



UNIVERSITATEA BABEȘ-BOLYAI  
TRADIȚIE ȘI EXCELENȚĂ



**MAR**  **UBB**  
MARKETING FOR ADDING VALUE



**Marketing**  
From information to decision  
**Journal**

# PROGRAM & ABSTRACTS

International Conference

**MARKETING – FROM INFORMATION TO DECISION**

14th Edition

18 November 2022

Cluj-Napoca, Romania



The purpose of the conference is to encourage knowledge exchange concerning marketing or marketing related fields of research, to bring together specialists from higher education institutions and business fields, and to provide a stimulating environment for knowledge enhancement and sharing experience.

## PROGRAM

### 18 November 2022

09:15 – 09:30 Conference opening session, FSEGA, 1st Floor, Room 118

09:30 – 11:30 Session 1

11:30 – 11:50 Coffee break – FSEGA, 1st Floor, Room 118 (Antechamber)

11:50 – 13:30 Session 2

13:30 – 14:30 Lunch break, FSEGA Lobby, 1st Floor

14:30 – 16:30 Session 3

16:30 – 16:40 Coffee break – FSEGA, 1st Floor, Room 118 (Antechamber)

16:40 – 19:00 Session 4

19:00 – 19:10 Conference closing session, FSEGA, 1st Floor, Room 118

19:30 Conference Dinner

**TIME ZONE: EET – Eastern European Time (Standard Time)**



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Friday, 18 November 2022

Session 1

**Chairs:** Ciprian Marcel POP & Dan-Cristian DABIJA

09:30 – 10:10

## CHANGES IN CONSUMER BEHAVIOR DUE TO CAFFEINE: THE CASE OF THE ATTRACTION EFFECT



**Marko Sarstedt (online)**

Ludwig Maximilian University of Munich, Germany

**Michael Canty**

Otto von Guericke University of Magdeburg, Germany

**Felix Josua Lang**

Chemnitz University of Technology, Germany

**Marcel Lichters**

Chemnitz University of Technology, Germany

### **Abstract:**

Psychological state alterations induced by substance-related physiological mechanisms affect consumer decision-making. We examine the influence of caffeine—the world’s most popular psychostimulant—on the attraction effect. In two double-blinded experiments, we show that caffeine intake increases consumers’ preference for product options that asymmetrically dominate a decoy option in choice sets, giving rise to the attraction effect. Using real products in consequential choice tasks, we show that caffeine intake is associated with a larger attraction effect both on a between-subjects and a within-subjects level and that this applies in free-choice as well as forced-choice decision tasks. As such, our study provides evidence that caffeine fosters consumers’ decision-making in line with choice anomalies in that it makes us more vulnerable to them. We discuss theoretical implications for context effect research as well as practical implications for marketers.

10:10 – 10:50

## CORPORATE DIGITAL RESPONSIBILITY



**Wirtz Jochen (online)**

National University of Singapore, Singapore

**Nicole Hartley**

University of Queensland, Australia

**Werner Kunz**

University of Massachusetts, USA

**James Tarbit**

University of Queensland, Australia

### **Abstract:**

Digitization, artificial intelligence, and service robots carry serious ethical, privacy, and fairness risks for marketing in general and service contexts in particular. Using the lens of corporate digital responsibility (CDR), we examine these risks and their mitigation and make five contributions. First, we show that CDR is critical in marketing and service contexts because of the vast streams of customer data involved and digital service technology's omnipresence, opacity, and complexity. Second, we synthesize the ethics, privacy, and fairness literature using the CDR data and technology life-cycle perspective to understand better the nature of these risks. Third, to provide insights on the origins of these risks, we examine the digital service ecosystem and the related flows of money, service, data, insights, and technologies. Fourth, we deduct that the underlying causes of CDR issues are trade-offs between good CDR practices and organizational objectives (e.g., profit opportunities versus CDR risks) and introduce the CDR calculus to capture this. We also conclude that regulation will need to step in where a firm's CDR calculus becomes so negative that good CDR is unlikely. Finally, we advance a set of strategies, tools, and practices firms can use to manage these trade-offs and build a strong CDR culture.

