Taste the Waste – Biography of Food Items
    Johanna Gollnhofer, University of St. Gallen, Switzerland

The activity of dumpster diving prolongs the life span of food items. By developing biographies of objects and tying those to biographies of humans, the paper contributes by revealing important insights into the shifting value and meanings of marketplace resources, and the roles certain institutions and social norms can play in those biographies.

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Conspicuous Consumption and Perceived Risk
Matteo Giorda, ESCP Europe - Paris Campus
Marcelo Vinhal Nepomuceno, ESCP Europe - Paris Campus
Minas Kastanakis, ESCP Europe - London Campus

This paper investigates the relationship between conspicuous consumption and perceived risk. The study explores whether perceived risk increases when individuals hear negative comments from an unknown source. The findings demonstrate that the Veblen and Bandwagon dimensions of conspicuous consumption relate strongly with social risk, though in quite opposite fashion.

Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-Environmental Behaviors for Individuals
Marilyn Giroux, Concordia University, Canada
Frank Pons, Universite Laval, Canada
Lionel Maltese, Euromed Management, France

The authors investigate what motivates consumers to express sustainable goals. The results demonstrate that pro-environmental attitude directly impacted such low-cost behaviors as turning off lights. However, the authors find that perceived social support, self-identity and perceptions of control positively influence more difficult behaviors, such as buying products with less packaging.

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Johanna Gollnhofer, University of St. Gallen, Switzerland

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Should Strong Brands Invest in Ecolabels?
An Accessibility-Diagnosticity Account of Perceptions of Brand Sustainability
Dilney Gonçalves, IE University - IE Business School, Spain
Patricia Rossi, NEOMA Business School, France
Márcia Herter, NEOMA Business School, France
Diego Costa Pinto, ESPM Business School, France

This research shows that brand strength (“strong” vs. “weak”) change the impact of ecolabels on brand sustainability. The findings indicate that not all brands benefit equally from sustainability efforts. Specifically, weak brands using ecolabels gain in perceptions of sustainability and purchase intentions, whereas ecolabels have no effect on strong brands.

How Pinning Nordstorm Means Buying Macys:
The Relationship of Social Media, Self-Concept, and Consumption Behavior
Lauren Grewal, University of Pittsburgh, USA
Andrew Stephen, University of Pittsburgh, USA
Nicole Verrochi Coleman, University of Pittsburgh, USA

Social media provides an easy, accessible, outlet for self-expression. Two studies compare lay beliefs and actual behavior of individuals portraying themselves in social media, and demonstrates that the more “ideally” we portray ourselves, the less likely we are to endorse luxury goods—in opposition to both expectations and prior research.