APMA

澳門科技大學 MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

MSB 商學院 School of Business

The 2026 Asia-Pacific Marketing Academy Annual Conference
2026年亞太營銷國際學術會議

June 5-8, 2026 Macao SAR & Hengqin, China

Program Book
會議手冊



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Welcome Message

Message from the Conference Chair

Dear Esteemed Scholars, Industry Professionals, and Students,

On behalf of the Organizing Committee, it is my great pleasure to welcome you to the 2026 Asia-Pacific Marketing Academy Annual Conference (APMA 2026), held June 5–8, 2026, in Macao and the Guangdong–Macao In-Depth Cooperation Zone in Hengqin.

APMA 2026 is jointly organized by leading academic and industry partners committed to advancing marketing research and fostering international academic collaboration. APMA continues to serve as an important platform for scholars, doctoral students, and practitioners to exchange ideas, share research, and discuss challenges shaping the future of marketing.

In recent years, the rapid advancement of artificial intelligence and the emergence of a new global trade landscape have fundamentally transformed how firms engage with consumers, manage market relationships, and compete internationally. Against this backdrop, the theme of this year's conference, "AI-Driven Market Collaboration & Marketing Innovation," highlights the growing importance of leveraging emerging technologies to strengthen cross-regional collaboration, enhance marketing capabilities, and foster high-quality economic development.

This year's conference brings together scholars and professionals from around the world to explore how AI and other emerging technologies are reshaping marketing theory and practice across diverse contexts. The program includes keynote speeches, specialized workshops, Editorial Board Face-to-Face sessions, the National High-Level Projects Forum, the Marketing Academic Job Market Forum, the Asia-Pacific Marketing Case Forum, thematic sessions, industry roundtable discussions, High-Quality Research Paper Workshops, and parallel sessions, all designed to foster meaningful exchange and interdisciplinary collaboration.

We are sincerely grateful to all authors, reviewers, session chairs, volunteers, and committee members whose dedication and hard work have made APMA 2026 possible. We would also like to thank our supporting institutions and partners for their generous support and contributions to this event.

We hope that APMA 2026 will provide an intellectually stimulating and rewarding experience for all participants, while also fostering new collaborations and lasting friendships across the global marketing community.

We warmly welcome you to Macao and Hengqin, and wish you a productive conference and an enjoyable stay.

Lei ZHENG

Executive Chair, APMA 2026

Macau University of Science and Technology

Organizing Institutions & Sponsors/Partners

Organizers

- Macau University of Science and Technology
- Guangdong–Hong Kong–Macao University Alliance for Marketing
- Macao Association of Convention, Exhibition & Tourism Sectors

Host

- School of Business, Macau University of Science and Technology
- Macau University of Science and Technology Innovation Technology Research Institute

Co-Organizer

- Zhuhai Da Heng Qin Development Co., Ltd. |珠海大橫琴發展有限公司

Organizing Committee

Honorary Chairperson of the Conference

- **Haizhong WANG**, Sun Yat-sen University
- **Michael King-Man HUI**, University of Macau
- **Chuan PANG**, Macau University of Science and Technology
- **Ni SHENG**, Macau University of Science and Technology

Organizing Committee Chair

- **Lei ZHENG**, Macau University of Science and Technology

Conference Executive Committee (in alphabetical order)

- **Huimei BU**, Macau University of Science and Technology
- **Xin FANG**, Macau University of Science and Technology
- **Haibo PAN**, Macau University of Science and Technology
- **Yi PENG**, Macau University of Science and Technology
- **Ling JIANG**, Macau University of Science and Technology
- **Yao QIN**, Macau University of Science and Technology
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- Pien Tze Huang 丨片仔癀 (横琴片仔癀博物馆)

About the Host of APMA 2026

Macau University of Science and Technology (MUST)

Founded in 2000, the Macau University of Science and Technology (MUST) has rapidly developed into a multi-disciplinary university with the highest student enrollment in Macao. Upholding the motto of "Dedication to Practical Studies, Enhancement of Knowledge, Ability, and Quality," MUST adheres to its mission to promote cultural exchange, nurture intellectual growth, foster economic development, and advance societal progress. The University aligns closely with the needs of Macao and the rapid development of the Motherland. It draws on and incorporates experiences from world-class higher education institutions, provides a diverse range of educational programs and aims to cultivate high-quality talent who are solid in theory, competitive in practice and innovation, proficient in both Chinese and English, noble in character, admirable in morality, and adaptable in a globalized economy. In May 2022, MUST became the first university in Macao to receive full Institutional Accreditation (IA) from the UK Quality Assurance Agency for Higher Education (QAA). The University is located in Taipa, with a campus spanning 210,000 square meters. The beautiful surroundings and convenient transportation make it an ideal place for students to pursue higher education and conduct research.