10:50 – 11:10

## MODEL OF PERSONALITY AND SITUATIONAL FACTORS IN GENERATING WOM



Leonardo Mărincean

Babeș-Bolyai University of Cluj-Napoca, Romania

### **Abstract:**

This research focuses on developing a model of the role of personality and situational factors in generating word of mouth (WOM). A sample of 295 respondents was exposed to a negative consumer situation in the accommodation industry. After exposure, the respondents completed a survey expressing their intended reactions to the situations, as well as, giving information about their personality. Using structural equations modeling, a model of the relationship between personality and situational constructs was built, analyzing both direct relationships and mediation relationships. The results indicate that situational factors have a greater role in generating WOM than personality factors, mediated by customer regret. Also, from the 3 personality factors analyzed (self esteem, perceived social support and regulatory focus) only one was found to have a statistically significant impact on generating WOM, perceived social support, mediated by customer expressivity. These results yield both theoretical implications, by better calibrating existing WOM models through understanding the role played on different types of factors in generating WOM, as well as practical implications, giving marketers the knowledge to understand how a marketing situation might generate negative WOM.



11:10 – 11:30

## EVERY ROSE HAS ITS THORNS-THE BAD AND THE UGLY IN SOCIAL MEDIA MARKETING



**Fooziye  
Shaykhzade**

West  
University of  
Timișoara,  
Romania



**Costinel  
Dobre**

West  
University of  
Timișoara,  
Romania



**Anca  
Milovan**

West  
University of  
Timișoara,  
Romania

### **Abstract:**

Social media has changed the way human beings live fundamentally. Social media is a double sword, and there is a dark side that has not been explored thoroughly. While most of the research highlights the bright side (benefits and advantages) of social media, indeed, there is a dark side as well; social media causes inevitable risks for society as a whole, communities, firms and individuals (Baccarella et al., 2018; Baccarella et al., 2020; Hassan & Pandey, 2021; Sands et al., 2020). Although some studies addressed the dark side of social media, there is not a sufficient amount of research focusing on its dark side (Tandon et al., 2021A). This study aims to address this gap, review the research in the social media literature that investigates the dark side of this phenomenon, provide an overview of the research methods employed, and suggest implications for future research. Through a review of 25 published studies, the study categorizes current research and demonstrates the evolution of research methods and themes from 2015 until 2021. This article identified 31 variables and five major dimensions of social media's dark side: Scio- psychological, management, health care, behavioural and marketing. The insights developed and the observed trends can help shape future research regarding the dark side of social media.

**11.30-11.50 – Coffee break, FSEGA, 1st Floor, Room 118 (Antechamber)**

Friday, 18 November 2022

Session 2

**Chairs:** Ciprian Marcel POP & Dan-Cristian DABIJA

11:50 – 12:30

**DIRECT, INTERACTIVE, AND PERSONALIZED: THE CONSUMER EXPERIENCE BETWEEN EXPECTATIONS AND REALITY**



Călin Vegheș

Bucharest University of Economic Studies, Romania

12:30 – 12:50

**IN THE FLOW OF TIME: RECONCEPTUALIZING PATH DEPENDENCE AS A RESOURCE OF PATH BREAKING. THE CASE OF JAPAN SHIPPING INDUSTRY**



Jarfas Zsuzsanna (online)

Babeș-Bolyai University of Cluj-Napoca, Romania

**Abstract:**

The study adds to the understanding of the problem: how do locked-in organizations break free from the grip of path dependence? The synthesis is driven by an exploratory study conducted by the author in the shipping industry of Japan in 2019. To conceptualize problem, path dependence and power theories are synthesized from a process perspective. The novelty of the study is fourfold. First, the study makes a paradoxical, therefore ground-breaking discovery: that system stability and system change can be mutually inclusive and are, therefore, interdependent concepts when certain conditions are met. Path dependence is found to solve the paradox. It is via path dependence, that power both guides - produces the cohesion and stability of organizations, and unlocks their inherent ability to transform. Second, the study opens the black box on emergent break-out processes and captures these processes' interaction with their locked-in organizational context. Third, the closed, complex, and hyper-stable Japanese business groups are brought to focus, the core headquarters operation of which has been out of reach of scholars till now due to organizational-cultural boundaries. The discovery of their micro-processes of resilience, and the analytical synthesis open a window on how inherent transformation abilities are activated – from organizational resources provided by its development trajectory = path dependence. The findings are relevant to all organizations undergoing change in general, to complex and mature organizations locked in a state of pathological inertia in particular. And, most specifically, to Japanese business groups.

