## Tuesday 17 May

19:00  **Welcome Reception at the Museum of Ancient Art, Aarhus University**  
Prof. Klaus G. Grunert welcomes everyone to NCCR 2016  
(Antikmuseet, Victor Albecks Vej 3, 8000 Aarhus, see map at [www.mapp.au.dk/nccr2016](http://www.mapp.au.dk/nccr2016))

## Wednesday 18 May

### 8:00-8:30 Registration  
Aarhus University Conference Centre, Frederik Nielsens Vej 4

<table>
<thead>
<tr>
<th>Track 1</th>
<th>Track 2</th>
<th>Track 3</th>
<th>Track 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitalisation, Online Research, Eye Tracking</td>
<td>Finance, Gender, Experience &amp; Co-creation</td>
<td>Food</td>
<td>Sustainability</td>
</tr>
</tbody>
</table>

### 8:30-9:30 Keynote – Prof. Lotte Holm, University of Copenhagen  
Food consumption during economic turbulence: Consumer reactions on food budget restraint (Auditorium 1, Tåsingegade 3)

### 9:30-11:00  
**Session 1**

<table>
<thead>
<tr>
<th>Special Session Digitalisation (Room 1)</th>
<th>Finances (Room 1.1)</th>
<th>Special Session Reframing Convenience Food (Room 2.3)</th>
<th>Special Session Food Waste (Room 2)</th>
</tr>
</thead>
</table>
| Chair: Lena Hansson, University of Gothenburg  
Green Marketing Goes Online: Devices, socio-material scripts, and the making of the green prosumer  
Christian Fuentes  
From personal shoppers to self-service styling tools – how fashion apps re-shape marketing and consumption practices  
Lena Hansson  
Outfit of the day: Negotiating fashion blogging, the self and the market  
Magdalena Petersson McIntyre | Chair: Marilla Kortesalmi, Laurea University of Applied Science  
Financial literacy in Latvia  
Alja Eglite  
Self-control and mental budgeting of young debtors in housing loan management and consumption  
Anna-Riitta Lehtinen  
"I haven’t thought it because I haven’t talked about it" - Improving financial literacy in social interaction  
Marilla Kortesalmi | Chairs: Johanna Mäkelä and Mari Niva, University of Helsinki  
Meal box-schemes: A challenge for the category of convenience food?  
Bente Halkier  
Meal boxes: A new kind of convenience food?  
Frej Daniel Hertz  
Introducing solids: Weaning practice and convenience baby food in commercial culture  
Helene Brembeck | Chair: Jessica Aschemann-Witzel, Aarhus University  
What food do we waste and why?  
Qualitative insights from five European countries  
Marije Oostindjer  
The impact of household routines on consumer food waste behaviour relative to psychosocial antecedents  
Violeta Stanču  
Consumers food-waste across five European countries: determinants and food (waste)-related lifestyle  
Ilona de Hooge |
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Chair(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00-11:30</td>
<td>Coffee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>Session 2</td>
<td>Room 1</td>
<td>Juulia Räikkönen, University of Turku</td>
<td>Consumer expectation and perception of suboptimal foods: The case of bananas (Claudia Symmank)</td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>Online Research &amp; Big Data (Room 1)</td>
<td>Juulia Räikkönen, University of Turku</td>
<td>Scientific adventures and explorations - Opportunities of online big data for consumer research Marjorikka Ylisiruva The Utopia for Tomorrowland: a qualitative study of the social media’s Habitus Vella Somoza Sánchez</td>
<td>Tracking the emotional in consumption Juulia Räikkönen</td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>Gender &amp; Family Roles (Room 1.1)</td>
<td>Alice Grenhøj, Aarhus University</td>
<td>Construction grandparental identity in consumer narratives Anne Kastarinen Searching for ‘Superdad’. An explorative study of fathers’ roles and participation in family food consumption Alice Grenhøj</td>
<td></td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>Special Session Reframing Convenience Food II (Room 2.3)</td>
<td>Johanna Mäkelä and Mari Niva, University of Helsinki</td>
<td>The temporalities of convenience food consumption Peter Jackson Convenience food and convenient food – evidence from German canteens Christine Wenzl</td>
<td></td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>Sustainable Beauty, Fashion &amp; Luxury (Room 2)</td>
<td>Tullia Jack, Lund University</td>
<td>Media-ating practices: tracing the development of (un)sustainable consumption through media Tullia Jack A three-country study of consumers’ luxury trait Hannele Kauppinen-Räisänen</td>
<td></td>
</tr>
<tr>
<td>12:30-13:30</td>
<td>Lunch</td>
<td>Stakladen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13:30-13:30</td>
<td>Session 3</td>
<td>Room 1.1</td>
<td>Jacob L. Orquin, Aarhus University and SWPS University of Social Sciences and Humanities</td>