The Macao S.A.R. government has authorized MUST to award academic degrees at the doctoral, master's and bachelor's levels, with some programs conducted in Portuguese or Spanish. Currently, there are more than 23,000 students enrolled at the University, including about 3,200 doctoral students, 6,000 master's students, and 13,900 undergraduate students. As of today, MUST provides a wide range of courses, including Social Science, Science, Engineering, Law, Management, Business, Medicine, Pharmacy, Tourism, Art, Communication, and Language. MUST operates four state-level research platforms, has established six centers of the Key Research Institute of Humanities and Social Sciences

Partner Base and Joint Laboratory with higher education institutions in Mainland China, and more than twenty major research institutes. In 2025, according to Times Higher Education, MUST was ranked 251–300 in the World University Rankings, 57th in the Asia University Rankings, and 38th in the Young University Rankings.

School of Business, MUST

The School of Business (MSB) is one of the first four faculties at MUST and is also the largest faculty in the university. According to the Times Higher Education World University Rankings by Subject 2025, the subject of "Business and Economics" of MUST is ranked in the 201-250 range. In July 2023, MSB earned AACSB (The Association to Advance Collegiate Schools of Business) international accreditation and is positioned among the top 6% of business schools globally. Currently, the MSB provides two Bachelor's degree programs, i.e. Bachelor of Business Administration and Bachelor of Applied Economics. There are eleven Master's degree programs, including Executive Master of Business Administration, Master of Business Administration, Master of Public Administration, Master of Management Studies, Master of Science in Accounting, Master of Science in Finance, Master of Science in Financial Technology, Master of Applied Economics, Master of Science in Business Analytics, Master of Charity and Social Organization Management, and Master of Supply Chain Management. In addition, there are two Doctoral degree programs, i.e. Doctor of Philosophy in Management and Doctor of Business Administration.



Practical Information

Key Dates:

- **June 5–6, 2026:** Hengqin venue sessions
- **June 7–8, 2026:** Macao venue sessions

Venue Information (Hengqin & Macao)

Hengqin Venue

- Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park

  會議中心, 橫琴國際科技創新中心 7 號樓 4 層(橫琴粵澳深度合作區厚朴道 398 號)

Macao Venue

- Macau University of Science and Technology, Taipa Campus

Transportation and Shuttle Information

- **Macao (June 7–8, 2026):**

  Shuttle buses will be provided from the Hengqin venue to the Macao venue.

  Cross-border shuttle bus departures (June 7, 2026): **07:50, 8:10, and 08:30**.

- **Luggage storage (June 7, 2026):**

  C105 (near D Hall), Macau University of Science and Technology

Registration Hours (per program overview)

- **June 5, 2026 (Hengqin):** 08:00–20:00
- **June 6, 2026 (Hengqin):** 08:00–17:00
- **June 7, 2026 (Macao):** 08:30–12:30

Emergency Contacts

- Ms. Bu (academic matters): **apma2026must@gmail.com**
- Ms. Lin (registration, accommodation, transportation, invoicing, other matters): **apma2026@iccmacao.com**

Presenter Guidelines

Oral Presentation Instructions

- **Time allocation:**

  Presenters should arrive **10 minutes early and upload slides**.

  Regular sessions typically include **5 papers**; please plan for **15 minutes per paper**.

- **Slide format:**

  16:9 recommended; include paper title, author(s), affiliation(s), and key contributions.

Poster Instructions

- **Poster session time:** June 7-8, 09:00–17:00
- **Location:** 1/F O Block (Macao venue)

Program Overview

Day 1 (June 5, 2026)	
Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park 橫琴國際科技創新中心 7 座 4 樓會議中心	
Time	**Program**
08:00-20:00	**Registration**
08:30-17:00	**JPIM Paper Development Workshop | Room 06**
	▪ Ruby LEE, Co-EIC for the JPIM
08:30-17:00	**LLM Hands On & Paper Development Workshop | Room 07**
	▪ Filippo CHIARELLO, University of Pisa ▪ Vito GIORDANO, University of Pisa
14:30-17:00	**NeuroMarketing Workshop | Room 09**
	▪ Jia JIN, Shanghai International Studies University (金佳, 上海外國語大學)