12:50 – 13:10

## PERCEIVED VALUE IN THE RETAIL INDUSTRY. AN INTEGRATED APPROACH TO THE CUSTOMER EXPERIENCE



Sîrbu  
Gabriela

West  
University of  
Timișoara,  
Romania



Milovan  
Anca-Maria

West  
University of  
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Romania



Constantinescu  
Cosmin

West  
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Romania

### Abstract:

**Purpose:** Technological progress and the current generations have changed the face of retail a lot, consumers want more authenticity, novelty, convenience and creativity. In this context, understanding customer behaviors, how they perceive the value offered by their stores (perceived benefits/perceived sacrifices ratio) is crucial for companies in the retail industry. The purpose of this research is to develop an analysis framework for understanding perceived value in the retail sector, and further, the relationships between value and customer satisfaction, between perceived value and loyalty, between customer satisfaction and loyalty.

**Design/ Methodology/ Approach:** The quantitative research was carried out in two phases on a sample of 350 respondents, sample selection implied empirical methods, convenience sampling and „snowball” sampling, and the hypothesis testing was performed with the help of structural equation modeling (SEM).

**Originality /Value:** This research is original in the fact that it considers two types of shopping: major shopping and fill-in shopping and emphasize two values: the added value provided by the introduction of smart technologies and innovation in marketing and the added value provided by the orientation towards sustainability and social responsibility.

**Findings:** Research results highlight that the utilitarian value influences customer satisfaction, while the perceived value of retailers; orientation towards sustainability and social responsibility has no significant influence on satisfaction, regardless of the shopping type.

**Research limitations:** The limits of this research are primarily methodological limits, and are given by the reduced representativeness of the sample as a result of non-probability sampling, by the fact that no qualitative research was carried out before the development of the questionnaire used in the survey.

**Academic implication:** The present research contributes to the development of the literature on the topic of perceived value in the retail sector, contributes to the in-depth, relatively exhaustive treatment of the perceived value, the ratio between the benefits and sacrifices perceived by customers in the retail sector.

**Practical implication:** In terms of managerial implications, this study provides marketers with useful information that can form the basis of strategies for segmentation, repositioning, integrated marketing communications, information that can be used to adapt the offers.

13:10 – 13:30

## THE PROFILE OF THE CULTURAL MANAGER AND THE MARKETING STRATEGY OF CULTURAL INSTITUTIONS. CASE STUDY – THE STUDENT CULTURE HOUSES FROM ROMANIA



Milășan Flavius Lucian

Babeş-Bolyai University of Cluj-Napoca, Romania

### **Abstract:**

Through the topic addressed, we want to make an honest x-ray of the duties and role of the manager of culture in the public sector in Romania and the marketing strategies with which he must be aware, taking as a focused case study the directors of cultural houses of students. The director of this type of public cultural institution is put in the middle of many dilemmas, which he can overcome with appropriate strategies and good marketing knowledge. Cultural products and programs must satisfy various needs, be accessible to certain categories of public at the extremes, from the young public, on the school benches, to the mature public, who love tradition and need to feel that they are part of the community. How will the manager of a public institution in Romania manage to produce added value that satisfies such varied public categories, at low costs, with little staff and still keep the institution visible on a cultural level? The ways in which cultural programs are "sold" to the masses is a challenge, as is changing the perception of the image of the institution, knowing that marketing is not a battle of the products themselves, but of the perceptions that consumers have of the products. The maintenance of the building, the payment of utilities, the limited human resources and the institutional legacy of the 60s must go through a permanent process of restructuring and orientation towards the new models of transparent operation, oriented to the consumer and with visibly positive results.

