type of beauty was prevalent at less than 25%. This demonstrates that there are a few dominant beauty types on Instagram compared to fashion magazines. To capture emerging or new types of beauty depicted by SMI on Instagram that fall outside of Englis et al., (1994) classification an 'Other' (15.4%) category was used. This category was more theatrical bizarre and outlandish compared to the other idealized dimensions of beauty and bordered on the discrepant images found in fashion advertising (Phillips and McQuarrie, 2011).

Although all the SMIs were wearing beauty products, over half (57%) of the images featured no mentioned products at all. The most mentioned products were makeup products (not eye) (10.4%), eye makeup (9.8%) and clothing, shoes and handbags (9.4%).

Unsurprisingly, as the goal of beauty products is to enhance the wearer's beauty and give a youthful appearance, youth (97%) and beauty (94%) are the most frequently appearing cultural values Individualism, Quality, and Enjoyment all hold 91%, followed by Effectiveness at 90%. A sense of Adventure was present in 89% of images, and Neatness (84%) and Sex (82%) followed. This shows these are the most represented and powerful cultural values in the beauty industry being shown by the top influencers.

An Interpretative Phenomenological Analysis (IPA) (Smith and Osborn, 2007) of twenty Gen Z consumers who follow SMIs found the two superordinate themes are Unattainable Beauty and Attainable Beauty. The types of beauty of Sensual, Exotic, Sex Kitten, Trendy, and Other are considered the unattainable types of beauty as they have either unattainable looks (editing, art styling, or bold beauty) or negative themes associate with them (materialism, narcissism, and sexualization). Classic, Feminine, Cute, and Girl Next Door types of beauty were decided as the attainable types of beauty as they portray more natural, relatable, and achievable depictions of beauty.

References

Biondi, A. (2021, July 2). *How Gen Z is changing beauty*. Retrieved from Vogue Business: https://www.voguebusiness.com/beauty/gen-z-changing-beauty

Englis, B., Solomon, M., & Ashmore, R. (1994). Beauty before the eyes of beholders: The cultural encoding of beauty types in magazine advertising and music television. *Journal of Advertising,* 23:2, 49-64

Gerdeman, D. (2019, December 13). *How Influencers are Making Over Marketing.* Forbes. Retrieved April 13, 2021 from https://www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=78389d61203e

Hall. S. (1997) *Representation,* Sage Publications, London.

McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research,* 13:1, 71-84

Phillips, B. and McQuarrie, E. (2011). Contesting the social impact of marketing: A re-characterization of women's fashion advertising. *Marketing Theory,* 99-126.

Solomon, M., Ashmore, R. & Longo, L. (1992). The beauty match-up hypothesis: Congruence between types of beauty and product images in advertising. *Journal of Advertising,* 21:4, 23-34

Smith, J., & Osborn, M. (2007). Interpretative Phenomenological Analysis. In J. Smith, *Qualitative Pyschology* (pp. 53-80).

Taylor, C. (2020). The urgent need for more research on influencer marketing. *International Journal of Advertising*, 39(7): 889-891

Weinswig, D. (2016). *Gen Z: Get ready for the most self-conscious, demanding consumer segment* . Fung Global Retail & Technology.

Exploring How Older Women Want to be Portrayed in Advertisements

Barbara J. Phillips, University of Saskatchewan

Previous research has demonstrated that older women carry a stigmatized identity in society and are severely underrepresented in advertisements in all types of media around the world. Brands have been admonished to increase the presence of older women in their ads. However, it is unclear how older women wish to be depicted in ads as both positive and negative stereotypes can cause negative reactance against a brand. This study uses an interpretative phenomenology analysis (IPA) approach to explore older women's preferences regarding model appearance and roles in ads targeted toward them. Interviews with twenty women aged 50 or older suggest participants prefer to see models that represent their actual age shown in groups of older women or with women of different ages. In addition, common advertising stereotypes are reframed through analysis to portray authentic identities using participants' preferences: from ageless beauty to *age-appropriate and attractive*, and from traditional granny to *woman of purpose*. Implications for theory and practice are discussed.

How Does Anticipated Nostalgia Affect Behaviour?

Fabrizio Di Muro, University of Winnipeg

While nostalgia has been studied extensively, much less attention has been paid to the concept of anticipated nostalgia – the idea that consumers can foresee themselves being nostalgic about a current (once it has passed) or future experience. Initial evidence suggests that anticipate nostalgia can affect current spending, but the underlying mechanism driving this result has not yet been identified.

Charitable donations to outgroup members

Sanjay Kumar, University of Manitoba
Rajesh V. Manchanda, University of Manitoba

This research inquiry investigates the interplay between trait self-control and prosocial behavior. In particular, we predict and find evidence for a positive correlation between trait self-control and prosocial behavior. These findings are relevant for researchers and marketing practitioners. From a theoretical perspective, our research is the first to show that trait self-control and prosocial behavior are positively correlated; thus, we update the literature on prosocial behavior and self-regulatory resource. Our research findings may also help direct marketers to realize higher response rates for their directing marketing campaigns - by targeting high trait self-control donors.

