

International Food Marketing Research Symposium 2022

SCIENTIFIC PROGRAM

Tuesday, June 14

17.30-20.00 **Welcoming Reception and Registration**
Guadalajara Grill, 301 South Alamo, San Antonio, Texas, USA
Private dining room (2nd floor)

Wednesday, June 15

08:00-09.00 **Registration**
Ballroom A&B

08:30-9.00 **Breakfast**
Pre-Function

09.00-09.15 **Opening session**
Ballroom A&B

Klaus G. Grunert, Aarhus University, Aarhus, Denmark
Oral Capps, Jr., Texas A&M University, College Station, Texas, USA
Mark Lang, University of Tampa, Tampa, Florida, USA

09.15-10.30 **Session 1: Communication and customer value perception**
Ballroom A&B

**Perceived customer value and loyalty for different customer journey segments:
Insights from a study of fresh pork meat in China**

Klaus G. Grunert, Maartje Mulders, Susanne Pedersen, Karen Brunsø
Aarhus University, Aarhus, Denmark
Yanfeng Zhou
Sun Yat-sen University, Guangzhou, China

**Impact of an innovative video demonstration on perceptions and attitudes toward
McDonald's product quality**

Mark Lang, Gary Beemer, Paula Fernandez Gaviria
The University of Tampa, Tampa, Florida, USA

Assessing the effectiveness of promotion campaigns for fluid milk

Oral Capps, Joshua Strine
Texas A&M University, College Station, Texas, USA

10.30-11.00 **Morning break**
Pre-Function

11.00-12.30 **Session 2: Consumer behaviour and seafood**
Ballroom A&B

Food-related consumer decision-making styles: Effect on food shopping behavior

Kåre Skallerud
UiT—The Arctic University of Norway, Tromsø, Norway

John Armbricht
University of Gothenburg, Gothenburg, Sweden

Adventurous or neophobic? A cross-country exploration of food consumers

Juliet Memery
Bournemouth University, Bournemouth, United Kingdom
Marina Tomić Maksan, Daniel Matulić, Željka Mesić
University of Zagreb, Zagreb, Croatia

International consumer segments based on food-related lifestyle and their preferences for value-added attributes of new food products

Violeta Stancu, Karen Brunsø, Rikke Nyland Christensen
Aarhus University, Aarhus, Denmark
Athanasios Krystallis
American College of Greece (ACG), Athens, Greece
Irene Peral
AZTI, Bizkaia, Spain
Sonia García Muñoz, Luis Guerrero
IRTA Monells, Girona, Spain

We need more seafood influencers!

Siril Alm
UiT The Arctic University of Norway, Tromsø, Norway

12.30-13.30
Minuet Room

Lunch

13.30-15.00
Ballroom A&B

Session 3: Sustainable consumption

The necessity of climate-food labelling

Brigitte Schober-Schmutz
Schloss Beilstein, Beilstein Württemberg, Germany

Which factors influence consumers when assessing the trustworthiness of an organic food? Evidence from a choice based conjoint study

László Bendegúz Nagy, Brigitta Plasek, Ágoston Temesi
Hungarian University of Agriculture and Life Sciences, Budapest, Hungary

The effect of scientific and non-scientific information stimuli on consumers' attitudes and intention to eat insect proteins

Toula Perrea, Elena Chatzopoulou, Athanasios Krystallis
The American College of Greece (ACG), Athens, Greece
Elena Markatou
The American Farm School (AFS), Greece, Thessaloniki, Greece

(Un)believably green: The role of credibility in sustainability perceptions of green packaging information

Milica Mladenovic, Hans van Trijp, Betina Piqueras-Fiszman
Wageningen University & Research, Wageningen, Netherlands

15.00-15.30

Afternoon break

15.30-16.45

Session 4: Technology acceptance

Sweets for my sweet, sugar for my honey: Anti-sugar message effect enhanced by feeling of guilt

Marija Banovic

Aarhus University, Aarhus, Denmark

The role of farmer's spatial proximity and consumer technology acceptance in food product purchase intention

Ekaterina Salnikova, Marija Banovic

Aarhus University, Aarhus, Denmark

Uncertainty and novel food processing technologies: What are the organic consumers' preferences?

