

Marketing Division (MRK)

Visit ASAC.ca for the full conference schedule.

****All session times are in EASTERN time zone****

FRIDAY JUNE 12

MRK 1 Experience 11:00 am – 12:30 pm EDT

Chair/Président: Amin Rahimpour (University Canada West)

HONOURABLE MENTION/MENTION HONORABLE

In the Eye of the Beholder: Personal Experience and the Aversion to Misshapen Produce

Author(s)/Auteur(s): Sean Hingston (Western University), Theodore Noseworthy (Schulich School of Business)

Work in progress: Out of Sight, Out of Lung: The Effect of Cigarette Display Ban

Author(s)/Auteur(s): Gizem Senkal (University of Guelph), Tirtha Dhar (University of Guelph)

Work in progress: Understanding Shopping Stress: A Conceptual Framework

Author(s)/Auteur(s): Elaine MacNeil (Cape Breton University)

Work in progress: Exploring the Nature of Customer Experience

Author(s)/Auteur(s): Amin Rahimpour (University Canada West), Mehdi Akhgari (University Canada West)

MRK 2 Perception 12:30 pm – 2:00 pm EDT

Chair/Président: Ahmed Mehrez (Qatar University)

Une étude exploratoire de la perception des consommateurs vis-à-vis des produits « Made in China »

Author(s)/Auteur(s): Imelda Aurore Da Silva (Université Laval), Alexis Abodohoui (Université de Parakou), Zhan Su (Université Laval)

What Makes You "Like", "Retweet" Or "Comment" A Fundraising Content on Social Media? Exploring the Characteristics of Fundraising Messages on Social Networks

Author(s)/Auteur(s): Ahmed Benhoumane (Université De Bretagne Occidentale)

Intention to Adopt Veganism: A Study of Mediating and Moderating Variables

Author(s)/Auteur(s): Sonia Mehrotra (S.P. Mandali's Prin.L.N. Welingkar Institute of Management Development and Research), Smriti Verma (Symbiosis University of Applied Sciences), Uday Salunkhe (S.P. Mandali's Prin.L.N. Welingkar Institute of Management Development and Research)

The Impact of Consumer Ethnocentrism on The Domestic Brand Equity: An Investigation from Qatari Market

Author(s)/Auteur(s): Noora Al-Marri (Qatar University), Ahmed Mehrez (Qatar University)

VIRTUAL WELCOME 2:30 pm EDT

Tune in for an opening welcome and remarks to kick off ASAC 2020 Virtual. Visit ASAC.ca for details.

SATURDAY JUNE 13

MRK 3 Emotions 12:30 pm – 2:00 pm EDT

Chair/Président: David Dobson (University of the Fraser Valley)

Work in progress: To Feel or Not to Feel: Emotions as a Trigger to Electric Vehicles' Ownership

Author(s)/Auteur(s): Caroline Boivin (Université de Sherbrooke), Rami Ayadi (Université de Sherbrooke), Jean-François Guertin (Université de Sherbrooke), Jean Roy (Université de Sherbrooke)

The Impact of Functional Food Labelling Cues on Consumer Positive Emotions: The Moderating Role of Gender
Author(s)/Auteur(s): Hédia El Ourabi (École de gestion-UQRT), Marc-Alexandre Tomiuk (HEC Montréal)

Work in progress: Combined Framing Effects of Emotion and Visual Image on Attitudes and Behavioral Intentions Toward Carbon Pricing
Author(s)/Auteur(s): David Dobson (University of the Fraser Valley)

MRK 4 Consumer Behavior 3:30 pm – 5:00 pm EDT

Chair/Président: Jean-Michel Latulipe (Université Laval)

Engagement and Relationship Quality in Co-Creation: A Brand Community Perspective
Author(s)/Auteur(s): Matti Haverila (Thompson Rivers University), Kai Haverila (Concordia University), Caitlin McLaughlin (Thompson Rivers University), Mehak Arora (Thompson Rivers University)

Brownian Product Diffusion Model of Consumer Choice: Application to the Mobile Game Industry
Author(s)/Auteur(s): Hwa-young Lee (University of Ottawa)

Forming Compulsive Buying in the Hedonic and Utilitarian Browsing on the Instagram Social Network: The Mediating Role of Urge to Buy Impulsively
Author(s)/Auteur(s): Salman Kimiagari (Thompson Rivers University), Neda Sharifi Asadi Malafe (Azad University)