Donate to Get Along or Ahead: Persuading Messages for Private Information Donation

Trang Mai-McManus, University of Manitoba
Kelley Main, University of Manitoba

This research will contribute to the literature in the areas of information processing, social cognition, and how they apply to consumer persuasion, specifically in soliciting donations of private information. The goal of this research is to extend social cognition and heuristic-systematic information processing theory into the under-examined arena of prosocial behaviour in the context of donation of an individual's private information. This is accomplished by examining the relationship between perceived persuasiveness and communal salience through the lens of heuristic information processing. Specifically, we define a novel mechanism for perceived persuasiveness and demonstrate through our approach the application of communion, one of social cognition theory's fundamental dimensions, to pro-social private information donation. This deepens our understanding of message processing by consumers in a new type of donation for the public good, contributing the literature of prosocial behaviour and persuasion.

Research on charitable giving and donations have studied in depth mechanism surrounding other donation types, such as money, time, organ, blood, reproductive (sperm, egg, embryo), or in-kind, yet there is a lack of donation research in the more novel area of private information. This leaves our hole in our literature that must be answered.

Study 1 utilizes content analysis methodology and demonstrates the relative popularity of agency and communion constructs in real-world appeals and confirms communal content being used more often. Study 2 demonstrates the direct positive effects of communal salience messages on consumer's perceived persuasiveness and willingness to donate private information for public good. Study 3 confirms the mediating effects of heuristic information processing and perceived persuasiveness on consumer's willingness to donate private information for public good. The research outcomes will also have more practical applications with managerial an consumer implications. Non-profits organization will be able to utilize this deeper understanding of message processing to create more effective persuasive messages when soliciting donations of private information from consumers for the public good. This work will highlight the primacy of heuristic processing to communal salience messaging, demonstrating that it is done with less effort, and faster, creating a message perceived as more convincing by prospective donors.

Take a bite out of climate change: Exploring the benefits of the challenges for the cultured meats.

Erfan Mahmoodzadeh, University of Saskatchewan
David Di Zhang, University of Saskatchewan

The idea of lab-grown or cultured meat is very new, novel, and potentially controversial. In the context of marketing (marketing theory and marketing strategy), the issue might not be very different from the introduction of other new products.

In another sense, this product has both positive and negative attributes unique to itself. The idea of cultured meat was proposed to address the problems with consuming traditional meats. One of the main concerns with producing traditional meats is that it contributes to climate change by emitting greenhouse gases and deforestation. Cultured meat is a potential solution to the above-mentioned problem. Furthermore, consuming traditional meat is intertwined with animal cruelty, which is not a concern with cultured meats.

Considering the world population growth and environmental footprints caused by producing traditional meats, it seems inevitable for researchers to eventually find an alternative source of protein to feed the rising population and, at the same time, avoid detrimental consequences on our planet. Plant-based proteins and cultured meats seem to be the main substitutes among all options. That being said, there are various challenges to tackle to introduce this product and convince consumers to trust and try it. Consumers' acceptance and the high production cost are deemed to be the most challenging barrier to overcome. Other obstacles are potentially religious objections in some markets, rules and regulations and harsh competition, and possible lobbying from big meat companies to make it difficult for this product to enter the market.

There are several ways to contribute to the body of existing knowledge and offer useful theoretical and managerial implications, among which we would like to focus on the consumers' attitudes towards such novel products and the future willingness to accept and consume such products. In a follow-up research study, we will test the efficacies of various marketing messages in order to find a persuasive way to promote this product.

I will assist Dr. Zhang as his RA in the first phase of this study, which will be primarily interview-based qualitative research to ensure the test of targeted constructs and hypotheses. Open-ended questions with verbatim answers can help the researchers to understand, in reasonable detail, how consumers perceive the subject. The results of the qualitative inquiry will help us to formulate an experiment-based quantitative research study. We will also keep an open mind to the result of the qualitative research. Based on our understanding of the first part, in my thesis, I can focus on one of the following areas: advertising exposures, with combinations of several strategies (comparative advertising versus non-comparative; government certification versus brand-assurance; experience attributes versus credence attributes) to help detect the most effective marketing strategies.

Counter stereotypical advertisements and mindfulness effects on female leadership aspirations

Brooke Listwin, University of Saskatchewan
Maureen Bourassa, University of Saskatchewan
Megan Walsh, University of Saskatchewan
Erica Carleton, University of Regina

