

18th Nasmei International Marketing Conference 2024

16th & 17th December 2024

Date: 16.12.2024 - Monday - Time: 09:30 AM - 03:15 PM

Welcome Kit

09:00 am – 09:15 am – Reception.

SESSION 1A (Consumer Behaviour)

09:15 am – 10:35 am (Lake Hussain Sagar)

Is “\$33 off on a 4-item pack” Better than “\$35 off on a 4-item pack”? The Just-Above-Divisible-Price-Discount Effect in Multipack Purchases

Abhijeet Kumar Gaurav & Sudipta Mandal
IIM Indore.

Factors affecting online purchase of a beer brand

Kavitha Elankumaran, Jiayue Yin, Zijing Yang, Ziyi Yao, Sonal Meher & Rajeshwari Krishnamurthy
University of California, Riverside, Lancaster University, & Great Lakes Institute of Management, Chennai.

Branded vs Normal Currency: The Role of Regulatory Construal Fit on the Effectiveness of Promotional Credit Price Promotions

Raghuram. R
SP Jain Institute of Management and Research, Mumbai.

SESSION 1B

Influencers and Celebrities

09:15 am – 10:35 am (Lake Red Hills)

The Impact of Consumers’ Parasocial Relationship with Social Media Influencers on Consumer Behavior

Deepshika Sharma, Raghuram. R & Janakiraman Moorthy
SP Jain Institute of Management and Research, Mumbai

Unified Theory of Influencer's Credibility and Parasocial Relationship: A Meta-SEM Analysis of Their Impact on Purchase Intention

*Kiran Gandhi
IIM Jammu*

Attributes of virtual influencers: Science mapping and future trends

*Lalrengpuii
Christ University, Bangalore*

SESSION 1C
Sustainability and Responsible Consumption
09:15 am – 10:35 am (Lake Fateh Sagar)

Digital Fashion: Through the Lens of Consumers

*Ajitha Soundararaj & Aishwarya
IIM Tiruchirappalli*

Do Cruelty-Free Practices Matter? The Role of Consumer Speciesism in Differential Preference for Cruelty-Free Products

*Anwasha Bandopadhyay, Sourav Bikash Borah, Soumya Mukhopadhyay & Tanvi Gupta
Indian Institute of Management, Ahmedabad*

Environmental Framing & Review Star Rating in OCR: A Study of Green Certified Restaurants' Reviews

*Neil Chavan, Arti D. Kalro & Dinesh Sharma
Indian Institute of Technology Bombay*

SESSION 1D
AI and Consumer Behaviour
09:15 am – 10:35 am (Lake Kankaria)

Anthropomorphic Artificial Intelligence and Consumer Behaviour: A Hybrid Review and Research Agenda

*Kush Mehta, Parth Salunke, & Varsha Jain
MICA*

A Gen AI Model of Consumer Information Search

Sivaranjan Murugesan, Bharadhwaj Sivakumaran, Piyush Sharma & Laxminarayanan Ganeshan

SRM University, AP; Curtin University-Australia; Cyient, Bangalore.

Knock the door of Artificial intelligence in Consumer search: A Systematic Literature Review

Sivaranjan Murugesan, Bharadhwaj Sivakumaran, Piyush Sharma & Laxminarayanan Ganeshan

SRM University, AP; Curtin University-Australia; Cyient, Bangalore.

10:35am -10:50 am - Tea Break

SESSION 2A (Advertising, Branding and Marketing Communication)

10:50 am – 12:30 am (Lake Hussain Sagar)

We buy if you care: Effect of embedded social dimensions in advertising

Renuka Kamath, Vartika Srivastava & Ruppal Walia Sharma

S.P. Jain Institute of Management & Research, Mumbai; Indian Institute of Management, Mumbai

Future of AI-generated Advertising: A TCCM-Based Analysis and Research Agenda

Saloni Anand & Kalpak K. Kulkarni

IIT Roorkee

Too Spacious = Poor Resource Conservation” – Interstitial Space in Text Logos and Brand Eco-Friendly Perceptions

Sudipta Mandal & Alisha Dhal

IIM Indore; IMT Ghaziabad

SESSION 2B
CB-Fashion, Lifestyle and Beauty
10:50 am – 12:30 am (Lake Red Hills)

Perception of Indian Women towards Ageing and Anti-Ageing Products - Understanding the Interplay between Cultural, Social, and Psychological Networks

Deep Shikha & Rekha Attri
Indian Institute of Management, Ahmedabad; Jaipuria Institute of Management.

