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This paper looks at how “Tech-Bloggers” promote and build their reputation within their blogs and SNS as part of eWOM by examining their communication process. Commitment as part of co-shaping and co-customization of channels and messages has been found as a key factor in establishing a presence among their audience.

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Acculturation Experiences of Turkish Immigrants in Netherlands
Hatice Kizgin, PhD student, the Netherlands
Andrew Robson, Newcastle Business School, Northumbria University
Ahmad Jamal, Cardiff Business School, Cardiff University
Nigel Coates, Newcastle Business School, Northumbria University

Immigrants’ consumer behaviour and their generational acculturation trends have increasing importance for marketers. There is value in assessing mature immigrant communities outside the USA where such research is established. This study extends this work into the Non-Western Turkish community in the Netherlands, assessing cultural and consumer values and behaviours.

The Nordic Street Food Evolution: One Food Truck at a Time
Marcus Klasson, Lund University, Sweden

How do markets change? Adding insights to market formation theory, initial findings from a participant ethnography in the Nordic street food movement suggest that market systems evolves incrementally in a co-produced coalition with consumers, firms/brands, media and state.

“I Want to Buy It” Does Not Mean “I Want to Use It”
Revisiting The Effect of Status on Early Adoption Intention of New Products And Brands
Kuan-Chou Ko, University of Illinois at Chicago, USA

Our research purpose is to investigate how high status consumers evaluate new products. This research combines social identity theory and regulatory focus theory to explain why high status (vs. low status) consumers have greater new product purchase than use intentions in some cases, and under which conditions their use intentions are increased.

Beyond Giving Product Advice: Exploring Credibility Mechanisms of Technology Discourse in Electronic Word of Mouth Communication
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Perceived Store Brand’s Trustworthiness as Signals During Consumers’ Decision-Making: An Experimental Investigation
Isabella Kopton, Zeppelin University, Germany
Susanne Beck, Zeppelin University, Germany
Inga Wobker, Zeppelin University, Germany
Peter Kenning, Zeppelin University, Germany

Today, consumers are exposed to an increasing amount of products and brands. The brands-as-signals-theory suggests that strong brands can reduce uncertainty arising from this decision complexity. Our results contribute to the understanding of this phenomenon by showing that store brand’s perceived trustworthiness also serves as uncertainty-reducing signal during consumer’s decision-making.

Putting Environmental Awareness into Consumer Attitudes and Behavior
Umut Kubat, Koç University
Zeynep Gurhan Canli, Koç University

We investigated the role of identity, specifically global-local identity in different types of energy saving behavior (curtailment or investment). We also examined the mediating roles of subjective and personal norms on the relations between global (local identity) and energy saving types.