**13.30-14.30 – Lunch break, FSEGA Lobby, 1st Floor**

Friday, 18 November 2022

Session 3

**Chairs:** Ciprian Marcel POP & Dan-Cristian DABIJA

14:30 – 15:10

## FAKE NEWS/FALSE NEWS: TRUTH AND POSTMODERN CULTURAL CONDITIONS



Helene Tessier

Saint Paul University of Ottawa, Canada

**Abstract:**

Investigating what is fake, or false, requires a definition and a delimitation of what is true. The conference will focus on the discredit brought upon the category of truth in cultural postmodern conditions and its impact on the success of fake and pseudo truths.

15:10 – 15:50

## ANALYSIS OF HOW STUDENTS PERCEIVE SUSTAINABILITY OF HIGHER EDUCATION INSTITUTIONS



Nagy Szabolcs (online)

University of Miskolc, Hungary

### **Abstract:**

Universities today face new challenges, which include meeting sustainability goals. It is therefore important that they are able to measure their sustainability performance and identify their strengths and weaknesses in this area. In this paper, the Sustainable Universities Scale developed by the author is combined with an importance-performance analysis to identify the key areas of university sustainability for the University of Miskolc. To measure students perceptions of university sustainability, a self-developed measurement construct of 21 variables, the Sustainable University Scale, was developed and tested through an online questionnaire survey of students at the University of Miskolc. The measurement scale was validated with Cronbach alpha. Importance and performance analysis was used to identify strengths and critical areas. The Sustainable University Scale proved to be a reliable construct for measuring various aspects of sustainability of higher education institutions, while the Importance-Performance Analysis enabled the identification of strengths and weaknesses related to sustainability. Selective waste collection proved to be the most important element of university sustainability. The study, which could be useful for university policy makers (management) and researchers, presents a methodology and scale that could help transform traditional universities into sustainable higher education institutions. The combination of the Sustainable Universities Scale and the Importance-Performance Analysis enables the management of any university to identify the institution sustainability strengths and weaknesses, position the brand more effectively based on these strengths, and increase student satisfaction by addressing the weaknesses.

15:50 – 16:10

**FAKE NEWS, AS THREAT TO BRAND TRUST. A MATTER OF PERSUASION AND KNOWLEDGE STRUCTURE. APPLYING THE PERSUASION KNOWLEDGE MODEL TO THE FAKE NEWS THREAT IN BRAND MANAGEMENT**



**Ovidiu Cerasel Cuteanu**

Babeș-Bolyai University of Cluj-Napoca, Romania

**Abstract:**

In the context of the online co-creation of brands, fake news has become an unavoidable threat that brand managers should seriously take into consideration. Resisting to fake news could mean both resistance of the consumers, and of organizations. If organizations, in order to protect the integrity of the brand – very much exposed in the online landscape – make use of communication strategies, consumers - to avoid being duped by fake news - can make use of their self-efficacy; according to a conceptual model discussed in this study (analyzed in Z. Chen & Y. Cheng's "Consumer response to fake news about brands on social media: the effects of self-efficacy, media trust, and persuasion knowledge on brand trust"), the latter would activate a knowledge structure, which would function as an antecedent to the preserving of brand trust, in case of a fake news threat. While emphasizing that persuasion is the main characteristic one should look at, when defining fake news( i.e., as disinformation), I will follow Chen & Cheng's conceptual model that emphasizes Wright and Friestead's 1994 Persuasion Knowledge Model(PKM), aiming to understand how consumers process and cope with a fake news about a brand, in such a way as to avoid the manipulative intent, and, thus, resist the malign message that would influence such a negative attitude about a brand, as to affect brand trust. In this study, I aim at taking further Chen and Cheng's conceptual model, testing the two knowledge structures they didn't test – agent knowledge and topic knowledge – as antecedents of brand trust.

