6TH FRENCH AUSTRIAN GERMAN WORKSHOP ON CONSUMER BEHAVIOR

Influencing consumers’ behaviors
‘Art nouveau’ in consumer research

NOVEMBER 21ST & 22ND, 2019
NANCY, FRANCE

MAISON DE LA RECHERCHE
SJP EG
23-25 rue Baron Louis
54000 NANCY

UNIVERSITÉ DE LORRAINE
CEREFILGE
afm association française du marketing
efluid groupe UEM
Grand Est
Université franco-allemande Deutsch-Französische Hochschule
<table>
<thead>
<tr>
<th><strong>WEDNESDAY 20TH</strong></th>
<th><strong>THURSDAY 21ST</strong></th>
<th><strong>FRIDAY 22ND</strong></th>
<th><strong>SATURDAY 23RD</strong></th>
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<tbody>
<tr>
<td>Individual arrival and check-in</td>
<td>8:30 – 9:00 am Welcome coffee/tea and registration</td>
<td>8:30 – 10:00 am Session 6 and Session 7</td>
<td>Individual departure</td>
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<tr>
<td>From 7:00 pm Welcome Reception Brasserie Excelsior, Nancy</td>
<td>9:00 – 9:30 am Opening Addresses</td>
<td>10:00 – 10:30 am Refreshment Break</td>
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<td></td>
<td>9:30 – 11:45 am Plenary Session</td>
<td>10:30 – 12:00 pm Session 8 and Session 9</td>
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<td>11:45 – 1:30 pm Lunch Break</td>
<td>12:00 – 1:30 pm Lunch Break</td>
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<td>1:30 – 3:00 pm Session 2 and Session 3</td>
<td>1:30 – 3:45 pm Session 10 and Session 11</td>
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<td>3:00 – 3:30 pm Refreshment Break</td>
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<td>3:30 – 5:45 pm Session 4 and Session 5</td>
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<td>6:00 pm Bus departure for a short Tour of Nancy</td>
<td>4:15 pm Bus departure for the visit of the Robert Schuman House/Museum Metz / Scy-Chazelles</td>
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<td>7:00 pm Dinner Café Foy Place Stanislas, Nancy</td>
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<td>7:30 pm Dinner Restaurant El Theatris Place de la Comédie, Metz</td>
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8:30 AM | Welcome, coffee/tea, and registration

9:00 AM | Opening Addresses

9:30 - 11:45 AM | Plenary Session

Session chair: Claas Christian Germelmann

9:30 - 10:15
There is no second chance for a first impression: The examination of snap judgements of sales behaviors by means of a program analyzer
Udo Wagner, University of Vienna, Austria
Sandra Pauser, University of Vienna, Austria

10:15 - 11:00
Brand associations in professional team sports
Reinhard Grohs, Seeburg Castle University, Austria
David Woisetschlager, T. University Braunschweig, Germany
Christof Backhaus, Aston University, United Kingdom
Oliver Koll, University of Innsbruck, Austria

11:00 - 11:45
Do you really want to hurt me? When and why anthropomorphizing consumption objects deteriorates consumer responses
Roland Schroll, University of Innsbruck, Austria

11:45 AM - 1:30 PM | Lunch Break
1:30 - 3:00 PM | Session 2 and Session 3

Session 2 (Room A)
FIGHTING AGAINST FOOD WASTE
Chair: Hans Mühlbacher

1:30 - 2:15
Proposition of a scale of servitized mobile apps’ perceived intrusiveness: The case of the fight against food waste
Christine Gonzalez, Le Mans University, France
Béatrice Siadou-Martin, University of Lorraine, France
Jean Marc Ferrandi, ONIRIS, France

2:15 - 3:00
Choosing and valuing canteen leftovers from a consumers’ perspective – an extended abstract
Larissa Diekmann, University of Bayreuth, Germany
Regina Schreder, University of Bayreuth, Germany
Claas Christian Germelmann, University of Bayreuth, Germany

3:00 – 3:30 PM | Refreshment Break

3:30 – 5:45 PM | Session 4 and Session 5

Session 4 (Room A)
FIGHTING AGAINST WEIGHT
Chair: Andrea Gröppel-Klein

3:30 - 4:15
Connected devices for weight loss: Lessons learned from field interventions conducted between 2004 and 2018
Madeleine Besson, University Paris-Saclay, France
Patricia Gurviez, University Paris-Saclay, France

