NIM · Nuremberg Institute for Market Decisions

2nd **NIMCon**

NIM Market Decisions Research Meeting 2023

September 17-19, 2023

NIMCon 2023

NIMCon – An interdisciplinary conference on consumer behavior and consumer decisions

The NIMCon is an interdisciplinary conference on topics related to consumer behavior and consumer decisions. Researchers from universities and other research institutions come together to discuss the latest findings from (behavioral) economics, psychology, marketing, management, data science, artificial intelligence, and business informatics.

Central topics of NIMCon 2023 are market decisions and sustainability. From different perspectives, we will discuss determinants of individual decisions as well as their consequences for markets, businesses, and society.

About the Nuremberg Institute for Market Decisions

The Nuremberg Institute for Market Decisions (NIM) is a non-profit institute at the interface between science and practice. NIM examines how consumer decisions change due to new technological and social trends or the application of behavioral science, and what the resulting micro- and macroeconomic impacts are for the market and for society as a whole. A better understanding of consumer decisions and their impacts helps society, businesses, politics, and consumers make better decisions with regard to "prosperity for all" in the sense of the social-ecological market system.

The Nuremberg Institute for Market Decisions is the founder of GfK.

For more information, please visit www.nim.org.

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PROGRAM

Sunday, September 17th

17:00	Informal Opening at NIM	Steinstr. 21

Monday, September 18th

09:00 – 09:10	Andreas Neus	Welcome to NIM
09:10 – 09:30	Matthias Unfried	Conference Opening
Greenwashing 1		
10:00 – 11:00	Sebastian Goerg	Greenwashing your personality
11:00 – 11:30		Coffee Break
Greenwashing 2		
11:30 – 12:15	Matthias Unfried	Closing the attitude-behavior gap for sustainable products by increasing the credibility of sustainability claims
12:15 – 12:45	Tobias Biró	NIMPulse – NIM's Survey Series: Greenwashing vs. Greenacting
12:45 – 13:00	Kathrin Möslein	Welcome from FAU's Vice President Outreach
13:00 – 14:00		Lunch
Consumer Behavior 1		
14:00 – 14:45	Anne Odile Peschel	Consumer response to circular economy approaches and true pricing
14:45 – 15:30	Michael Zürn	Maybe Compensations - How canceling some carbon compensations is better for the climate
15:30 – 16:00		Coffee Break
Consumer Behavior 2		
16:00 – 16:45	Monika Imschloß	Effects of Music on Consumer Behavior
16:45 – 17:30	Michaela Wänke	Psychology for Future: How can psychology contribute to sustainability
18:30		Conference Dinner

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Tuesday, September 19th

Metaverse		
10:00 – 10:45	Fabian Buder	Marketing in the metaverse – opportunities and barriers for the creation of marketing value
10:45 – 11:30	Darius-Aurel Frank	Does Metaverse Fidelity Matter? Testing the Impact of Fidelity on Consumer Responses in Virtual Retail Stores
11:30 – 12:00		Coffee Break
Social Norms		
12:00 – 12:45	Štěpán Bahník	Studying bribe-taking in laboratory using a novel experimental task
12:45		Wrap-up and Farewell

Contact

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Michael Zürn	michael.zuern@nim.org

ABSTRACTS

Štěpán Bahník

Prague University of Economics and Business

Studying bribe-taking in laboratory using a novel experimental task

Laboratory studies allow studying the predictors of bribe-taking in a controlled setting. However, presently used laboratory tasks often lack any connection to norm violation or invite participants to role-play. We designed a new experimental task for studying the decision to take a bribe to overcome these problems by embedding the opportunity for bribe-taking in an unrelated task that participants perform. Using this new experimental task in five studies, we examined the effects of punishment and possible justifications of bribe-taking. We also investigated the role of personality traits as predictors of bribe-taking and moderators of the studied effects. The talk will present the results of the studies and evaluate the strengths and weaknesses of the experimental task.

Fabian Buder

Nuremberg Institute for Market Decisions

Marketing in the metaverse – opportunities and barriers for the creation of marketing value

This study explores how top consumer brands across five key industries are navigating the nascent marketing landscape of the metaverse. Through 15 in-depth qualitative interviews with high-ranking marketing managers from some of the most-valuable consumer brands from Europe and the USA, we investigate current strategies and future plans in this uncharted domain and uncover challenges and opportunities for marketing.

ABSTRACTS

Darius-Aurel Frank
Aarhus University

Does Metaverse Fidelity Matter? Testing the Impact of Fidelity on Consumer Responses in Virtual Retail Stores

The future of retailing takes consumers to the metaverse. Yet, how these novel shopping experiences will look and feel remains largely unknown. Experts predict immersive metaverse shopping experiences will help build even deeper connections with customers. We explored this hypothesis in an experiment (N = 127) on the effect of metaverse fidelity on consumer responses to shopping (vs. browsing) for groceries in a virtual retail store. Our results suggest that metaverse fidelity has no general effect on customer responses. However, after browsing the store, repeat store visit intentions of male customers were significantly lower in the high (vs. low) fidelity condition, whereas female customers rather responded positively. These findings suggest metaverse fidelity to generate goal-specific responses that are also contingent on customers' gender, underscoring that contextual sensitivity might be a key driver of customer responses in future metaverse shopping experiences.