With many factors contributing to gender-leadership gaps (Eagly & Carli, 2007), past research shows gender stereotypical advertisements activate stereotype threats, negatively affecting women's leadership aspirations. Stereotype threat is defined as the "concern of conforming or being reduced to a negative stereotype about one's group" and contributes to the gender leadership gap (Kalokerinos et al., 2014, p. 381). Additionally, role congruity theory explains the negative impact of stereotypes as women are perceived to hold communal attributes, making them undesirable occupants of leadership roles that are associated with agentic traits typically held by men (Eagly & Karau, 2002). With the understanding that gender stereotypes exist in advertising and that, to our knowledge, there is limited research on the effects of counter stereotypical advertisements on female leadership aspirations, the proposed research explores the role of gender stereotypic and counter stereotypic advertisements on women's leadership aspirations and the extent to which consumers perceive organizations respect them. Additionally, we will explore the role of mindfulness (operationalized as meditation) as a moderator of the relationships between advertisement content, leader aspirations, and respect perceptions. We are proposing a between-subjects experimental vignette with Edwards School of Business \ students (all genders) randomly assigned to a 2 (counter-stereotypical ad; stereotypical ad) X 2 (mindfulness intervention; no intervention) factorial design. Based on stereotype threat theory, we hypothesize that counter-typical advertisements will increase women's leadership aspirations and perceptions that the organization respects them in comparison to gender stereotypic advertisements. This research is novel in investigating outcomes of leadership aspirations and perceived respect from counter stereotypical advertising. Finally, this research will add to the limited work on mindfulness as an intervention of stereotype threat.

References

Eagly, A. H. & Carli, L. L. (2007). *Through the labyrinth: The truth about how women become leaders.* Harvard University Press.

Eagly, A. H., & Karau, S. J. (2002). Role congruity theory of prejudice toward female leaders. *Psychological review*, *109*(3), 573.

Kalokerinos, E. K., von Hippel, C., & Zacher, H. (2014). Is stereotype threat a useful construct for organizational psychology research and practice? *Industrial and Organizational Psychology*, *7*(3), 381-402.

Contraception Tension: How Culture, Society and Narrative Inform Consumer Identity and Contraceptive Use

Tara Lucyshyn, , University of Saskatchewan
Marjorie Delbaere, University of Saskatchewan

This study explores the relationship between consumer identity and contraceptive use; how user identities are constructed in contraceptive advertising; and the ways in which social agents like healthcare providers influence consumer health identities and contraceptive uptake. Interviews were conducted with consumers and healthcare providers to get an understanding of the intrapersonal and interpersonal dynamics that impact consumer perceptions of contraceptives and decisions to incorporate contraceptives into their reproductive plans. Peers, healthcare providers, parents and partners were identified as primary social agents that informed consumer health identities and contraceptive use which are fed by larger cultural scripts that are enacted through media and advertising. The concepts of autonomy and control emerged in participant accounts as *diametric,* or oppositional identity narratives that are reproduced within the level of each social agent and result in conflict that women must negotiate. An agenda is proposed to pivot contraceptive marketing away from traditional advertising strategies to a social marketing approach that incorporates stakeholders including healthcare providers and public health bodies in promoting transparency, ethicality, and consumer agency in contraceptive use.

Peeking into The Future: Compulsive Buying in The Post-Pandemic World

Monica Sârghie (Popa), University of Saskatchewan

The current project focuses on compulsive buying and draws a sign of warning regarding a spike in this problematic behaviour that is likely to emerge in the post-pandemic world. The negative consequences and the reasons for this forecast are explained using an overview of antecedents and triggers of compulsive buying, considering the special situation created by the self-isolation, social distancing, and limited commercial access requirements brought about by COVID-19.

Inspiration and Consumer Behaviour

Fabrizio Di Muro, University of Winnipeg
Theodore Noseworthy, York University

While inspiration could have significant effects on consumer behaviour, it is an understudied variable in consumer research. The results of one study suggest that inspiration can influence consumer choice; however, the underlying mechanism driving this result has not yet been identified.

What can social marketing learn from 12-step programs

Tatiana Levit, University of Regina
Magda Cismaru, University of Regina

The goal of social marketing is to change or maintain people's behaviour for the benefit of society as a whole and individuals themselves. Social marketing campaigns often target addictions and compulsive behaviours, such as alcohol and substance abuse, excessive gambling, and compulsive buying.

12-step programs (AA, Debtors Anonymous, Gamblers Anonymous, Overeaters Anonymous, Sex Addicts Anonymous) are the basis for powerful peer-led support groups and communities whose goal is to help peers transition into and sustain new healthy behaviours.

Seeing an overlap in the goals of both, we are interested in examining what makes 12-step programs effective and what principles and approaches could social marketers borrow from these programs. This Work in progress presentation seeks the audience's input into some possible directions for our research.

Exploring & Defining Private Rental Target Markets in Canada

Dr. Grant Wilson, University of Regina

The residential real estate market has been segmented dichotomously into owners and renters. Given the various tenures and sub-markets of the renters, it is problematic to consider them as a homogeneous target market. Based on the thematic analysis of semi-structured interviews with 16 real estate executives, this paper establishes six distinct private rental target markets including 1) hard-to-house occupants 2) affordability renters, 3) workforce residents, 4) transitional millennials, 5) lifestyle residents, and 6) returners. This paper is unique and noteworthy as it combines fragmented literature on private renters with insight from residential real estate executives to produce a spectrum of target markets. In addition to validating previously identified renter groups and theories, this paper presents new concepts and offers marketing value propositions for each of the identified target markets.