Busra Kilic, Emilia Cubero Dudinskaya, Migena Proi, Simona Naspetti, Raffaele Zanolì

Università Politecnica delle Marche, Ancona, Italy

16.45-17.30

Session 5: Research methodology

Predicting food consumer and customer behavior

Ágoston Temesi, Zoltan Lakner

Hungarian University of Agriculture and Life Sciences, Budapest, Hungary

Karen Brunsø, Klaus G. Grunert

Aarhus University, Aarhus, Denmark

David Dean

Lincoln University, Lincoln, New Zealand

Mark Lang

The University of Tampa, Tampa, Florida, USA

Juliet Memery

Bournemouth University Business School, Bournemouth, United Kingdom

Assessing consumers' survey engagement through ordering and time effects in discrete choice experiments: a hybrid model approach

Emilia Cubero Dudinskaya, Simona Naspetti, Raffaele Zanolì

Università Politecnica delle Marche, Ancona, Italy

Thursday, June 16

09.00-10.30
Ballroom A&B

Session 6: Values, identities, and ethics

Relevance of multiple self-identities in consumer food-related behaviours across the consumption-cycle

Catalin Stancu, Liisa Lähteenmäki, Alice Grønhøj
Aarhus University, Aarhus, Denmark

Differences in food related lifestyle across America's great socio-political divide

Morten Høst Haugaard, Klaus G. Grunert, Karen Brunsø
Aarhus University, Aarhus, Denmark
Mark Lang
University of Tampa, Tampa, Florida, USA

Why consumers choose palm oil free food products? Examining ethical consumer behaviour using the theory of planned behaviour

Brigitta Plasek, Zoltán Lakner, Ágoston Temesi
Hungarian University of Agriculture and Life Sciences, Budapest, Hungary

10.30-11.00
Pre-Function

Coffee break (Location: Pre-Function)

11.00-12.30
Ballroom A&B

Session 7: Farming, production, and pricing

Upgrading smallholder producer groups to meet food quality standards in premium markets: Case studies in southern Myanmar

Randel Esnard, Michael Lyne, Kevin Old, Ani Kartikasari
Lincoln University, Christchurch, New Zealand

A market-oriented cropping system approach to improve the competitiveness of Texas tomatoes

Samuel Zapata, Xavier Villavicencio
Texas A&M University, Weslaco, Texas, USA

Understanding the link between knowledge sharing and sustainable performance of micro-dairy firms: multiple parallel mediations and heterogeneity effect

Maulid Bwabo, Ma Zhiqiang, Li Mingxing
Jiangsu University, Zhenjiang, China
Moshi Cooperative University, Kilimanjaro, Tanzania

12.30-13.30
Minuet Room

Lunch

13.30-15.00
Ballroom A&B

Session 8: Retailing and in-store behaviour

Food retailers' motivation and barriers for donating surplus food to schools

Siril Alm
UiT - The Arctic University of Norway, Tromsø, Norway
Nofima, Tromsø, Norway

The effect of bottom-up factors on consumers' visual attention and choices

Migena Proi, Emilia Cubero Dudinskaya, Emel Ozturk, Simona Naspetti, Raffaele Zanoli

UNIVPM, Ancona, Italy

Student perceptions of the food retailing industry

Renee Hughner, Mark Manfredo, Steven Vickner

Arizona State University, Mesa, Arizona, USA

Claudia Dumitrescu

Central Washington University, Des Moines, Washington, USA

15.00-15.30
Pre-Function

Afternoon break

15.30-16.45
Ballroom A&B

Session 9: Local food, origin branding and food choice motives

Exploring consumer preferences for local fresh produce foods with added value attributes

Petjon Ballco, Azucena Gracia, Miguel Gomez

Universidad de Zaragoza, Zaragoza, Spain

Cornell University, Ithaca, New York, USA

Instituto Agroalimentario de Aragón, Zaragoza, Spain

Agroalimentaria de Aragón (CITA), Zaragoza, Spain

A cross-national comparison of fresh fruit choice motives and consumption patterns

Lijun Angela Chen, Lisa House

University of Florida, Gainesville, Florida, USA

Profiling wine consumers and tourists by cultural capital and willingness to pay: The case of PDO Wines

Jiří Zelený, Dávid Melas, Petr Studnička, Jan Hán

Institute of Hospitality Management and Economics, Prague, Czech Republic

16.45-17.00
Ballroom A&B

Closing session

Karen Brunsø

Aarhus University, Aarhus, Denmark

Jiří Zelený

Institute of Hospitality Management and Economics, Prague, Czech Republic

18.00-21.00

Closing Reception and Awards

The Texas Ranger Museum

at the Buckhorn Saloon & Museum, 318 E Houston St, San Antonio, Texas, USA

18.00 Doors open

18.30 Reception begins and dinner is served