Sebastian Goerg
Technical University of Munich

Greenwashing your personality

Behaving more sustainable has been shown to signal cooperativeness in social dilemmas. We investigate whether people exploit this apparent signaling value by inflating their intention to behave sustainably without changing their actual behavior. We explore this question in an online experiment in which participants self-report the importance of sustainability in their daily lives before engaging in a prisoner's dilemma game. Using a between-subjects design, we manipulate whether participants have the opportunity to adjust their self-reported sustainability scores after receiving instructions for the game. The results show that almost 30% of participants increase their sustainability scores in anticipation of higher transfers from their matched partners. However, this greenwashing strategy proves to be unsuccessful, as higher sustainability scores do not lead to higher transfers.

Anne Odile Peschel
Aarhus University

Consumer response to circular economy approaches and true pricing

The Spaceship Earth metaphor today is more important than ever. Society has to be smarter in using and re-using resources to keep the Spaceship Earth afloat. Circular economy approaches, such as upcycling, aim to re-use all in-put streams to reduce waste and externalities. True cost accounting signals a potential paradigm shift, which incentivized circularity by pricing all externalities along the value-chain. The goal of this talk is to highlight consumer response to such approaches and outline future directions in research and practice.

Matthias Unfried
Nuremberg Institute for Market Decisions

Closing the attitude-behavior gap for sustainable products by increasing the credibility of sustainability claims

Ongoing climate change and increasing consumption of natural resources are only two symptoms that show that our lifestyle needs to become more sustainable. On the one hand, this requires transformations of the company's own processes and activities, but it also requires consumers to change their behavior towards more sustainable consumption. However, there seems to be a considerable attitude-behavior gap when it comes to sustainable behavior. In this paper, we focus on the role of trust in companies' attitudes towards sustainability and the sustainability claims for their products or services. We also develop and test a new paradigm to study sustainability preferences in controlled, experimental settings. In the first experiments, we could measure preferences for sustainability when there was no doubt about the credibility of the sustainability claim. However, we found no correlation with the stated environmental concern.

Michaela Wänke
University of Mannheim

Psychology for Future: How can psychology contribute to sustainability

Psychological know-how is crucial for changing human behavior for a sustainable future. One way to influence behaviour is to give people information. How successful this strategy is depends on many things but first of all on how this information is understood. I will illustrate this with several examples of product labels. A second research line also concerns information, namely the information what other people do (descriptive social norm). In a field study we „nudged" (using social norms and other instruments) whether car drivers pushed the eco-button. The results are eye-opening regarding which behaviour can be nudged and what needs to be taken into account when attempting behaviour change.

Michael Zürn
Nuremberg Institute for Market Decisions

Maybe Compensations - How canceling some carbon compensations is better for the climate

The alarming acceleration of climate change requires a transition towards a net zero economy. While avoiding and reducing emissions is always preferable, compensating carbon emissions can at least be an easy to implement fix of the symptoms. But carbon compensations often result in price premiums that not all consumers are willing or able to pay. We explore a simple nudge that might increase consumers' willingness to compensate by reducing the expected costs of compensating. Previous research on the Maybe Favor suggests that deliberately waiving some good deeds eventually gets more good deeds done. In experiments about charitable donations, announcing to randomly cancel 5% of the confirmed donations increased the total amount of donations by on average 15% (already including deliberately waiving 5% of the donations!). We conducted a series of hypothetical and incentivized experiments to test whether the idea of the Maybe Favor can be translated into the domain of carbon compensations.

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ATTENDEES

Prof. Dr. Štěpán Bahník	**Prague University of Economics and Business** **Associate Professor, Department of Management**
Tobias Biró	**Nuremberg Institute for Market Decisions**
Dr. Fabian Buder	**Nuremberg Institute for Market Decisions**
Holger Dietrich	**Nuremberg Institute for Market Decisions**
Darius-Aurel Frank, PhD	**Aarhus University** **Assistant Professor, Department of Management**
Prof. Dr. Sebastian Goerg	**Technical University of Munich** **Professor for Econmics**
Nina Hesel	**Nuremberg Institute for Market Decisions**
Prof. Dr. Monika Imschloß	**Leuphana University Lüneburg** **Professorship for Marketing**
Dr. Carolin Kaiser	**Nuremberg Institute for Market Decisions**
Dr. Christine Kittinger-Rosanelli	**Nuremberg Institute for Market Decisions**
Sandra Lades	**Nuremberg Institute for Market Decisions**
Dr. Vladimir Manewitsch	**Nuremberg Institute for Market Decisions**
Prof. Dr. Kathrin Möslein	**University of Erlangen-Nuremberg** **Chair of Innovation and Value Creation, Vice President Outreach**
Dr. Andreas Neus	**Nuremberg Institute for Market Decisions**
Anne Odile Peschel, PhD	**Aarhus University** **Assistant Professor, Department of Management**
René Schallner	**Nuremberg Institute for Market Decisions**
Birgit Stoltenberg	**Nuremberg Institute for Market Decisions**
Dr. Matthias Unfried	**Nuremberg Institute for Market Decisions**
Prof. Dr. Michaela Wänke	**University of Mannheim** **Professorship of Consumer and Economic Psychology**
Natalie Weber	**Nuremberg Institute for Market Decisions**
Dr. Michael Zürn	**Nuremberg Institute for Market Decisions**