

NCCR2018 - Nordic Conference on Consumer Research
June 13-14, 2018
University of Vaasa, Finland

CONFERENCE PROGRAM
WEDNESDAY JUNE 13, 2018

8:30 Registration and coffee

9:00-10:00 OPENING SESSION, Auditorium Kurtén

	Jari Kuusisto , Rector, University of Vaasa
	Pirjo Laaksonen , Dean, School of Marketing and Communication
	Liisa Mäkelä , Professor, School of Management

10:00-11:30 PARALLEL SESSIONS 1

SESSION 1A SUSTAINABILITY IN FOOD CONSUMPTION

CHAIRS: Hanna Leipämaa-Leskinen

D115	Petteri Puska	Who values the organic consumer? Integrating Schwarz's value theory with prosocial status signaling views
	Hannah Danner	Getting closer to what drives consumer choices for organic food - An exploratory study into consumers' beliefs
	Saleem Ur Rahman & Harri Luomala	Motivational patterns in sustainable food consumption in vertically collectivistic and horizontally individualistic cultures

SESSION 1B DESIGN AND FASHION

CHAIRS: Anu Norrgrann

D102	Olga Gurova	How is fashion governed in Finland?
	Jani Varpa, Minna Autio & Jaakko Autio	Young adults discussing furniture and home decoration - Consuming good and bad Ikea
	Lauri Laaksonen	What do inhabitants living in apartment buildings value? - Striving for more consumer-oriented urban living

11:30-12:00 Refreshments

12:00-13:00 KEYNOTE PLENARY, Auditorium Kurtén

	John Thøgersen , Professor, Aarhus University	Sustainability in the head or in the context? Empirical observations and implications for sustainability marketing
--	--	--

13:00-14:00 Lunch at Restaurant Alma

14:00-15:30 PARALLEL SESSIONS 2

SESSION 2A SPECIAL SESSION - TOWARDS CONSUMER-DRIVEN SUSTAINABLE BIOECONOMY AND SOCIETY - BUSINESS, PRACTICES AND POLICY

CHAIRS: Eliisa Kylkilähti, Minna Autio and Katja Lähtinen

D115	Elina Närvänen, Malla Mattila & Nina Mesiranta	Roles of consumer-citizens in food waste reduction
	Ulrika Holmberg & Sandra Hillén	Constructing a sustainable future
	Charlotta Kankaanpää & Katja Lähtinen	Impacts of nature knowledge on consumption preferences - Insights on views of general public in Finland
	Håkan Rodhe & Åke Thidell	What role can consumers play in the development of the bioeconomy? Reflections on three Swedish cases: Biorefinery, wood buildings & textiles
	Minna Autio, Eliisa Kylkilähti, Jaakko Autio, Noora Miilumäki, Jaana Korhonen & Anne Toppinen	Consumer-driven business in sustainable bioeconomy - Consumer interaction, inclusion or innovation?

SESSION 2B DIGITALIZATION OF EVERYDAY LIFE**CHAIR:** Harri Luomala

D102	Outi Uusitalo	Does digitalization disrupt consumers' sense of place?
	Anu Norrgrann, Annika Ravald, Emma Buss, Erica Hjerpe & Saga Storbacka	Consuming and prosuming news in the digital age - Consumer roles among young adults in a changing news media landscape
	Ari Huuhka & Emmanuel Mogaji	The digitalization of shopping centre customer experience

15:30-15:45 Refreshments**15:45-16:45 PARALLEL SESSIONS 3****SESSION 3A SPECIFIC CONSUMERS - DISTINCTIVE OFFERINGS****CHAIR:** Linda Turunen

D115	Sara Hellman & Pirjo Laaksonen	Sensitive pens and rugged toothpaste - The multiple meanings associated with gendered products
	Ulla Särkikangas & Minna Autio	Everyday consumption of social and health care services from a perspective of activity and time use of families with special needs children

SESSION 3B DISCOURSES IN THE SOCIETY**CHAIR:** Ella Lillqvist

D103	Petra Berg	The power of marketplace mythologies in transforming energy marketing systems
	Heidi Hirsto	Emergence of stock investing as financial consumption: Discourse analysis of banks' customer magazines in 1980s-1990s

SESSION 3C FILM FESTIVAL**CHAIR:** Minna-Maarit Jaskari

D102	Olga Gurova & Daria Morozova	Take it slow! Sustainable fashion in Kallio, Helsinki
	Minna-Maarit Jaskari, Hanna Leipämaa-Leskinen & Henna Syrjälä	Have you ever eaten horsemeat? - Illustrating paradoxes of horsemeat consumption in Finland

19:00-23:00 Conference dinner at Restaurant Strampen

CONFERENCE PROGRAM

THURSDAY JUNE 14, 2018

8:30 Coffee to go

8:30-10:00 PARALLEL SESSIONS 4

SESSION 4A CONSUMER PSYCHOLOGY

CHAIR: Ari Huuhka

D115	Maria Sääksjärvi & Katarina Hellén	Innovations: The impact of constraints on perceived novelty, usefulness and symbolism and consumer reactions
	Maria Sääksjärvi & Katarina Hellén	What is a meaningful product and how can it be measured?
	Gaelle Pantin-Sohier, Laure Jacquemier-Paquin & Caroline Lancelot Miltgen	Conveying personality traits through product design for a symbolic product
	Samuel Piha	Evolutionary psychology in transformative consumer research: The development and illustration of a conceptual framework

SESSION 4B EXPERIENCES AND PRACTICES

CHAIR: Heidi Hirsto

D102	Saara Lundén, Henna Syrjälä, Kaisa Könnölä, Tapani Joelsson, Harri Luomala, Tuomas Mäkilä & Mari Sandell	Verbalizing sensory experiences: A netnography on snacks in consumers' everyday lives
	Sami Koponen & Pekka Mustonen	Restaurant sociability, solo dining, and the transforming practice of upmarket dining
	Linda Turunen & Pirjo Laaksonen	The functions of memorable brand experiences - Case Leijona brand

10:00-10:30 Refreshments

10:30-12:00 PARALLEL SESSIONS 5

SESSION 5A MARGINALIZED CONSUMERS

CHAIR: Elina Närvänen

D115	Tuomas Mäkilä, Henna Syrjälä, Tapani Joelsson, Kaisa Könnölä, Saara Lundén, Mari Sandell & Harri Luomala	Snacking gamers
	Ella Lillqvist	"They are not actually poor": Poverty and consumption in Finnish discourse
	Hélène Cristinia & Hannele Kauppinen-Räsänen	From visible to invisible violence as met by immigrants

SESSION 5B MARKET-LEVEL TRANSFORMATIONS

CHAIR: Arto Rajala

D102	Petteri Repo & Päivi Timonen	Collaborative consumption as a source of market disruption
	Petra Berg & Rummy Narayan	Pathways to energy transitions
	Erwan Mouazan	Engaging the circular economy consumer: Successful strategies to support the adaptation of circular products and services

12:00-13:00 FINAL SESSION: "SEVEN DEADLY SINS IN CONSUMPTION", Auditorium Kurtén

	Henna Syrjälä and Hanna Leipämaa-Leskinen together with the co-authors	This session examines how the seven deadly sins appear in the contemporary consumption society. The session follows the most accepted list of the sins including pride, greed, lust, gluttony, envy, wrath and sloth. Although the sins provide a very dark viewpoint to consumption, we highlight that through an in-depth understanding of the emergence of sins and how they appear in consumer culture, important aspects of consumer well-being can be addressed.
--	--	--

CLOSING, Auditorium Kurtén

13:00 Farewell lunch at restaurant Alma