

# International Food Marketing Research Symposium 2023

## SCIENTIFIC PROGRAM

### Tuesday, June 13

14.30-16.30	Pre-conference workshop by COMFOCUS project <b>Enabling future-proof food consumer science: the role of BIG(ger)data from interlinking our efforts</b> Grand Hotel International Prague, Koulova 15, Prague 6, 160 45
18.00-20.00	<b>Welcome Reception and Registration</b> Grand Hotel International Prague, Koulova 15, Prague 6, 160 45

### Wednesday, June 14

Venue: The Faculty of Economics and Management, Czech University of Life Sciences Prague, Kamýcká 129, Prague 6, 165 00

08:00-09.00 **Registration**

09.00-09.15  
PEF EIV

#### Opening session

*Klaus G. Grunert*, Aarhus University, Aarhus, Denmark  
*Jiří Zelený*, University College Prague, Czech Republic  
*Michal Lošťák*, Czech University of Life Sciences Prague, Czech Republic

09.15-10.30  
PEF EIV

#### Session 1: Technology acceptance

**Willingness to pay for partly and fully sustainable organic products: Field research with experimental auction method**

*Laszlo Bendequz Nagy*, Agoston Temesi  
Hungarian University of Agriculture and Life Sciences, Budapest, Hungary  
*Rodolfo M. Nayga*  
Texas A&M University, College Station, USA

**The role of goal framing and representative heuristics in enhancing consumer acceptance of precision fermentation technology**

*Marija Banovic*, *Klaus G. Grunert*  
Aarhus University, Aarhus, Denmark

**Framing food: Unpacking the complexity of attitudes towards novel food technologies**

*Ekaterina Salnikova*, *Marija Banovic*  
Aarhus University, Aarhus, Denmark

10.30-11.00

**Morning break**

11.00-12.30  
PEF EIV

## Session 2: Consumer behaviour and seafood

**Consumer values and self-identity as a basis for identifying segments of consumers of seaweed in the UK**

Florent Govaerts

Nofima, Tromsø, Norway

Svein Ottar Olsen

University of Tromsø, Tromsø, Norway

**Sushi consumption in Croatia: An application of the Theory of Planned Behaviour**

Marina Stambuk, Marina Tomic Maksan, Maja Simanovic

University of Zagreb, Zagreb, Croatia

**Factors influencing consumption behaviour towards aquatic food among Asian consumers: A systematic scoping review**

Mausam Budhathoki

University of Stirling, Stirling, United Kingdom

**Exploring Swedish consumers' intention to consume sustainable seafood**

John Armbrecht

University of Gothenburg, Gothenburg, Sweden

Kåre Skallerud

University of Tromsø, Tromsø, Norway

12.30-13.30

**Lunch**

13.30-15.00  
PEF EIV

## Parallel session 3-1: Sustainable consumption I

**Can we learn to like sustainable food? The development of taste preferences over time**

Klaus G. Grunert

Aarhus University, Aarhus, Denmark

**Perceptions of food carbon footprint among UK consumers: Assessing awareness of environmental impact and implications for sustainable consumption**

Andrzej Szymkowiak, Barbara Borusiak, Konstantinos Madias

Poznan University of Economics and Business, Poznan, Poland

**One label to rule them all? Exploring how a new holistic sustainability food label, consumers' attitudes and perceptions affect willingness to pay**

George Tsalis, Susanne Pedersen, Jessica Aschemann-Witzel

Aarhus University, Aarhus, Denmark

Moirá Dean, Tony Benson

Queens University, Belfast, United Kingdom

Michelle Felton

University of Reading, Reading, United Kingdom

**Consumer behaviour towards low trophic aquaculture products in Europe**

Sezgin Tunca, Violeta Stancu, Karen Brunsø

Aarhus University, Aarhus, Denmark

13.30-15.00  
PEF E155

### Parallel session 3-2: Farming and production

**Using the extended technology acceptance model to examine Pakistani paddy farmers' behavioural intentions: Revisit drip irrigation technology**

