



**4ème Journée doctorale franco-belge  
En ligne via Teams, Mardi 12 janvier 2021**

**Programme provisoire :**

9h45 : mot d'accueil par Alain Decrop et Denis Guiot

10h00-10h45 : Melissa Ritondo (UCLouvain, CCMS, LouRIM)  
*Understanding the mechanisms underlying shopper's responses to solicitations to donate at checkout in a retailing context*

10h45-11h30 : Edith de Lamballerie (Université Paris Dauphine, PSL★ Research)  
*Dimensions of the perceived value of materials: a study of the case of recycled textiles*

11h30-12h15 : Louise Dumont (UCLouvain, CCMS, LouRIM)  
*May social labeling compensate the negative impact of monetary incentives in spillover effects? The case of products close to expiration date*

12h15-13h30 : pause déjeuner

13h30-14h15 : Marie Kerekes (Université Paris Dauphine, PSL★ Research)  
*Connection to social robots and its consequences on their acceptance*

14h15-15h00 : Marie Dewitte (UNamur, CCMS, NADI-CeRCLe)  
*On food product localness - conceptualization, measurement and roles in the consumer shopping process*

15h00-15h45 : Paul-Mathieu Caitucoli (Université Paris Dauphine, PSL★ Research)  
*Talking about rurality : the effect of local representative communication on the behavioural intentions of rural residents*

16h00: Clôture

## **Abstracts :**

**Melissa Ritondo (UCLouvain, CCMS, LouRIM)**

### **Understanding the mechanisms underlying shopper's responses to solicitations to donate at checkout in a retailing context**

Charity at checkout (CaC) refers to a set of practices whereby frontline employees (or self-service technologies) solicit charitable donations from shoppers during the payment stage. In its traditional form, CaC started out with simple piggybanks or sales of goodies of which profits were fully repaid to non-for-profit organizations. With the emergence of new technologies, new practices of CaC are born. This research project aims at understanding the mechanisms underlying shoppers' responses to these new CaC practices in a retailing context. In order to do so, we will attempt to identify the factors that drive shopper's donation behavior, in terms of antecedents, moderators and mediators. We expect to contribute to the literature on shopper's behavior, charitable behavior and cause-retailer alliance, by better understanding persuasion mechanisms and shoppers' responses to these solicitations. We will attempt to provide insights regarding a better implementation of CaC practices, which will benefit to both retailers and NGOs willing to associate.

**Edith de Lamballerie (Université Paris Dauphine, PSL★ Research)**

### **Dimensions of the perceived value of materials: a study of the case of recycled textiles**

Materials constitute the horizon of the sensitive world and perception is the awareness and understanding of sensory information (Krishna, 2012). Perception generates learned and memorized emotions and cognitions, which allow daily apprehension of the world and build in a dynamic way the representations, attitudes and behaviors of individuals. Krishna's work in sensory marketing seeks to shed light on the articulation and importance of sensation and perception at play in consumer behavior, as well as their impact on consumer preferences, choices and evaluation (Krishna, 2012). Sensory marketing is a particularly suitable prism to apprehend textile materials as consumers touch, look at and « feel » textile materials on a daily basis with their bodies. Krishna suggests that perception allows a better understanding of how consumers project abstract notions such as quality onto objects. But quality is a vague notion that, although intuitively understandable, remains very difficult to define conceptually (Garvin, 1988 in Holbrook, 1994, Bolton and Drew, 1991). To overcome this, Holbrook introduces the notion of value, defined as a relative preference (comparative, personal, situational), characterizing the experience of an individual in interaction with an object (Holbrook, 1994). According to Fernandez and Bonillo systematic review of the research on ce concept of perceived value, Holbrook's approach (1994, 1999) is the most comprehensive and complete approach of the construct (Fernandez and Bonillo, 2007). Furthermore his relativistic and interactionist perspective of value is in phase with the framework of perception as theorized in the sensory marketing field, therefore the theoretical framework chosen is "perceived value » according to Holbrook's definition (1994).

In the hypothesis that the more sustainable and responsible alternative that recycled textile materials offer to the fashion industry will become stronger, understanding how consumers perceive these materials and their potential value to them seems to be a first managerial contribution. More broadly, Aurier, Evrard and N'Goala pointed out that, to date, there has been little work to identify the components or dimensions of perceived value, along the lines

of Holbrook's work (Aurier, Evrard, N'Goala, 2004). This is a second potential contribution, this time theoretical. Finally, a third potential theoretical contribution lies in the choice of the level of analysis of materials and not objects, a level still little explored by marketing research. In order to approach the perceived value of recycled textile materials and to grasp its dimensions, an empirical case study based on a dynamic exploratory qualitative methodology was selected. It consists of interviews at home, alternating phases of discussion and phases of observation / manipulation of the clothes owned by the consumers, in order to mobilize the sensations at work in the perception of value. For sensory marketing this is a potential methodological contribution. Fourteen interviews have been carried out, the collection is in progress.