4:15 - 5:00
Using in-store customer education to act upon the negative effects of impulsiveness in relation to unhealthy food consumption
Nadia Steils, University of Lille, France

5:00 - 5:45
Do sustainability labels reinforce health claims (and vice versa)?
Andrea Gröppel-Klein, Saarland University, Germany
Claudia Franke, Saarland University, Germany
Anja Spliski, Saarland University, Germany

Session 5 (Room B)
FRONTLINE EMPLOYEES AND CUSTOMERS’ ASSISTANCE AVOIDANCE
Chair: Abdelmajid Amine

3:30 - 4:15
The impact of service employee accents eliciting positive versus negative stereotypes on customer participation
David Bourdin, FH Wien of WKW, Austria
Christina Sichtmann, University of Vienna, Austria

4:15 - 5:00
Adapting the frontline employee’s profile with the target population in order to better promote cancer screening
Jennifer Ramone-Louis, University of Lorraine, France
Isabelle Prim-Allaz, University Lumière Lyon 2, France
Valérie Buthion, University Claude Bernard Lyon 1, France

5:00 - 5:45
Consumers’ propensity to avoid seeking assistance: When chat may ease the assistance request
Marion Sanglé-Ferrière, ESCP Europe, France
Benjamin Voyer, ESCP Europe, France

6:00 PM | Bus departure Tour of Nancy

7:00 PM | Dinner at Café Foy - Place Stanislas, Nancy
**FRIDAY 8.30 AM - 12.00 PM**

### Session 6 (Room A)
**FROM PRIVATE DATA DISCLOSURE TO MOUSE TRACKING**
Chair: Maria Petrescu

**8:30 - 9:15**
The impact of shopping environment and type of data on consumers’ willingness to disclose sensitive data
Andrea Gröppel-Klein, Saarland University, Germany
Markus Freichel, Saarland University, Germany
Kevin Krause, Saarland University, Germany

**9:15 - 10:00**
Mouse tracking: potential applications in marketing
Patrick W. Neef, Innsbruck University School of Management, Austria

### Session 7 (Room B)
**FROM THE IMPACT OF COLOR TO CROSS-MODAL EFFECTS**
Chair: Reinhard Grohs

**8:30 - 9:15**
‘Art nouveau’ in online consumer reviews: The impact of background color on consumers’ evaluations and intentions
Gautier Lombard, University of Lorraine, France
Mathieu Kacha, University of Lorraine, France
Jean-Luc Herrmann, University of Lorraine, France

**9:15 - 10:00**
Crossmodal correspondences between color, smell and texture - Investigating sensory attributes of a body lotion
Udo Wagner, University of Vienna, Austria
Elisabeth Steiner, Austrian Marketing University of Applied Sciences
Carmen Hartmann, University of Vienna, Austria
Katharina Braun, University of Vienna, Austria

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**10:00 – 10:30 AM | Refreshment Break**

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### Session 8 (Room A)
**ON THE EFFECTIVENESS OF DIFFERENT TYPES OF ENDORSERS**
Chair: Udo Wagner

**10:30 - 11:15**
This is Personal Now: Comparing the Use of Celebrities and Unknown Actors in Narrative Advertisements
Matthias Glaser, University of Vienna, Austria
Heribert Reisinger, University of Vienna, Austria

**11:15 - 12:00**
The impact of self-esteem on the relationship between the endorser and the consumer’s behavioural intentions
Anne Bontour, University Paris 1 Panthéon-Sorbonne
Nathalie Guichard, University Paris Sud-Saclay, France

### Session 9 (Room B)
**FROM THE ROLE OF SENSORY INFORMATION TO THE INFLUENCE OF STORE ATMOSPHERE**
Chair: Béatrice Sladou-Martin

**10:30 - 11:15**
How to prompt favorable expectations in service settings? The role of sensory information
Marion Garau, MODUL University Vienna, Austria
Elisabeth Steiner, Austrian Marketing University of Applied Sciences
Christian Weismayer, MODUL University Vienna, Austria

**11:15 - 12:00**
The influence of a retail store’s atmosphere on consumer’s reactions: The case of ephemeral stores
Ghiaia Boustani, University Paris 1 Pantheon Sorbonne, France
Jean-François Lemoine, University Paris 1 Panthéon-Sorbonne

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**12:00 - 1:30 PM | Lunch Break - Announcement of the Best Paper Award**
Session 10 (Room A)