16:10 – 16:30

## INNOVATION AND LEARNING IN 21ST CENTURY MUSEUMS



**Enășel Oana  
Iulia**

Baia Mare  
Artistic Centre  
Art Museum



**Dan Cristian  
Dabija**

Babeş-Bolyai  
University of  
Cluj-Napoca,  
Romania

### **Abstract:**

**Purpose:** The digital shift of the post pandemic context and the main features of Society 5.0 offer digital solutions to every-day problems at affordable costs. Even though a shift in quality of life can be observed, the fast pace of living and lack of human interaction affect learning processes. Capitalizing on soft power, cultural heritage institutions in general and museums in particular redefine their strategies in order to fulfil their educational objectives. Grounded on research, open innovation and liberalization of technological solutions, museums find new ways to facilitate accessibility to culture and knowledge transfer. In the midst of the new reality, museums focus on offering integrated educational programs, combining online and on-site facilities. Technological innovation is corroborated with open, organizational, soft, and stylistic innovation to create a holistic learning experience, adapt to curriculums, but also increase monetization for their organization. Based on scientific literature, qualitative analysis and an in-depth study of museology models, the authors focus on a dual perspective: the transition towards a holistic learning experience offered by museums and identifying the types of innovation embedded in such museum marketing strategies.

**Design/ Methodology/ Approach:** The paper provides an in-depth analysis of several types of educational programs offered by museums and performs a qualitative analysis on a series of interviews conducted with museum managers and specialists in Europe and USA regarding the implementation of different types of innovation in the educational offer of museums.

**Originality/ Value:** As opposed to other existing studies that explore the educational offer in the cultural field, this paper corroborates innovation typology with educational programs offered by museums, providing a holistic approach to educative museum experience.

**Findings/Results:** The results show that aside from technological innovation, museums implement several other types of innovation (open, soft, stylistic, organizational, process, marketing), broadening the definition of the process. The results show that managers that have an innovation-oriented approach are keen on developing an integrated online and offline educational offer. Moreover, the factors determining the ease of the innovation implementation process in educational offers are related both to the characteristics of the organization and of the museum environment and highly dependent on the type of cultural policy model.

**16.30-16.40 – Coffee break, FSEGA, 1st Floor, Room 118 (Antechamber)**



Friday, 18 November 2022

Session 4

Chairs: Lacrămioara RADOMIR & Raluca CIORNEA

16:40 – 17:20

**SUBSISTENCE MARKET INEFFICIENCIES AND INHERITED IDEOLOGIES:  
THE ROLE OF MARKETING**



Dana Lascu (online)

University of Richmond, USA

**Abstract:**

The bottom-of-the-pyramid (BoP) approach, first advanced by Prahalad and Lieberthal (1998) has become a major global design for poverty alleviation in marketing, based on the argument that the bottom of the global pyramid consumers – billions of poor consumers living on less than two US dollars a day – are committed to the globalization of neoliberal capitalism (Faria and Hemais, 2017). This perspective was criticized for its narrow, stateless, and ethnocentric conceptualization of poverty eradication (Karnani, 2011; Majumder, 2012; Faria and Hemais, 2017). According to this perspective, corporations serving the BoP employed strategies that appeared to mimic neocolonial incursions, with the poor considered free and self-governing, and the firms themselves enabling market control and exploitation (Bonsu and Polsa, 2011). A re-examination was triggered when marketing scholarship pivoted to advance the United Nations Sustainable Development Goals (de Ruyter et al., 2022), specifically Goal #1, to “end poverty in all its forms, everywhere” (United Nations, 2022). The current BoP perspective advanced in the academic literature suggests that corporations can harvest fortunes by alleviating global poverty and fostering innovative structural transformations and sustainable development in the developing world (Canˆeque and Hart, 2015; Prahalad, 2006; Faria and Hemais, 2017). This paper addresses such developments, possible with technology that includes consumers in design decisions and mitigates channel inefficiencies (Elliott et al., 2018), and are, among others, facilitated by the ability of subsistence consumer-merchants to negotiate with vendors, regular consumers, family, and other stakeholders to efficiently move limited resources quickly in unstable environments (Viswanathan et al. 2010).