<td>Consumption &amp; Experience (Room 1) Anu Norgrann, Hanken School of Economics Event as a context for experiences - Meaning-based analysis from the Housing Fair Tiina Kemppainen Segimenting consumers according to experiential preferences based on personality type vs. personality traits - a latent class analysis Jeanne Bentzen An aesthetics of decay. The photographic display of furniture in an online antiques auction Karin Wagner</td>
</tr>
<tr>
<td>13:30-13:30</td>
<td>Special Session Eye Tracking I (Room 1.1)</td>
<td>Jacob L. Orquin</td>
<td>The role of attention in predicting choice Jutta Roosen Visual search rules in decision making under information load Jacob L. Orquin Eye tracking, consumer experience of processing fluency and preference in the wild Nina Chrobot</td>
<td></td>
</tr>
<tr>
<td>13:30-13:30</td>
<td>Food, Health &amp; Sustainability (Room 2.3)</td>
<td>Mari Niva, University of Helsinki</td>
<td>Impact of the perceived match of health effects of carrier-ingredient combinations on consumer acceptance of functional foods Ágnes Bacsó Is emotional reactivity linked to how much people eat? An experimental study in a sample of younger and older consumers Martina Reitmeier</td>
<td></td>
</tr>
<tr>
<td>13:30-13:30</td>
<td>Sustainability &amp; Social Innovation (Room 2)</td>
<td>Minna Lammi, University of Helsinki</td>
<td>Enabling behaviour change in communities- social practice theory perspective Maxim Vlasov Constructing meanings for sustainable consumption among young consumers in Finland Sonja Lahtinen</td>
<td></td>
</tr>
<tr>
<td>13:30-13:30</td>
<td></td>
<td></td>
<td></td>
<td>New forms of collaborative consumption - Empirical evidence for residential and community energy storage systems Bernhard Kalkbrenner</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td>Topic</td>
<td>Chair/Authors</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>---------------</td>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>15:30-16:00</td>
<td>Coffee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Session 4</td>
<td><strong>Special Session Eye Tracking II</strong> (Room 1.1)</td>
<td>Chairs: Jacob L. Orquin and Nina Chrobot, Aarhus University and SWPS University of Social Sciences and Humanities</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Effects of visual stimulus characteristics on attention to front-of-pack food product information</td>
<td>Erik Lahm</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The halo effect: cognitive bias or statistical learning in disguise?</td>
<td>Sonja Perkovic</td>
<td></td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Session 4</td>
<td><strong>Co-creation (Room 1)</strong></td>
<td>Chair: Eliisa Kykilähti, University of Helsinki</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Engaging consumers in food product development through virtual interaction</td>
<td>Lina Jacobsen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consuming producer: blurring the boundary between producer and consumer</td>
<td>Lotta Alhorneroro</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Playing together or against? Co-performance of consumers and service workers</td>
<td>Eliisa Kykilähti</td>
<td></td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Session 4</td>
<td><strong>Animal Welfare (Room 2.3)</strong></td>
<td>Chair: Jaakko Autio, University of Helsinki</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Are claims about chicken welfare misleading? - A study of consumer information processing, perceptions and buying intentions for broiler products</td>
<td>Tino Bech-Larsen</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Understanding consumers’ willingness to pay for animal welfare and other credence claims in fresh meat products: a choice experiment study</td>
<td>Lenka Malek</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Farm animal welfare on the plate - Consumers searching information and channels to gain and ignore knowledge on meat production</td>
<td>Jaakko Autio</td>
<td></td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Session 4</td>
<td><strong>Food Waste (Room 2)</strong></td>
<td>Chair: Magnus Söderlund, Stockholm School of Economics</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Food waste: linking shopping practices and performing a meal</td>
<td>Thomas Dyrmann Winkel</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Understanding consumers’ food waste and healthy eating at home through practice theories</td>
<td>Dyen Margot</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ugly vegetables and their effects on consumer responses</td>
<td>Magnus Söderlund</td>
<td></td>
</tr>
<tr>
<td>18:30-22:00</td>
<td>Conference Dinner</td>
<td><strong>Guided Tour &amp; Dinner at the AROs Aarhus Art Museum</strong></td>
<td>(ARoS Kunstmuseum, Aros Allé 2, 8000 Aarhus, see map at <a href="http://www.mapp.au.dk/nccr2016">www.mapp.au.dk/nccr2016</a>)</td>
<td></td>
</tr>
</tbody>
</table>
### Thursday 19 May