CONSUMERS’ ACTIVITIES AND MARKET DYNAMICS
Chair: Matthew Hawkins

1:30 - 2:15
Tempted by the Fruit of Another: Paradoxical Insights from Infidelity A Working Paper
Alexandra S. Rome, ICN Business School, France

2:15 - 3:00
The battle of materiality: a socio-material framework of the perpetuation of illegal downloading practices
Alix Poels, University Paris-Est Créteil, France
Sandrine Hollet-Haudebert, University of Toulon, France

3:00 - 3:45
The role of consumption practices on people living in poverty’s identity configuration
Anis Jounaid, University of Paris-Est, France

Session 11 (Room B)

BRANDING AND BRAND MANAGEMENT
Chair: Björn Walliser

1:30 - 2:15
Influence of patterns on brand perception: a first quantitative study on brand iconic authenticity perception
Manon Favier, University of Angers, France
Gaëlle Pandhin-Sohier, University of Angers, France

2:15 - 3:00
Too much of a good thing? Ceiling effects for strong partners in brand alliances
Marion Garas, MODUL University Vienna, Austria
Amd Florack, University Vienna, Austria
Elisabeth Wolfsteiner, University Vienna, Austria

3:00 - 3:45
The Perception of Family Businesses Around the Globe
Philipp Jaufenthaler, University of Innsbruck, Austria

3:45 – 4:15 PM | Refreshment Break

4:15 PM | Bus departure for the visit of the Robert Schuman House/Museum
Metz / Scy-Chazelles

7:30 PM | Dinner at El Theatris - Place de la Comédie, Metz

11:00 PM | Bus departure for Nancy
6TH FRENCH AUSTRIAN GERMAN WORKSHOP ON CONSUMER BEHAVIOR SCIENTIFIC COMMITTEE

Abdelmajid Amine (University of Paris Est Créteil), Christian Dianoux (University of Lorraine), Claas Christian Germelmann (University of Bayreuth), Reinhard Grohs (Seeburg Castle University), Andrea Gröppel-Klein (Saarland University), Patricia Gurviez (University Paris-Saclay), Andrea Hemetsberger (University of Innsbruck), Jean-Luc Herrmann (University of Lorraine), Hans Mühlbacher (International University of Monaco), Béatrice Siadou-Martin (University of Lorraine), Sylvie Von Wallpach (Copenhagen Business School), Udo Wagner (University of Vienna), Björn Walliser (University of Lorraine)

ORGANIZATION COMMITTEE

Vincent Braun, Pauline Colin, Laurence Contois, Jean-Luc Herrmann, Mathieu Kacha, Gautier Lombard, Mélanie Robert, Béatrice Siadou-Martin, Björn Walliser

REVIEWERS

Abdelmajid Amine (University of Paris Est Créteil), Christian Dianoux (University of Lorraine), Larissa Diekmann (University of Bayreuth), Renaud Frazer (University of Lorraine), Class Christian Germelmann (University of Bayreuth), Reinhard Grohs (Seeburg Castle University), Andrea Gröppel-Klein (Saarland University), Patricia Gurviez (University Paris-Saclay), Matthew Hawkins (ICN Business School), Andrea Hemetsberger (University of Innsbruck), Jean-Luc Herrmann (University of Lorraine), Mathieu Kacha (University of Lorraine), Jean-François Lemoine (University Paris 1 Panthéon-Sorbonne), Hans Mühlbacher (International University of Monaco), Isabelle Prim-Allaz (University Lumière Lyon 2), Jennifer Ramone-Louis (University of Lorraine), Alexandra Rome (ICN Business School), Béatrice Siadou-Martin (University of Lorraine), Rossella Soria (ICN Business School), Udo Wagner (University of Vienna), Björn Walliser (University of Lorraine)

SPECIAL THANKS TO
UNIVERSITÉ FRANÇAIS-ALLEMANDE / DEUTSCH-FRANZÖSISCHE HOCHSCHULE

Thanks to the financial support of the Université Franco-Allemande / Deutsch-Französische Hochschule www.dfh-ufa.org, the organizing committee was able to take in charge the participation of 15 French, Austrian, and German PhD students and early Post-Docs (Doctors who defended their Ph.D after 2015). This support has covered the workshop fee as well as travel and accommodation expenses.

Special Thanks to the company E-fluid (UEM Group) for its financial support to the Chaire Communication Persuasive des Organisations (Cerfige, Université de Lorraine).