17:20 – 18:00

## SUSTAINABILITY SELLS? DIFFERENCIES IN PURCHASING BEHAVIOR IN URBAN AND RURAL AREAS



**Ralf Wagner (online)**

University of Kassel, Germany

**Katrin Zulauf**

University of Kassel, Germany

**Joshua Geiß**

University of Kassel, Germany

### **Abstract:**

Climate protection and sustainability dominate the recent past and the near future and are changing many people's lives and also affects their purchasing behavior (White et al., 2019). So far, most sustainability innovations are adapted to the needs of urban areas. Despite the wide range of previous research (Prakash et al., 2019; Quoquab & Mohammad, 2020; Zou & Chan, 2019)., whether consumers in urban and rural areas have a similar understanding of "sustainability" has not been comprehensively addressed (Zulauf & Wagner, 2021). Different consumer groups have different needs and requirements, which raises the question of how buying behavior of sustainable products is formed and whether different consumer groups express their buying behavior differently. Against this background, two research questions emerge: (i) Do conceptualizations of sustainability differ between rural and urban consumers? (ii) What consequences for sustainable marketing management result from differences and similarities? Based on the model of goal-directed behavior and the theory of green purchasing, this provides researchers with guidance to reveal divergences in values, motives, and enablers for sustainable purchasing behavior among people in urban and rural areas. An online survey obtained empirical evidence from N = 358 participants living in Germany. The research model was fitted using the partial least squares algorithm. This study provides researchers with guidance to reveal divergences in sustainable purchase behavior, values, and motives among people in urban and rural areas. This study deepens the understanding of how innovative services and products must be designed to the specificities of urban and rural environments, contributing to clarifying consumers' intention action gap.

18:00 – 18:20

## A SYSTEMATIC LITERATURE REVIEW ON RELIGIOUS MARKETING



**Marian Rodion Pop**

Babeș-Bolyai University of Cluj-Napoca, Romania

### **Abstract**

**Purpose** – The purpose of the present research was to determine the main studies, key authors, and relevant terms used, exclusive through the implication of marketing in religion. **Methodology** – Within the databases of Scopus, Clarivate, and other top four major publishers (Taylor & Francis, Wiley, Springer, and Emerald), a systematic literature review (SLR) was conducted to select and synthesize studies on religious marketing and church marketing. Finally, a bibliometric analysis was performed on 227 articles.

**Findings** – Five main research clusters were identified (religious marketing strategies and techniques, religious branding and the case of megachurches, religious marketing orientation and segmentation, religious consumer behavior, and internal church marketing) and discussed.

**Research limitations / implications** - Research provides a broad overview of the concept, establishing connections between relevant topics, key terms, and subthemes in this area, thus a future comprehensive theoretical insight on how the concept of religious marketing is integrated in service marketing will improve the attitudes of practitioners through concepts. To generalize the models presented, future analysis should consider diversification between countries.

**Originality** - To our knowledge, this is the first systematic review on religious marketing and church marketing.

18:20 – 18:40

## CENTRAL BANK COMMUNICATION TODAY. CAN CITIZENS BE REGARDED AS CONSUMERS? CASE STUDY



**Silvana  
Prodan**

Babeş-Bolyai  
University of  
Cluj-Napoca,  
Romania



**Dan Cristian  
Dabija**

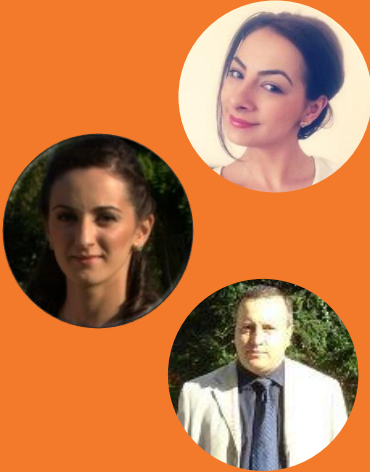
Babeş-Bolyai  
University of  
Cluj-Napoca,  
Romania

### **Abstract:**

Central banks' monetary policy mandates require them to openly communicate their actions in a way that helps them achieve optimal inflation levels (Jung, 2021). Starting with 2009, they made efforts to improve their communication techniques, in a quest for more transparency. However, there is still room for improvement when it comes to citizens, as they are the only economic players who have difficulties in assessing macroeconomic developments and as a result, their inflation expectations are not well anchored (Martin, 2020). Using a modified scale that contains SERVQUAL, Webqual and E-SERVQUAL dimensions, the aim of this paper is to measure citizen satisfaction with central bank communications, by regarding them as consumers and verifying if the above-mentioned measurement scales, originally created for the private sector, can successfully be adapted to an increasingly digitalised public sector, using the expectation-isconfirmation paradigm.

