

International Food Marketing Research Symposium 2024

Scientific Program

Tuesday, June 18

18.00-20.00 **Welcome Reception and Registration**
Handelshøgskolen – UiT
Breivangvegen 23, 9010
In the Foyer

Wednesday, June 19

Venue:
Handelshøgskolen – UiT
Breivangvegen 23, 9010 Tromsø

08:00-09.00 **Registration**

09.00-09.15 **Opening Session**
The Auditorium
"Perspektivet"
Klaus G. Grunert, Aarhus University, Aarhus, Denmark
Kåre Skallerud, UiT The Arctic University of Norway, Tromsø, Norway

09.15-10.15 **Keynote session**
The Auditorium
"Perspektivet"
Presentation of Keynote Speaker
Karen Brunsø
Aarhus University, Aarhus, Denmark

Greed and addiction in food consumption behaviour: Prospects for future research
Svein Ottar Olsen
UiT The Arctic University of Norway, Tromsø, Norway

10.15-10.45 **Coffee break**
In the Foyer

10.45-12.15

The Auditorium
"Perspektivet"

Parallel Session 1-1: Sustainable Consumption I

Chair: Tove Christensen, University of Copenhagen

Emotion over information: How the affect heuristic shapes consumers' attitudes towards sustainable technological innovations

Marija Banovic

Aarhus University, Aarhus, Denmark

Nina Hasel, Fabian Buder

The Nuremberg Institute for Market Decisions (NIM), Nürnberg, Germany

When desired brand values might conflict; The diagnosticity of different packaging elements on brand sustainability and brand quality

Henk Roest, Sander Snoeren

Tilburg University, Tilburg, Netherlands

Exploring the impact of shopping practices on reusable bag consumption: A nationally representative study from Norway

Live Bøyum, Hanna Seglem Tangen

OsloMet, Oslo, Norway

Nudging can accelerate the transition among Danes towards more climate-friendly diets – behavioural experiments involving carbon footprint information and change of default meals

Tove Christensen, Sigrid Denver

University of Copenhagen, Copenhagen, Denmark

Jonas Nordström

Lund University, Lund, Sweden

Room 02.217
"Innovatøren"

Parallel Session 1-2: Meat reduction, Alternative Protein and Plant-based Food I

Chair: Daniela Moirano, TUM

Expected tastiness, moral satisfaction, life satisfaction and compensational behaviour of young people in different real life choice-no choice situations in the context of climate-sensitive food information.

Brigitte Schober-Schmutz

Klimaschloss Beilstein, Beilstein, Germany

Current, potential, and unlikely consumers of plant-based? A segmentation study to identify consumer groups to reduce meat and increase plant-rich diets

Jessica Aschemann-Witzel, Maartje Mulders

Aarhus University, Aarhus, Denmark

Meike Janssen

CBS, Copenhagen, Denmark

Federico JA Perez-Cueto

Umeå University, Umeå, Sweden

Don't bug it, till you try it: Consumer perceptions of edible insects with increased familiarity and use

Pernille Videbæk, Jessica Aschermann-Witzel
Aarhus University, Aarhus, Denmark

Feeding change: Explaining the adoption of sustainable healthy diets

Daniela Moirano, Jörg Königstorfer
TUM, Munich, Germany

12.15-13.15

In the Canteen

Lunch

13.15-14.45

The Auditorium
"Perspektivet"

Parallel Session 2-1: Consumer Behaviour and Seafood I

Chair: Julia Bronnmann, University of Southern Denmark

How do consumer segments respond to fish welfare issues?

Themistoklis Altintzoglou, Florent Govaerts
Nofima, Tromsø, Norway

Consumer intention to buy products containing fish with better welfare: The role of empathy in an extended value-belief-norm model

Florent Govaerts, Themistoklis Altintzoglou
Nofima, Tromsø, Norway

Regulatory or market-based incentives for sustainable production?