Analysis of Beauty Trade-Offs: The Choice Despite Health Risks

Kirti Kamuni & Sajith Narayanan
FLAME University, Mumbai

Draping Identity: Exploring Consumer Behavior of Transwomen Towards Saree as a Clothing Product – A Multimethod Approach

Krishna S & Nithya Murugan
National Institute of Technology Calicut

SESSION 2C
AI and Consumer Behaviour
10:50 am – 12:30 am (Lake Fateh Sagar)

Brand Personality Perception in a Digital Era

Aishwarya Jain
Indian Institute of Technology, Hyderabad

Follow-up Questions to Increase Acceptance: The Crucial Role of Perceived Understanding in Consumer – Artificial Intelligence (AI) Interaction

Christo Sagaya Milton T, Rajat Sharma & Arvind Sahay
Indian Institute of Management, Ahmedabad; Management Development Institute, Gurgaon

Artificial Intelligence (AI) and framing effect on choice of financial products in VUCA market conditions

Sam Paul B & Anuradha A
VIT Business School Chennai

SESSION 2D
Sustainability and Responsible Consumption
10:50 am – 12:30 am (Lake Kankaria)

Exploring the Potential of Circular Economy Principles in Aligning Effective Marketing with Responsible Marketing

Nisha.U, Vivitha.S & Mohsina Amreen A
M.O.P. Vaishnav College for Women, Chennai

Navigating the Green Transition: Unveiling Consumer Perspectives on Solar Adoption through the C-TAM-TPB Model for Carbon Neutrality

Oum Kumari R
Jaipuria Institute of Management

Buying secondhand: The mediating role of shopping well-being on perceived economic benefit and life satisfaction

Rhulia Nukhu, Sapna Singh & Akha Khou
ICFAI Business School, Hyderabad; University of Hyderabad, Hyderabad, St. Joseph University, Dimapur

12:30 pm - 01: 30 pm - Lunch Break

Time : 01:30 pm - 02:45 pm - Special Session - (Mantrala, Murali Krishna)

Class : Lake Veernanam /Lake Manasarovar

SESSION 3A (Faculty Research Grant)
02:45 pm-03:45 pm (Lake Veernanam /Lake Manasarovar)
Bala and Vasantha Balachandran Research Grant Award

To Wait, or Not to Wait: The Paradoxical Effects of Time Metaphors on Impatience

Ankur Kapoor & Angela Lee
IIM Udaipur; Kellogg School of Management, Northwestern University

The Money Value of Time in Online shopping: Consumer willingness to forego savings to reduce shopping time

Sajith Narayanan
FLAME University, Mumbai

How do I arrange? By year or by number? An investigation of product displays

Sanjeev Tripathi & Abhishek Kumar Jha
Indian Institute of Management, Indore & Deakin Business School

Time : 04:00pm -07:00pm - Mahabalipuram Trip

Tuesday, 17th December 2024 (09:00am- 10:30am)
SESSION 1.1A (Nasmei Research Grant)
09:00 am – 10:30 am (Lake Hussain Sagar)

Managing Brand Alignment: Mitigating Free Riding and Negative Spillover Effects in P2P Platform-Provider Relationships

Abhishek & Deepak S Kumar
Indian Institute of Management, Kozhikode

Incentive Design for Sales Managers: Impact on Performance and Resource Allocation

Aritra Bhattacharya ,Raghu Bommaraju & Rob Waiser
Indian School of Business, University of Kansas

Living with a new me: Consumers' navigation of the body in charge

Vidushi Trivedi, Ankur Kapoor, Tanvi Gupta & Soren Askegaard
Indian Institute of Management, Udaipur; Indian Institute of Management, Ahmedabad;
University of Southern Denmark, Odense, Denmark

10:30 am - 10:45 am - Tea Break

SESSION 2.1A (Services Marketing)
10:45 am -12:15 am (Lake Hussain Sagar)

Artificial Intelligence Deployment in the Service Industry and its Impact on Service Performance: Scale Development Study

Amit Kumar & Harish Kumar
Great Lakes Institute of Management, Gurgaon

Adoption of Service Robots in Indian Restaurants: Exploring Owners' Perspectives

Smriti Pande & Kriti Priya Gupta
Indian Institute of Management Raipur, Symbiosis International (Deemed University), Pune

Who can engage you better? An experimental exploration on service agents and task types

Sneha Rose George & Manoj Edward
Cochin University of Science and Technology

SESSION 2.2B
Digital and Social Media Marketing
10:45 am -12:15 pm (Lake Red Hills)

Determinants of Immersive Platforms Influencing Digital Consumer Engagement: A Total Interpretive Structural Modeling Approach

Nikhil Tiwari, Varsha Jain, Rahul Sindhwani & Parth Salunke
MICA; IIM Sambalpur

Home-grown organic food brands: Does social media marketing matter to young adults

Sunita Dwivedi & Arunima Haldar
S.P. Jain Institute of Management & Research, Mumbai

A Study of Digital Marketing Adoption by Medium Enterprise Sector of the Manufacturing SMEs in Bengaluru

Akhilesh, Vishnu P & H. S. Srivatsa
M S Ramaiah University of Applied Sciences, Bengaluru

SESSION 2.3 C
User Generated Content
10:45 am -12:15 pm (Lake Fateh Sagar)

Impact of authenticity of UGC on customer Purchase and Behavioral Intentions- A Systematic Literature Review and Future Research Agenda