18:40 – 19:00

## TO FEAR OR NOT TO FEAR? THE EFFECT OF MUSIC ON PATIENTS COMFORT DURING DENTAL SERVICES



**Ancuța Nicoleta Remete**

Technical University of Cluj-Napoca, Romania

**Laura Bacali**

Technical University of Cluj-Napoca, Romania

**Ciprian Marcel Pop**

Babeș-Bolyai University of Cluj-Napoca, Romania

**Brîndușa Mariana Bejan**

Babeș-Bolyai University of Cluj-Napoca, Romania

**Monica Bogdan**

Technical University of Cluj-Napoca, Romania

**Andrei Picoș**

"Iuliu Hațieganu" University of Medicine and Pharmacy,  
Cluj-Napoca, Romania

**Abstract:**

**Purpose:** The study aims to investigate the extent to which changes in EEG signal variations occur before listening to music, during and after listening to music. The authors propose exposing the patient to music as a component of ambience for a set amount of time, believing that this external factor may help to divert the attention away and rethink patients' opinions of dentists. To this end, the authors used the EPOCX electroencephalogram (EEG) and conducted the pilot study, where the 20 individuals in the sample were divided into four groups: a control group, on which no intervention was exerted (G1) and three experimental groups. Subjects in G2 were exposed to music without prior notice, study participants in G3 knew the experimental protocol, and those in G4 selected their own music. Using electroencephalogram signals, the authors monitored the reactions of patients in the experimental groups, which were then reported with the signals obtained for individuals in the G1 group. EEG signals were processed using signal analysis and feature extraction techniques.

**Design/Methodology/Approach:** The design is experimental, where subjects were divided into three experimental groups and a control group, and monitored for 15 minutes. The first five minutes (FFM) serve as the baseline interval, the second five minutes (SFM) are allocated to the intervention (music), and the third five minutes (TFM) are to identify a possible maintenance of variations in the signals captured from the right parietal lobe. The patients that agreed to take part in the study are healthy persons, non-musicians who had received dental treatments.

**Originality/Value:** The article aims to investigate the extent to which changes in EEG signal occur before listening, during and after listening to music, precluding new research topics. Moreover, in addition to the fact that the right parietal cortex is responsible for the generation of positive emotions (Schwartz et al., 1975), the entire right hemisphere of the brain is responsible for the unconscious processing of the emotional information (Gainotti, 2005). This we were able to show that these positive emotions that are experienced during a dental treatment could not have been captured by applying a questionnaire, given the unconscious nature of emotional processing.

**Findings:** The results showed significant variations for subjects exposed to music, which were most evident in the right parietal cortex, which is responsible, among other things, for the emergence of positive emotions. The present study revealed that the analysis of EEG signal variations before, during and after music listening were more significant in the right hemisphere of the parietal lobe. Certainly, an argument for this may also be that they were habituated to the stimulus to which they were exposed.

**Research limitations:** One of the most significant limitations is the small number of subjects. Also, given the sample size, inferential analyses could not be performed. Given that this is an experiment under natural conditions, possible confounders that might have occurred could not be controlled. It is also to be expected that the lack of control for the variable 'type of treatment' would be felt. This is an important factor because the variable dictates expectations about the level of discomfort anticipated by the subject. The level of subjects' well-being therefore depends on this variable. Also, there is little control over the signals captured by the Emotiv EPOCX device. Due to the increased sensitivity of the sensors, other noises such as nearby wi-fi, environmental noise, instrumental noise or signal sources in the body not useful to the experiment are also captured.

## 19.30 – Conference Dinner