I'M Not Telling: How Self-Brand Connected Consumers’ Need For Uniqueness Affects Word of Mouth to Different Reference Groups

Christina Saenger, Youngstown State University, USA
Veronica Thomas, Towson University, USA

This study examines the effect of consumers’ self-brand connection on their intentions to spread word of mouth, and how this effect is moderated by a consumer’s need for uniqueness and the reference group receiving the communication. NFU weakens the SBC-WOM relationship, but perhaps only when recipients represent an aspirational group.

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Are Emotions More Persuasive Than Facts?
A Qualitative Study in the Context of Pro-Environmental Communication

Dorothea Schaffner, Lucerne University of Applied Sciences and Arts, Switzerland
Sascha Demarmels, Lucerne University of Applied Sciences and Arts, Switzerland

This study uses a qualitative approach exploring consumers’ responses to emotional and normative pro-environmental communication in comparison with informational campaigns. Results indicate that informational strategies seem to be effective when they tap on procedural knowledge while the effectiveness of emotional strategies seems to depend on people’s attitudes towards the environment.

Familial Practice of Recycling

Marie Schill, University of Reims, France
Marie-Hélène Fosse-Gomez, University of Lille 2, France

Recycling has become a matter of great concern, both in everyday life and in sustainability literature. Families, not only individuals, have to take up the often challenging task of changing their mundane practices. Using social practice theory, this research addresses the question of building recycling practice at a familial level.

Consumer Political Identity and Moral Judgments of Corporate Social Responsibility

Adina Schoeneman, State University of New York, Brockport
Joon Yong Seo, State University of New York, Brockport
James Cordeiro, State University of New York, Brockport

We investigate whether and how consumers’ political identities drive their judgments of a firm’s social responsibility. We demonstrate that corporate social responsibility appeals that align with the underlying moral foundations of a consumer’s political identity have a positive impact on the consumers’ ethical judgments of and attitudes towards the firm.

Engaging Garbage: An ANT/CCT Study of Municipal Food Scrap Composting

John Schouten, Aalto University, Finland
Diane Martin, Aalto University, Finland
Jack Tillotson, Aalto University, Finland

This ethnographic actor-network and translation-theoretic study explores the creation and implementation of a municipal program for the curbside collection and composting of household food waste. Implications of the study include the need to recognize and manage the agency of non-human actors in efforts to bring about a more sustainable society.