Rashmi Dyondi & Richa Agarwal
IIT Bombay, IIT Madras

Malice or benevolence: Understanding impact of Online Incivility on Firms

Spardha Singhal
Indian Institute of Management Lucknow

Once Bitten Twice Shy: Disconfirmation of Pre-purchase Consumer Buzz leading to Customers Venting their Anger on Subsequent Brand Releases

Raghuram. R
SP Jain Institute of Management and Research, Mumbai

SESSION 2.4 D
Social Marketing
10:45 am -12:15 pm (Lake Kankaria)

Modelling factors influencing Organ donation pledge in India

Srivatsa H S, Anicar Manavi, Pavan Kumar N & Nidhi Bhat
M.S. Ramaiah University of Applied Sciences, India

Health technology adoption: Inhibitors and role of free trials

David I Levine, Rammyaa M, Vidya Mahambare, Sangeetha G & Arti Srivastava
University of California, Berkley Hass, Great Lakes Institute of Management, Chennai

Consumption experiences of subsistence consumers in neo-liberal India

Javed M.Shaikh & Sujit Raghunathrao Jagadale
Indian Institute of Management, Amritsar

SESSION 2.5 E
Consumer Behaviour
10:45 am -12:15 pm (Lake Chillika)

Reward "Both": The role of referral reward distribution pattern on referral behavior

Alisha Dhal
Institute of Management Technology, Ghaziabad

Role of beauty - influencers on purchase intention: A study on skin care industry

Lalrengpuii
Christ University, Bangalore

Effects of service failure on consumer emotions and brand related consequences through content analysis

Shrivar Todi, Vamsi Krishna Baswa, Tanishka Sahu & Sriram Dorai
Great Lakes Institute of Management, Chennai

12:15 pm - 01:00 pm - Lunch

SESSION 3.1A (Branding)
01:00 pm -02:00 pm (Lake Hussain Sagar)

Comparative Study on brand luxury index of Indian brand and western brand with reference to hite sign and GUCCI

Prasanna Mohan Raj M & Ray Titus
Alliance University, Bangalore

Exploring the Impact of Digital Marketing on Customer Equity for Emerging Luxury Brands in India: An Empirical Study

Shilpa S. Chadichal
Alliance University, Bengaluru

Evaluating the Influence of Perceived Luxury Value and Vanity on Customer Delight

Pradeep Kumar Mohanty, Archana Patro, Jagannatha Mohanty & Santanu Mandal
Bennett University, Greater Noida; Indian Institute of Management, Bodh Gaya ; Institute of Management Technology, Nagpur

SESSION 3.2B
Retailing
01:00 pm -02:00 pm (Lake Red Hills)

Platform pipeline convergence: A “Wheel of Retailing” perspective

Abhishek & Deepak S Kumar
Indian Institute of Management, Kozhikode

Panacea or a Death knell? Exploring the Consequences of Technology on Disintermediation in Grocery Retailing

Kunal Dushi & Renuka Kamath
SP Jain Institute of Management and Research, Mumbai

Consumer Demotivation in Sustainable Consumption: Exploring Barriers across Government, Business, and Retail Ecosystems

Mayank Sharma, Abhishika Sharma & Priyanka Sharma
Manipal University Jaipur; IIM Lucknow

SESSION 3.3 C
Digital and Social Media Marketing
01:00 pm -02:00 pm (Lake Fateh Sagar)

Interactive Defences: Managing Brand Perception & Resilience Against Negative User-Generated Content

Rohit Kumar Mukherjee, Shruti Shrestha & Rajeshwari Krishnamurthy
Great Lakes Institute of Management, Chennai

Personalized Marketing in Real Estate: Key Success Factors, Consumer Preferences, and Behavioral Insights

Kousik Mandal & Sudin Bag
Vidyasagar University, West Bengal

Study on Factors Influencing Digital Marketing Adoption of Small and Medium Enterprises in the Service Sector

Sandeep Anathan J A & H.S.Srivatsa
M S Ramaiah University of Applied Sciences, Bengaluru

SESSION 3.4 D
Sustainability and Responsible Consumption
01:00 pm -02:00 pm (Lake Kankaria)

When green consumers do (not) walk their talk: Exploring product-category effects on the green gap.

Swapnil Tawde, Renuka Kamath, Shabbir Husain R.V & Ruppal W. Sharma
Flame University, & S.P. Jain Institute of Management and Research, Mumbai

Is eWOM useful and credible for green purchases?

GVR Karthikeya
SRM AP University

Striving Beyond 'Good Enough': How a Maximizing Mindset Influences the Effectiveness of Sustainability Communication

Jishnu Bhattacharyya & M S Balaji
Swansea University, Wales, UK; Rennes School of Business, France

SESSION 3.5 E
Miscellaneous
01:00 pm -02:00 pm (Lake Chillika)

Navigating Sustainable Fashion: A TCCM-Informed Research Agenda

Gayatri Pradhan & Kalpak K. Kulkarni.
IIT Roorkee

Antecedents and Consequences of the Heritage Destination Image: Integrating Need for Uniqueness Theory and Theory of Reasoned Action, for Evaluating Visit Intention

Arputha Arockiaraj V & Sudarsan Jayasingh
SSN College, Chennai