Nadia Adnan

Prince Mohammad Bin Fahad University, Al-Khobar, Saudi Arabia

**Industrial buyers' food neophobia – a possible barrier to market entry? A study of industrial buyers in South Korea and Vietnam**

Gøril Voldnes

Nofima, Tromsø, Norway

**Seeking new strategic options for promotion of intermodal transport in perishables**

*Juan Carlos Perez Mesa, Maria del Carmen Garcia Barranco, Emilio Galdeano Gomez, Laura Piedra Munoz, Jesus Hernandez Rubio*

University of Almeria, Almeria, Spain

**Business model shift for sustainability adoption in food supply chains**

Samir Mili

Spanish National Research Council (CSIC), Spain

15.00-15.30

**Afternoon break**

15.30-16.45  
PEF EIV

### Parallel session 4-1: Healthy eating

**Emerging methods as an effective tool for researching the impact of front-of-pack nutritional labelling on consumer decision-making**

Adriana Ruskova, Jakub Bercik, Kristina Igarova, Jana Galova, Elene Horska

Slovak University of Agriculture at Nitra, Nitra, Slovakia

**Social norms and prototypes as factors influencing willingness and intention to consume foods with an unhealthy image**

*Pernille Videbæk, Kristina Thomsen, Liisa Lähteenmäki*

Aarhus University, Aarhus, Denmark

**Mother or child: The dietary impact of fathers' migration on the left-behind family members in rural China**

Jing Zhu, Xiaoyun Quan, Lijuan Cao

Nanjing University of Agriculture, Nanjing, China

**Driving better choices; Understanding decision-making through the lenses of health, sustainability, naturalness and price in atypical situations**

Tommaso Fantechi, Leonardo Casini, Caterina Contini

University of Florence, Florence, Italy

Liisa Lähteenmäki

Aarhus University, Aarhus, Denmark

15.30-16.45  
PEF E155

#### **Parallel session 4-2: Food marketing and ethics**

**Animal welfare ballot initiatives and the vote-buy-gap: The case of cage-free eggs**

*Giancarlo Moschini*

Iowa State University, Ames, USA

*Sohae Eve Oh*

JDC International, Jeonju, South Korea

*Tomislav Vukina*

North Carolina State University, Raleigh, USA

**Marketing role of CSR engaging consumers' behaviour in the food market**

*Zdenka Kadekova, Kristina Igarova, Ingrida Kosiciarova, Adriana Ruskova*

Slovak University of Agriculture at Nitra, Nitra, Slovakia

**Controversial consumerism: An extension of the Theory of Reasoned Action on behavioural outcomes**

*Jeffrey Campbell*

University of South Carolina, Columbia, USA

*Russell Zwanka*

Western Michigan University, Kalamazoo, USA

**Consumer food choices and perception of sustainability: Has anything changed?**

*Arbindra Rimal*

Missouri State University, Springfield, USA

16.45-18.00  
PEF EIV

#### **Session 5: Online media and consumer decision-making**

**Comprehensive understanding of tourists' online restaurant decision making using user-generated and marketer-generated content**

*Songphon Uthaisar*

Maharakham University, Maha Sarakham, Thailand

*Anita Eves, Lorna Wang*

University of Surrey, Guildford, United Kingdom

**Exploring the relation between content strategies and consumer engagement for plant-based milk posts on instagram**

*Francesca Lemmens, Malaika Brengman, Kim Willems*

Vrije Universiteit Brussel, Brussels, Belgium

**Consumer reactions to social media communication about sustainable aquaculture in Europe – input to a communication campaign across Europe**

*Themistoklis Altintzoglou, Pirjo Honkanen*

Nofima, Tromsø, Norway

## Thursday, June 15

09.00-10.30

PEF EIV

### Session 6: Food quality perception

**Laugh it off or drink it? The effect of humoristic labels on consumer decision-making about wine**

*Lena Pateraki, Chrisnathi Nega, Maria Doukeri, Toulia Perrea, Maria Psimouli, Athanasios Krystallis*