The case of demersal seine fishing for Atlantic cod in Norway

Katrine Eriksen, Geir Sogn-Grundvåg
Nofima, Tromsø, Norway

Economic incentives for more sustainable fishing? The case of live haddock in coastal Norway

Julia Bronnmann
University of Southern Denmark, Odense, Denmark
Ingrid Kristine Pettersen, Geir Sogn-Grundvåg, Ove Johansen
Nofima, Tromsø, Norway

Room 02.217

"Innovatøren"

Parallel Session 2-2: Food Quality Perception I

Chair: Anne O. Peschel, Aarhus University

The effect of information on production characteristics on willingness to pay for broiler and pork products

Klaus G. Grunert
Aarhus University, Aarhus, Denmark
Line Ahm Mielby
Danish Technological Institute, Aarhus, Denmark

When ugly meets ugly: How “ugly bundling” can improve the attractiveness of imperfect produce

Guljira Manimont, Juliet Memery

Bournemouth University, Bournemouth, United Kingdom

Hyoje (Jay) Kim

University of Strathclyde, Glasgow, United Kingdom

Sensory delights: A study on traditional apple varieties in Spanish rural regions

Petjon Ballco, Azucena Gracia

Centro de Investigación y Tecnología Agroalimentaria de Aragón (CITA), Zaragoza, Spain

Trust is not enough: Blockchain verification requires consumer understanding

Anne O. Peschel, George Tsalis, Kristina Thomsen, Lars Esbjerg, Klaus G. Grunert

Aarhus University, Aarhus, Denmark

14.45-15.15

In the Foyer

Coffee Break

15.15-16.45

The Auditorium
“Perspektivet”

Parallel session 3-1: Healthy Eating

Chair: Maija Kantola, University of Vaasa

Instruments for promoting healthy food products – a mixed-method approach

Pawel Bryla

University of Lodz, Lodz, Poland

Conceptualization and item development for a healthy cooking scale

Jennifer Yang, Joerg Koenigstorfer

Technical University of Munich, Munich, Germany

Hans Baumgartner

Pennsylvania State University, State College, USA

Attitude strength and intention to consume functional food in Norway

Bjørn Tore Nystrand

Møreforskning, Ålesund, Norway.

Svein Ottar Olsen

UIT The Arctic University of Norway, Tromsø, Norway

The moderating effect of consumption motivations on hedonic eating simulation and (un)healthy food experience

Maija Kantola, Harri Luomala

University of Vaasa, Vaasa, Finland

Terhi Junkkari

Seinäjäki University of Applied Sciences, Seinäjoki, Finland

Anu Hopia

University of Turku, Turku, Finland

Room 02.217
"Innovatøren"

Parallel session 3-2: Farming and Production

Chair: Javier Cantillo, Norwegian University of Science and Technology

From leaf to cup: Economic dynamics and safety aspects in the herbal tea supply chain

Roberto Carbone, Giuseppe Antonio Di Vita, Mario D'Amico, Daniela Ivana Spina
University of Catania, Catania, Italy

Describing sustainability: Triangulating the use of B Corp certification

Jackson Sturtevant, Neal Hooker
Ohio State University, Columbus, USA

Oregon's farm direct marketing law: Reimagined food safety regulations to expand regional marketing and food access

Christy Anderson Brekken, Lauren Gwin
Oregon State University, Corvallis, USA

Finding synergies between fish farmers and fish feed manufacturers to facilitate more sustainable choices

Javier Cantillo, Paritosh Deshpande, Tone Moe Samdahl
Norwegian University of Science and Technology, Trondheim, Norway

16.45-17.30

The Auditorium
"Perspektivet"

Session 4: Methodology I

Chair: Lisa Mohebati, University of Surrey

Harmonizing self-report measures in food consumer science

Morten Heide
Nofima, Tromsø, Norway
Liisa Lähteenmäki
Aarhus University, Aarhus, Denmark

Food and beverage content presented by influencers on TikTok

Andrzej Szymkowiak, Mateusz Badzian
Poznań University of Economics and Business, Poznan, Poland

How are different options relevant to food consumer science ranked by members of the public in terms of their public benefit? A multi-country exploration

Lisa Mohebati, Charo Hodgkins, Monique Raats, Lada Timotijevic
University of Surrey, Guildford, United Kingdom
Elisa Iori
University of Bologna, Bologna, Italy
Morten Haugaard, Violeta Stancu
Aarhus University, Aarhus, Denmark.
Javier de la Cueva
Javier de la Cueva Law, Madrid, Spain.
Patrik Rovny, Erik Jansto
Slovak University of Agriculture, Nitra, Slovakia
Clara Mehlhose, Alina Schafer, Isabelle Weiss
University of Göttingen, Göttingen, Germany

Thursday, June 20

09.00-10.30

The Auditorium
"Perspektivet"