Work in progress: What Does the Mobile Phone Mean to Consumers? A Qualitative Study
Author(s)/Auteur(s): Jean-Michel Latulipe (Université Laval)

SUNDAY JUNE 14

MRK 5 Online 11:00 am – 12:30 pm EDT

Chair/Président: Hamid Shaker (Concordia University)

The A CCT Perspective on the Emergence and Evolution of Online Trolling: A Conceptual Paper
Author(s)/Auteur(s): Kai Haverila (Concordia University), Matti Haverila (Thompson Rivers University)

Marketing Insights: A Netnographic Study of the Fitbit Sleep Better Online Community
Author(s)/Auteur(s): Robert Abrams (University of Guelph), Sabrina Anderson (University of Guelph), May Aung (University of Guelph), Ethan Sweeney (University of Guelph), Stéphanie Villers (University of Guelph)

Influence of Online Reviews on Purchasing Decisions
Author(s)/Auteur(s): Mostafa Torabi (Brandon University), Charles H. Bélanger (Laurentian University)

Work in progress: When Does Retargeting Ads Convince Customers to Pay Higher? Timing in Online Ads' Price Anchoring
Author(s)/Auteur(s): Hamid Shaker (Concordia University), Sylvain Sénécal (HEC Montréal)

Fireside chat with Dr. Henry Mintzberg

12:30 pm – 2:00 pm EDT

Join esteemed author and educator, Dr. Henry Mintzberg for an interactive and dynamic keynote session. Dr. Mintzberg will begin with an informal “fireside chat” with ASAC 2020 VP Program, Dr. Mehdi Farashahi, followed by a Q&A with attendees. Visit [ASAC.ca](https://www.asac.ca) for details.

MRK 6 Ethic 2:00 pm – 3:30 pm EDT

Chair/Président: Albena Pergelova (MacEwan University)

Marketing Channels with Fair-Trade Product: A Theoretic Analysis
Author(s)/Auteur(s): Hui Wang (University of Guelph), Tirtha Dhar (University of Guelph), Yuanfang Lin (University of Guelph)

Work in progress: The Use of Consumer Goods in Promoting Gender Equality
Author(s)/Auteur(s): Dandan Fang (Concordia University), Guojun He (HEC Montréal), Eric Li (University of British Columbia)

Work in progress: Certification as Strategic Structuring: To “B” or Not To “B” a B-Corp

Author(s)/Auteur(s): Asfiya Taji (Wilfrid Laurier University)

Influencer Advertising: An Exploration of Young Consumers' Attitudes and Ethical Concerns

Author(s)/Auteur(s): Albena Pergelova (MacEwan University), Alysha Hachey (Brock University)

MRK 7 Divisional Meeting 3:30 pm – 5:00 pm EDT

MONDAY JUNE 15

MRK 8 Evaluation 2:00 pm – 3:30 pm EDT

Chair/Président: Stéphane Goyette (Université de Sherbrooke)

Oh, The Places You'll Go: An Investigation of the University Selection Process by International Students

Author(s)/Auteur(s): Kelly Cartwright (MacEwan University), Fernando Angulo-Ruiz (MacEwan University)

BEST PAPER/MEILLEURE COMMUNICATION

The Interaction of Evaluation Mode, Construal Level and Goals in Product Evaluation and Choice

Author(s)/Auteur(s): Olya Bullard (University of Winnipeg), Na Xiao (Laurentian University)

Évaluation de la technique de détection d'erreurs de réponse par les schèmes linéaires: impacts et conséquences sur la validité des résultats des sondages électroniques employant des panels WEB

Author(s)/Auteur(s): Stéphane Goyette (Université de Sherbrooke), Jean-François Guertin (Université de Sherbrooke), Caroline Boivin (Université de Sherbrooke)

MRK 9 Company and economy 3:30 pm – 5:00 pm EDT

Chair/Président: Hwa-young Lee (University of Ottawa)

Work in progress: **Exploring Drivers of Canadian Grocery Retail Patronage Among Generation Z Consumers**

Author(s)/Auteur(s): Robert Abrams (University of Guelph)

Work in progress: **Loop in the Circular Economy: Consumers' Propensity to Engage with Circular Economy Innovations**

Author(s)/Auteur(s): Yasanthi Perera (Brock University), Jacqueline Glenney (Brock University)

Work in progress: **Dark Commercial Patterns: Review of Current Research and Consideration for Canadian Consumers**

Author(s)/Auteur(s): Hwa-young Lee (University of Ottawa)