



ISCP 2019

International Symposium
on Consumer Personality
in Contemporary Contexts

13-14 September 2019, Thessaloniki, Greece

Venue:

Aristotle University Research
Dissemination Centre (KEDEA)

Conference Programme

Co-Organized by



Consumer Psychology & Cross-Cultural
Research SIG



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Επιστημονικές Εκδόσεις
Τ Ζ Ι Ο Λ Α



RESEARCH COMMITTEE
ARISTOTLE UNIVERSITY OF THESSALONIKI

ORGANIZING COMMITTEE

Dr Christina Boutsouki	ASSOCIATE PROFESSOR IN MARKETING Aristotle University of Thessaloniki, Greece
Dr Nina Michaelidou	READER IN MARKETING Loughborough University, UK
Dr Nikoletta Theofania Siamagka	ASSISTANT PROFESSOR IN MARKETING Aristotle University of Thessaloniki, Greece

PROGRAMME OVERVIEW

FRIDAY, 13 SEPTEMBER 2019	
10:00-10:30	Registration and Welcome Coffee
10:30-11:00	Opening Ceremony
11:00-12:00	Oral Presentations
12:00-12:30	Coffee Break
12:30-13:30	Keynote Speech: Minas Kastanakis , <i>Professor of Marketing, ESCP Europe</i> <i>Editor-in-Chief European Management Journal</i>
13:30-14:30	Lunch
14:30-15:30	Oral Presentations
21:00	Conference Gala Dinner "Café-Restaurant Theatro" Vasileos Georgiou 2A, Thessaloniki, next to White Tower
SATURDAY, 14 SEPTEMBER 2019	
10:00-10:30	Registration and Welcome Coffee
10:30-11:30	Meet the Editors <i>European Management Journal, International Marketing Review,</i> <i>Journal of Consumer Behaviour, Journal of Product & Brand</i> <i>Management</i>
11:30-12:00	Coffee Break
12:00-13:00	Oral Presentations
13:00-13:15	Closing Ceremony

CONFERENCE PROGRAMME

FRIDAY, 13 SEPTEMBER 2019	
10:00-10:30	Registration – Welcome coffee
10:30-11:00	Amphitheater III: Opening Ceremony Dr Christina Boutsouki, <i>Aristotle University of Thessaloniki, Greece</i> Dr Nina Michaelidou, <i>Loughborough University, UK</i> Dr Nikoletta Theofania Siamagka, <i>Aristotle University of Thessaloniki, Greece</i>
11:00-12:00	Session 1.1 (Amphitheater III) Chair: Nikoletta Theofania Siamagka, <i>Aristotle University of Thessaloniki, Greece</i>
	I Return the Product (Again) So I Can Shop (Again): Identifying and Profiling Prone Product Returners
	K. Sit, <i>University of Portsmouth, UK</i> S. Molinillo, <i>University of Malaga, Spain</i> R. Frei, <i>University of Southampton, UK</i>
	Perceived consumer's effectiveness and the moderating role of global-local identity: cultural fit theory and social identity perspective
	B. Czarnecka, <i>London South Bank University, UK</i> B. Schivinski, <i>Birkbeck University of London, UK</i>
	The personality and motivational antecedents to social media engagement behaviours
	T. Goddard, <i>University of Portsmouth, UK</i> A. Wilson, <i>University of Strathclyde, UK</i> M. Karampela, <i>University of Strathclyde, UK</i>
	Consumer Values when choosing Fashion Clothes in the Republic of North Macedonia
	A. Mihajlovska Nikolovska, <i>Marfi Consulting, Republic of North Macedonia</i>
12:00-12:30	Coffee Break
12:30-13:30	Session 1.2 (Amphitheater III): Keynote Speech Minas Kastanakis , <i>Professor of Marketing, ESCP Europe</i> <i>Editor-in-Chief European Management Journal</i>
13:30-14:30	Lunch
14:30-15:30	Session 1.3 (Amphitheater III) Chair: Christina Boutsouki, <i>Aristotle University of Thessaloniki, Greece</i>
	Self-construals and soft-/hard-sell appeals in purchase intention: The mediating effect of perceived threat to freedom

	<p>E. Vasilakou, <i>University of Macedonia, Greece</i> F. Theodorakioglou, <i>University of Macedonia, Greece</i> L. Hatzithomas, <i>University of Macedonia, Greece</i> C. Boutsouki, <i>Aristotle University of Thessaloniki, Greece</i></p>
	<p>Elicited emotions by disparaging humorous ads: The moderating role of gelotophobia, gelotophilia, and katagelasticism</p>
	<p>M. C. Voutsas, <i>Aristotle University of Thessaloniki, Greece</i> C. Boutsouki, <i>Aristotle University of Thessaloniki, Greece</i> L. Hatzithomas, <i>University of Macedonia, Greece</i> E. Tsihla, <i>TEI of Western Macedonia, Greece</i></p>
	<p>The effectiveness of "white" space in print advertising: An examination across gender in the Indian market</p>
	<p>K. Margariti, <i>Aristotle University of Thessaloniki, Greece</i> C. Boutsouki, <i>Aristotle University of Thessaloniki, Greece</i> L. Hatzithomas, <i>University of Macedonia, Greece</i></p>
	<p>Examining the Relationship between Customers' Need for Uniqueness and Endorsed Ads on Social Networks</p>
	<p>I. Abosag, <i>SOAS University of London, UK</i> Z. Ramadan, <i>Lebanese American University, UK</i></p>
21:00	<p>Conference Gala Dinner "Café-Restaurant Teatro" Vasileos Georgiou 2A, Thessaloniki, next to White Tower</p>
SATURDAY, 14 SEPTEMBER 2019	
10:00-10:30	Registration and Welcome Coffee
10:30-11:30	<p>Session 2.1 (Amphitheater III): Meet the Editors <i>European Management Journal</i> <i>International Marketing Review</i> <i>Journal of Consumer Behaviour</i> <i>Journal of Product & Brand Management</i></p>
11:30-12:00	Coffee Break
12:00-13:00	<p>Session 2.2 (Amphitheater III) Chair: Nina Michaelidou, <i>Loughborough University, UK</i></p>
	<p>New technological environment in the hospitality sector and susceptibility to customer personality</p>
	<p>E. Mavragani, <i>International Hellenic University, Greece</i> S. Alexandridou, <i>International Hellenic University, Greece</i></p>
	<p>The Antecedents of Customer Satisfaction in Tourism: Text Analysis of Online Hotel Reviews</p>
	<p>A. Kouparanidis, <i>University of Macedonia, Greece</i> F. Kitsios, <i>University of Macedonia, Greece</i></p>

	Examining the five-factor model of personality in eWOM via Social Media
	<i>C. SL Tan, University of Tsukuba, Japan</i>
	A Quantitative analysis of the factors affecting consumer behaviour regarding private label products: The case of a traditional Greek retailer
	<i>G. Tsekouropoulos, International Hellenic University, Greece</i> <i>D. Theocharis, Mediterranean College, Greece</i> <i>C. Sarmaniotis, International Hellenic University, Greece</i>
	Emotional and cognitive responses for «healthy - safe» foods
	<i>A. C. Martinez Levy, Sapienza University of Rome, Italy</i>
13:00-13:15	Amphitheater III: Closing Ceremony