



**3ème Journée doctorale Franco-Belge en Marketing**  
**Jeudi 16 janvier 2020, Université Paris-Dauphine**  
**Salle F**

**Programme provisoire :**

9h45 : Accueil café

10H15-11H00 : Keynote presentation by Pr. Claudiu Dimofte, San Diego State University  
*Indirect Debriefing in Experimental Consumer Research Employing Deception*

11h00-11h45 : Nathan Ben Kemoun, Université Paris Dauphine, PSL★ Research University  
*Technology of living and Subjectivation: Toward an anthropology of Voluntary Simplicity*

11h45-12h30 : Nathalie Dumont, UNamur  
*Consumer decision-making for media products in a digital environment*

12h30-13h30 : Buffet Déjeuner (couloir 1<sup>er</sup> étage bâtiment A)

13h30-14h15 : Omid Moghadas, Université Paris Dauphine, PSL★ Research University  
*Loneliness of the elderly with loss of autonomy: What are the coping strategies used in France? How can information communication technology (ICT) help with those strategies?*

14h15-15h00 : Avreliane Kullak, UCLouvain  
*Further engaging consumers into healthy consumptions with mobile applications - Study of the supporting and hindering processes*

15h00-15h15 : Pause café (salle F)

15h15-16h00 : Amélie Martin, Université Paris Dauphine, PSL★ Research University  
*Understanding stakeholder network management in customer experience settings: an investigation of networked governmentality and of value creation, capture and destruction*

16H-16H45 : Pauline Claeys, UCLouvain  
*Are you doing this for good or bad reasons?" Consumers' attributions of SMI's motivations mediating the persuasion process*

16h45-17h00 : Présentation des axes de recherche du CeRCLe/CCMS (Alain Decrop)

17H-18H : Drink de clôture (avec galette des rois) (couloir 1<sup>er</sup> étage bâtiment A)

## **Abstracts:**

**Nathan Ben Kemoun, Université Paris Dauphine, PSL★ Research University**

***Technology of living and Subjectivation: Toward an anthropology of Voluntary Simplicity***

Abstract: Complementing the descriptive and critical approaches of voluntary simplicity, this proposal suggests defining voluntary simplicity as a « technology of living » that has a transformative effect on the experience, the consumption and the subjectivity of consumers, that will lay the foundations for an anthropology of voluntary simplicity with theoretical, methodological and managerial implications, at the interface of the Consumer Culture Theory (CCT) and the Transformative Consumer Research (TCR) works.

**Nathalie Dumont, UNamur**

***Consumer decision-making for media products in a digital environment***

Abstract: Viewers are more and more opting for Video-On-Demand (VOD). They are moving away from traditional linear broadcast to viewing television content on an on-demand basis. This change indicates an increasingly complex environment in which viewers need to deal with a large choice set and the opportunity for a mobile media consumption. Through an inductive qualitative study with observations and in-depth interviews, we explore (1) the way viewers experience making a decision for video-on-demand, (2) the reasons why and (3) the process through which they decide their video experiences in an “on-demand” context. The present research contributes to review the media decision making theories and offers a crossing of multiple disciplines that are media consumption, consumer decision making, choice overload and mobile consumption.

**Omid Moghadas, Université Paris Dauphine, PSL★ Research University**

***Loneliness of the elderly with loss of autonomy: What are the coping strategies used in France? How can information communication technology (ICT) help with those strategies?***

Abstract: 31% of French elderly suffer from loneliness, which has severe consequences on their physical and psychological health. Loneliness is therefore, a major public health issue. The different theories of successful aging consider loneliness only as a sub-component of the social aspect of aging, without analyzing it further. By providing a more detailed understanding of loneliness and identifying potential solutions, we position this research in the context of Transformative Consumer Research (TCR). This thesis combine 3 methodologies: firstly a qualitative exploratory study on coping strategies currently used by the French elderly with loss of autonomy; then a co-design stage adapting those strategies with ICT tools (conversational agent, tablet ...), and finally a quasi-experimentation at the elderly dwellings, evaluating the effectiveness of the designed solutions to help the elderly to cope with their loneliness.

**Avreliane Kullak, UCLouvain**

***Further engaging consumers into healthy consumptions with mobile applications - Study of the supporting and hindering processes***

Abstract: Nowadays, people can find a “healthy food” coach in their pocket through their smartphone and the use of a mobile application. Health food related mobile apps are multiplying in order to help people who want to eat better but need support to achieve this challenge. In this research project, we are focus on the role of those mobile applications in helping eating behavioral changes. In particular, we are taking a closer look at their impact (positive or negative) on consumers' adoption of sustained healthy eating behaviors. In that respect, we aim to fully understand the engagement process toward healthy consumptions and to define the most

supportive intervention for sustained eating behaviors changes. With a first study, we investigate specific mechanisms that play in apps to better understand their effects within the engagement process toward healthy eating behaviors.

**Amélie Martin, Université Paris Dauphine, PSL★ Research University**

***Understanding stakeholder network management in customer experience settings: an investigation of networked governmentality and of value creation, capture and destruction***

Abstract: This dissertation explores how organizations involved in Customer Experience Management (CEM) activities manage stakeholder networks. It adopts three different perspectives. The first essay on questions of the need for organizations to engage with external stakeholders in CEM activities and explores the value proposition concept as both a descriptor and a driver of stakeholder alignment. The second essay is grounded on foucauldian governmentality theory and investigates how organizations build and use governance structures to manage stakeholders in CEM settings. The third essay adopts a macro level of analysis. It investigates matters of value creation, capture and destruction in stakeholder networks engaged in CEM activities in relation to the political constitution of organizations and to their governance practices.

**Pauline Claeys, UCLouvain**

***Are you doing this for good or bad reasons?" Consumers' attributions of SMI's motivations mediating the persuasion process***

On social media, many users generate content and share opinions on brands. Some have managed to develop a strong influence on their followers and become "social media influencers" (SMI). They differ from traditional endorsers thanks to the special relationship they develop with their followers. This relationship is related to the concept of Parasocial Interaction (PSI), an illusion of friendship. It has also been proposed that motivations for making recommendations were another essential factor explaining consumers response to SMI's recommendations. We provide evidence of the positive impact of PSI on attitude towards SMI and purchase intentions for the recommended product. Results also reveal altruistic perceived motivations positively mediate the relation between PSI and positive attitude towards the SMI and purchase intentions for the recommended product. Above theoretical contributions, evidence from this research offer companies and SMI implications for inferring level of influence, showing the relevant impact of PSI.