Parallel Session 5-1: Sustainable Consumption II

Chair: Anne-Katrin Kleih, Hochschule Geisenheim University

Recent consumer perspectives on organic food markets

Katrin Zander

University of Kassel, Kassel, Germany

Sustainable last-mile delivery: A systematic review of behavioural studies

Frode Alfnes, Jens Bengtsson

Norwegian University of Life Sciences, Aas, Norway

Nora Ytreberg

Cicero, Oslo, Norway

Marta Biancolin, Lucia Rotaris

University of Trieste, Trieste, Italy

Climate concerns and dietary habits go hand in hand – but the development towards climate-friendly food is slow. A study combining stated and observed preferences

Sigrid Denver, Tove Christensen

University of Copenhagen, Frederiksberg, Denmark

Sustainable and consumer friendly packaging for fresh potted herbs - initial findings from consumer focus groups

Anne-Katrin Kleih, Kai Sparke

Hochschule Geisenheim University, Geisenheim, Germany

Room 02.217
"Innovatøren"

Parallel Session 5-2: Consumer Behaviour and Seafood II

Chair: Siril Alm, UiT The Arctic University of Norway

The complexity of sustainable food production: The case of high-end haddock products

Ove Johansen, Geir Sogn-Grundvåg, Ingrid Kristine Pettersen

Nofima, Tromsø, Norway

Julia Bronnmann

University of Southern Denmark, Odense, Denmark

Rethinking and recovering the 3 R's (Reduce, Reuse and Recycle) for sustainable seafood

Mohammed Ziaul Hoque, Imtiaz Uddin Chowdhury, Samina Afrin

University of Chittagong, Chittagong, Bangladesh

Consumers' intention to buy low trophic aquaculture products: An exploratory study of European food-related lifestyle segments

Sezgin Tunca, Karen Brunsø

Aarhus University, Aarhus, Denmark

Mausam Budhathoki

University of Stirling, Stirling, United Kingdom

Seaweed – not only for food innovative consumers

Siril Alm

UiT The Arctic University of Norway, Tromsø, Norway

Bjørn Tore Nystrand

Møreforskning, Ålesund, Norway

Florent Govaerts

Nofima, Tromsø, Norway

10.30-11.00

In the Foyer

Coffee break

11.00-12.30

The Auditorium
"Perspektivet"

Parallel Session 6-1: Food Quality Perception II

Chair: Maria Frostling, Stockholm University

Consumers' preferences for Kosher pálinka: Insights from an economic experiment

Ágoston Temesi, Tamás Harci, Brigitta Unger-Plasek, Zoltán Lakner, Bendegúz László Nagy

Hungarian University of Agriculture and Life Sciences, Budapest, Hungary

Riccardo Vecchio

University of Naples Federico II, Naples, Italy

Valuing the bond: Unravelling German consumer segments for 'cow-calf contact system' products from dairy farms via cluster analysis

Flora von Steimker, Sarah Kühl

Georg-August-University of Göttingen, Göttingen, Germany

Consumer trust in information about CBD and hemp food products

Jane Kolodinsky, Hannah Lacasse, Jeff Buzas, Heather Darby

University of Vermont, Burlington VT, USA

Rebecca Hill

Colorado State University, Fort Collins CO, USA

Tyler Mark, Will Snell, Jonathan Shepherd, Yuqing Zheng

University of Kentucky, Lexington, KY, USA

Distaste as a way of constructing identity – empirical observations from young adults in Stockholm

Maria Frostling

Stockholm University, Stockholm, Sweden

Room 02.217

"Innovatøren"

Parallel Session 6-2: Meat reduction, Alternative Protein and Plant-based Food II

Chair: Stavroula Ziavras, The American College of Greece

Do ingredients matter? Exploring consumer preference for abstract vs. concrete descriptors of plant-based meat and dairy alternatives

Sophie-Dorothee Lieke, Ainslee Erhard

University of Göttingen, Göttingen, Germany

Stacia Stetkiewicz

University of Nottingham, Nottingham, United Kingdom

Beyond the ocean: Understanding consumer preferences, market challenges and policy implications for cell-cultivated salmon

Olesya Savchenko, Abhishek Rajan
University of Florida, Gainesville, USA
Kelly Davidson, John Bernard
University of Delaware, Newark, USA

Sensitive nudges to decrease meat consumption: Effectiveness of information treatments from a repetitive assessment trial

Antje Risius, Marlene Ohlau
University of Göttingen, Göttingen, Germany
Aspasia Werner
Thünen Institute, Braunschweig, Germany
Anja Köbrich-Leon, Janosch Schobin
University of Kassel, Kassel, Germany

Breaking bug! Exploring advertising strategies to overcome cultural barriers in entomophagy acceptance

Stavroula Ziavras, Georgia Miliopoulou, Athanasios Krystallis
The American College of Greece (ACG), Athens, Greece

12.30-13.30
In the Canteen

Lunch

13.30-15.00
The Auditorium
"Perspektivet"

Parallel Session 7-1: Local Food

Chair: Lijun Angelia Chen, University of Florida

Consumer preferences for pasture-raised local beef meat in restaurants: Are they willing to eat and pay and, why?