American College of Greece, Athens, Greece

**The taste of organic certification: Construction of coffee quality by specialty coffee stakeholders and consumers**

*Margarita Yelisseyeva*

Masaryk University, Brno, Czech Republic

*Jiri Zeleny*

University College Prague, Prague, Czech Republic

*Michal Lostak*

Czech University of Life Sciences, Prague, Czech Republic

**Distaste**

*Maria Frostling*

Stockholm Business School, Stockholm, Sweden

**Dimensions of food freshness – the consumer perspective**

*Morten Heide, Florent Govaerts*

Nofima, Tromsø, Norway

10.30-11.00

**Coffee break**

11.00-12.30

PEF EIV

### Session 7: Sustainable consumption II

**Does “sustainability” in B2B marketing evoke emotions in professional buyers?**

*Ingelinn Eskildsen Pley*

Nofima, Tromsø, Norway

**Consumer propensity to boycott wine products - The influence of the seven sins of greenwashing and the moderating role of ecological attitudes and wine category involvement**

*Andrzej Szymkowiak, Bartłomiej Pieranski, Barbara Borusiak*

Poznan University of Economics and Business, Poznan, Poland

**Standardized supply vs. differentiated demand – an approach to analyse food waste**

*Funing Zhong*

Nanjing University of Agriculture, Nanjing, China

**Having less but wasting more? The counterintuitive effect of scarcity on food waste**

*Rhiannon Mesler*

University of Lethbridge, Lethbridge, Canada

*Bonnie Simpson*

Western University, London, Canada

*Katherine White*

University of British Columbia, Vancouver, Canada

12.30-13.30

Lunch

13.30-15.00

PEF EIV

### Session 8: Local food

#### Multiple identities: Food ethnocentrism and local foods

Carolina Ferrales Lopez

Aarhus University, Aarhus, Denmark

#### Regional food destination attractiveness: An exploration of food day-tripper preferences

Guljira Manimont, Juliet Memery

Bournemouth University, Bournemouth, United Kingdom

Thilini Alahakoon

Queensland University of Technology, Brisbane, Australia

#### How and why restaurant patrons value locally sourced foods and ingredients

Mark Lang, James Lee, Hemant Rustogi

University of Tampa, Tampa, USA

#### The effect of consideration of future consequences on consumer preferences for sustainable foods

Giovanni Piracci, Fabio Boncinelli, Leonardo Casini

University of Florence, Florence, Italy

15.00-15.30

Afternoon break

15.30-17.00

PEF EIV

### Session 9: Meat reduction, meat alternatives and plant-based food

#### The impact of ethnocentrism on acceptance for plant-based food

Anna Milford

NBIO, Bergen, Norway

Ingunn Berget, Antje Gonera, Paula Tomasco

Nofima, Ås, Norway

#### What determines intention to reduce meat consumption?

Barbara Borusiak, Andrzej Szymkowiak, Bartłomiej Pieranski, Urszula

Garczarek-Bak

Poznan University of Economics and Business, Poznan, Poland

#### How young people react to vegetarian food as a choice or as the only option

Brigitte Schober-Schmutz

Schloss Beilstein, Beilstein, Germany

Klaus G. Grunert

Aarhus University, Aarhus, Denmark

#### Play it safe or stay hated! How are consumers of meat alternatives socially seen, what kind of emotions and behavioural tendencies do they evoke?

Roosa-Maaria Malila, Kyösti Pennanen, Harri Luomala

University of Vaasa, Vaasa, Finland

17.00-17.15  
*PEF EIV*

**Closing session**

*Karen Brunsø*  
Aarhus University, Aarhus, Denmark  
*Kåre Skallerud*  
University of Tromsø, Tromsø, Norway

19.00-21.00

**Closing Reception and Awards**

Restaurant U Matěje, U Matěje 152/1, Prague 6, 160 00