**Louise Dumont (UCLouvain, CCMS, LouRIM)**

**May social labeling compensate the negative impact of monetary incentives in spillover effects? The case of products close to expiration date**

Close-to-expiration-date products are often rejected by consumers in supermarkets and constitute a big amount of food waste. To avoid throwing them away, retailers often offer a price reduction for these products to trigger their sale. However, this monetary incentive may have a negative impact on consumers' subsequent likelihood to engage in other eco-friendly behaviors. We aim at studying a specific technique (i.e. social labeling) aiming to limit this negative consequence.

**Marie Kerekes (Université Paris Dauphine, PSL★ Research)**

**Connection to social robots and its consequences on their acceptance**

Social robots are becoming everyday more present in our environment, though their interactions with users are still understudied (Belk, 2016) even if robots could contribute to their wellbeing. Our thesis research lies on the connection that emerge between the user and the social robot before and during the acceptance process. Understanding this connection would help identifying what is needed by users and what can be beneficial to the acceptance process. Our thesis work is made of three independent cases that revolve around the concept of connection to social robot and build an integrative conceptual framework upon CASA (*Computers Are Social Actors*, Nass and Moon, 2000) and the domestication theory (Silverstone and Haddon, 1996). We have first conducted an exploratory qualitative research which focuses on French elderly's connection to social robot Buddy. Through observation and 16 semi-directed interviews with elderly and professional caregivers, we have observed for three weeks users' interactions with a social robot at their home. Elderly have specific expectations that influence their connection to social robots. Their main expectations lie on the robot's performance and on the quality of help it can provide in their everyday life. This research has helped us bring to light five dimensions of the connection between individuals and social robots: a physical dimension, an affective dimension, a cognitive dimension, a social dimension and a symbolic dimension. The second essay is made of two facebook netnographies (Kozinets, 2020) and analyzes Vector and Cozmo's owners' connection to robots through their customization and integration in their everyday life. Its data collection is

ongoing (since June 2020). The last essay focuses on the link between rapport and representations of individuals about social robots and relies on an analysis of movies (Touzani and Hirschman, 2019) and series that involve robots. Our contributions are to help define the concept of connection and build an integrative conceptual framework that includes CASA and the domestication theory; to help robotic companies create a better connection to robot and improve the acceptance process; and to contribute to individuals' wellbeing through the implementation of better fitted social robots.

**Marie Dewitte (UNamur, CCMS, NADI-CeRCLe)**

**On food product localness - conceptualization, measurement and roles in the consumer shopping process**

Sustainable food consumption is an important aspect of sustainable development. Purchasing and consuming local food is a growing trend among consumers who might perceive food product localness in various ways. Empirical research on local food consumption is limited and lacks a consumer perspective. With the help of a mixed-method approach, the purpose of the doctoral research is threefold. First, it aims at investigating how consumers perceive the localness of food products to better define and measure the concept of localness. Second, it aims at examining how food product localness perceptions impact consumer attitudes and behaviors. Third, it consists in identifying how to induce such localness perceptions and, in turn, assess the effectiveness of manufacturers' and retailers' actions. The present research contributes to the need for a better understanding of local food consumption and will hopefully improve our understanding of food marketing and retailing.

**Paul-Mathieu Caitucoli (Université Paris Dauphine, PSL★ Research)**

**Talking about rurality : the effect of local representative communication on the behavioural intentions of rural residents**

Place marketing is an activity essentially carried out by local public actors with the aim of strengthening the place attractiveness (Chamard et al., 2014; Meyronin, 2015). However, in rural areas, attractiveness consists more in maintaining and involving residents than in attracting outside populations (Zenker and Rutter, 2014; Brun 2017). Strengthening the well-being and commitment of residents is the main objective of rural territorial marketing (Vuorinen et al., 2013). Historically focused on the agricultural function, contemporary rurality is marked by the plurality of its uses: agricultural, recreational, residential, social (Clope et al., 2006). All this in a limited space. However, place marketing literature indicates that promotional campaigns rely very little on the different uses residents make of their territory (Bennett and Savani, 2003, Merrilees et al., 2012). Even, there is a gap between the values promoted by a place and the values perceived by its residents (Compte-Pujol et al., 2018). It is therefore necessary to understand the link that the latter have with their place. Beyond the signals received by territorial marketing campaigns - the effectiveness of which is not attested (Chamard and Schlenker, 2017) - rural residents receive a great deal of and sometimes contradictory information on their territory. Indeed, do the discourses on the "territorial divide" and the relegation of rurality, or failing that, on the rural idyll, which many residents take up on their own, not affect the well-being and commitment for these spaces? This research therefore hypothesizes that the representations of rurality, mobilized

by local elected officials in their communication, impact well-being and behavioral intentions. In other words, the behavioural intentions of rural residents seem to be as much linked to the resources available on their territory as to the discourse circulating about them.

The objective of this research is twofold: (1) To understand the representations that rural residents make of their space (exploratory phase); (2) to explain, with an experiment, the impact of communication on the behavioural intentions of residents, emphasizing the driving role of well-being.