<table>
<thead>
<tr>
<th>Time</th>
<th>Track 1</th>
<th>Track 2</th>
<th>Track 3</th>
<th>Track 4</th>
</tr>
</thead>
</table>
| 8:30-9:30  | **Keynote** – Prof. Christian Klöckner, Norwegian University of Science and Technology  
A psychological perspective on sustainable consumer choices  
(Auditorium 1, Tåsingegade 3) | **Session 5**  
Branding, WOM & POS  
(Room 2)  
Chair: Eeva Solja, Hanken School of Economics  
If you want more word-of-mouth activity, ask the customer for it!  
Magnus Söderlund  
Does a short brand story on the package affect consumers' brand responses?  
Eeva Solja  
Fragrance as communication. Understanding the shopping experience in a perfume boutique from an architectural and multisensorial perspective  
Viveka Kjellmer | **Disadvantaged Food Consumers**  
(Room 1.1)  
Chair: Silje Elisabeth Skuland, Consumption Research Norway - SIFO  
How does food insecurity influence the life quality of Danish consumers?  
Annemette Ljungdalh Nielsen  
Food and eating on a tight budget: Norwegian parents’ ways of managing a tight food budget  
Anne Kleiv Frykholm  
Families and food in hard times: Exploring food poverty in Norwegian households  
Silje Elisabeth Skuland | **Special Session**  
Sustainable Consumption  
(Room 2.3)  
Chair: John Thøgersen, Aarhus University  
Impacts of lifestyle and country of residence on sustainable food consumption  
John Thøgersen  
Framing normative appeals to encourage sustainable behaviours: the role of psychological reactance and processing fluency  
Christos Kavvouris  
Self-nudging: Overcoming the intention-behaviour gap in the context of sustainable food choices  
Gabriele Torma  
Selling only sustainable seafood: Attitudes toward public regulations and retailer policies  
Frode Alfnes |
| 11:00-11:30 | **Coffee** | | | |
| 11:30-13:30 | **Session 6**  
POS  
(Room 2)  
Chair: Jenniina Sihvonen, University of Vaasa  
Consumers’ shopping orientations in online grocery shopping | **Issues with Online Usage & POS**  
(Room 2.3)  
Chair: Henna Syrjälä, University of Vaasa  
Mediatized shopping – how smart phones enable and hinder | **Food Quality & Food Experience**  
(Room 1)  
Chair: Themistoklis Altintzoglou, Nofima  
From Norwegian production to Japanese consumption, quality |
| Jenniina Sihvonen | Goal-derived categories and convenience: Influences on meal consideration set formation  
Curtis Haugtvedt | Towards a 24 hours society, even on Sundays?  
Alexander Schjøll | Consumption of medicine in a Nordic context: Logic of care vs logic of choice  
Anna Schneider-Kamp |
|-------------------|------------------------------------------------------------------------------------------------|
| shopping practices and experiences in grocery stores  
Ulrika Holmberg | Adolescent online shopping: beliefs, frequency, risk of addiction and consequences  
Grazyna Wasowicz |
| Barriers faced by disabled consumers in everyday life  
Anita Borch | In the intersection of consumption practices: Finding the interconnections between practices of snack consumption, digital game playing and social media usage  
Henna Syrjälä |
| ques as elements for market orientation in the mackerel value chain  
Themistoklis Altintzoglou | Chinese consumers’ perceptions of the food related to well-being  
Yanfeng Zhou |
| How do you know it’s Norwegian?  
Consumers and food presentation in retail context  
Gun Roos | Foodie bloggers and the “politico-aesthetics” of a Finnish fine dining restaurant  
Sami Koponen |

| 13:30-14:30 Lunch | Stakladen |
**Reviewers**

We would like to thank all reviewers for their time and effort in reviewing the abstracts.

Alice Grønhøj, Aarhus University
Anne Peschel, Aarhus University
Anu Norrgård, Hanken School of Economics
Ari Huuhka, University of Vaasa
Athanasios Krystallis Krontalis, Aarhus University
Hanna Leipämä-Leskinen, University of Vaasa
Helene Brembeck, University of Gothenburg
Henna Syrjälä, University of Vaasa
Jacob Lund Orquin, Aarhus University
Jessica Aschemann-Witzel, Aarhus University
John Thøgersen, Aarhus University
Kaija Turkki, University of Helsinki
Karen Brunse, Aarhus University
Klaus G. Grunert, Aarhus University
Lena Hansson, University of Gothenburg
Liisa Lähteenmäki, Aarhus University
Magnus Söderlund, Stockholm School of Economics
Martti Laaksonen, University of Vaasa
Minnie Autio, University of Helsinki
Minnie Lammi, University of Helsinki
Minna-Maarit Jaskari, University of Vaasa
Outi Uusitalo, University of Jyväskylä
Petteri Repo, University of Helsinki
Pirjo Laaksonen, University of Vaasa
Polymeros Chrysochou, Aarhus University
Susanne Pedersen, Aarhus University
Tina Bech-Larsen, Aarhus University