Azucena Gracia, Ana Isabel Sanjuán
Centro de Investigación y Tecnología Agroalimentaria de Aragón (CITA), Zaragoza, Spain

Connecting consumers with local produce: Insights for a local food provisioning app

Juliet Memery, Jeff Bray
Bournemouth University, Bournemouth, United Kingdom
Maxime Michaud, Fairley Le Moal
Institut Lyfe, Lyon, France
Esther Van Parys, Hans De Steur
Ghent University, Ghent, Belgium
Djamel Rahmani
CREDA (Centre for Agrofood Economics and Development
Vinko Lešić
University of Zagreb, Zagreb, Croatia
Ádám Tarcsi
ELTE, Budapest, Hungary
Barbara Ronge
Ronge & Partner, Baden, Austria

Room 02.217
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Is the juice worth the squeeze? Supply chain mapping and marketing margins for the Florida orange juice industry

Ikeoluwa Aregbe, Lijun Chen, Derek Farnsworth
University of Florida, Gainesville, USA

Buying into state affinity: The influence of affinity, egoistic, and altruistic considerations on behavioural intention toward state-sponsored marketing programs

Lijun Angelia Chen, Bachir Kassas, Kimberly Morgan
University of Florida, Gainesville, USA
Shuoli Zhao
University of Kentucky, Lexington, USA.
Alexandre Magnier
Florida Gulf Coast University, Fort Myers, USA

Parallel Session 7-2: Consumer Decision Making

Chair: Seda Erdem, University of Sterling

Politics, religion and produce: The effects of religion and religiosity on US consumers' perceptions and willingness to pay for imported produce from antagonistic and antagonistic countries of origin

David Just
Cornell University, Ithaca, USA
Amir Heiman
Hebrew University, Jerusalem, Israel
Elena Krasovskaia
Cornell University, Ithaca, USA

Strategic assessment of tiered private label programs

Mark Lang
University of Tampa, Tampa, USA
Peter Larmann
Saint Joseph's University, Philadelphia, USA

Buzzworthy choices: Comparative insights into honey purchasing factors in Slovakia and Hungary

Peter Šedík, Titanilla Oravecz
Slovak University of Agriculture in Nitra, Nitra, Slovakia
Marián Čvirik
University of Economics in Bratislava, Bratislava, Slovakia
Kristína Predanócyová
Budapest Business University, Budapest, Hungary

Does mortality salience influence takeaway food preferences?

Seda Erdem
University of Stirling, Stirling, United Kingdom%

15.00-15.30
In the Foyer

Coffee Break

15.30-16.40

The Auditorium
"Perspektivet"

Session 8: Methodology II

Chair: Ellen van Kleef, Wageningen University

Towards understanding the food related eco-guilt – a scale validation for measurement

Briqitta Unger-Plasek, Ágoston Temesi, Zoltán Lakner

Hungarian University of Agriculture and Life Sciences, Gödöllő, Hungary

Integrating affective computing into food marketing research:

Understanding consumer emotions with machine-learning models

Taylor Jing Wen

University of South Carolina, Columbia, USA

Sar Sela

University of Illinois, Urbana-Champaign, USA

Joseph Yun

University of Pittsburgh, Pittsburgh, USA

George Anghelcev

Northwestern University in Qatar, Doha, Qatar

Understanding food consumer behaviour through simultaneous measurements of implicit measures and data integration

Ellen van Kleef, Yueh Meng, Hans van Trijp

Wageningen University, Wageningen, Netherlands

16.40-17.00

The Auditorium
"Perspektivet"

Closing session

Karen Brunsø

Aarhus University, Aarhus, Denmark

Athanasios Krystallis

The American College of Greece, Athens, Greece

19.00-21.00

Closing Reception and Awards

Clarion Hotel The Edge

Kaigata 6, 9008 Tromsø