Day 2 (June 6, 2026)	
Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park 橫琴國際科技創新中心 7 座 4 樓會議中心	
Time	**Program**
07:30-17:00	**Registration**
08:30-09:00	**Welcome Remarks | Main Hall**
	Host: Lei ZHENG,Chair for APMA 2026,Macau University of Science and Technology (鄭磊, APMA2026 主席, 澳門科技大學) ▪ Chuan PANG, Vice President, Macau University of Science and Technology (龐川, 副校長, 澳門科技大學) ▪ Ni SHENG, Dean, School of Business, Macau University of Science and Technology (盛妮, 院長, 澳門科技大學商學院) ▪ 珠海大橫琴發展有限公司 領導致辭 ▪ Haizhong WANG Chairperson for The Alliance for Marketing and APMA, Sun Yat-sen University (王海忠, 营销联盟暨 APMA 理事長, 中山大學)
	Conference Photo
09:00-10:30	**Keynote I | Main Hall**
	Session Chair: Yacheng SUN, Tsinghua University (孫亞程, 清華大學) **The Role of Digital Platform in Data Markets** ▪ Yubo CHEN, Tsinghua University (陳煜波, 清華大學) ▪ **Breadcrumbs and Blueprints: When and How We Use the Cosmic and the Connected to Make Decisions** Thomas KRAMER, University of California, Riverside ▪ **數智升級, 煥新增長: AI 數智員工賦能營銷智能升級** Jun GUO, Tungee (郭軍, 探跡科技)
10:30-11:00	**Tea Break**
11:00-12:30	**Keynote II | Main Hall**
	Session Chair: Xingyu CHEN, Shenzhen University (陳星宇, 深圳大學) ▪ **The Emotional Dynamics of AI Adoption** Leonard LEE, National University of Singapore ▪ **Exploring the Role of Image Distinctiveness in Online Search Behavior** Sandeep R. CHANDUKALA, Singapore Management University ▪ **How Can Open Science Facilitate Top-Tier Journal Research in the AI Era** Kaibin HE, Credemo (賀凱彬, Credamo 見數)

12:30-13:30	**Lunch | 2/F Restaurant**
13:30-14:30	**Editorial Board Face-to-Face I | Main Hall**
	Session Chair: Ian PHAU, Curtin University ▪ Thomas KRAMER, University of California, Riverside ▪ Leonard LEE, National University of Singapore ▪ Julio SEVILLA, University of Georgia
	Editorial Board Face-to-Face II | Room 10
	Session Chair: Shibo LI, Indiana University (李世波, 印第安納大學) ▪ Krista J. LI, Indiana University (李嬌陽, 印第安納大學) ▪ Sandeep R. CHANDUKALA, Singapore Management University ▪ Shijie LV, University of Notre Dame (呂世杰, 聖母大學)
	National High-Level Projects Forum (NSFC) | Room 08
	Session Chair: Jiangang DU, Nankai University (**杜建剛, 南開大學**) ▪ Yaping CHANG, Huazhong University of Science and Technology (常亞平, 華中科技大學) ▪ Jia LIU, The Hong Kong University of Science and Technology (劉佳, 香港科技大學) ▪ Liangyan WANG, Shanghai Jiao Tong University (王良燕, 上海交通大學)
	National High-Level Projects Forum (NSSFC) | Room 09
	Session Chair: Lan XU, Wuhan University (徐嵐, 武漢大學) ▪ Chunqing LI, Northwest University (李純青, 西北大學) ▪ Xiaoling LI, Chongqing University (李小玲, 重慶大學)
	Marketing Academic Job Market Forum (1) | Room 06
	Session Chair: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學) ▪ Sally Hill RAO, Adelaide University ▪ Gongxing GUO, Shantou University (郭功星, 汕頭大學)
14:30-15:00	**Tea Break**
15:00-16:30	**Marketing Academic Job Market Forum (2) | Room 06**
	Session Chair: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學) ▪ Sally Hill RAO, Adelaide University ▪ Gongxing GUO, Shantou University (郭功星, 汕頭大學)
	Asia-Pacific Marketing Case Forum (Closed Meeting) | Guest Room (嘉賓室)
	Session Chair: Jianping LIANG, Sun Yat-sen University (梁劍平, 中山大學) ▪ Jie CHEN, Shanghai Jiaotong University (陳潔, 上海交通大學) ▪ Zhimin ZHOU, Shenzhen University (周志民, 深圳大學) ▪ Liangyan WANG, Shanghai Jiao Tong University(王良燕, 上海交通大學) ▪ Chunqing LI, Northwest University (李純青, 西北大學) ▪ Yanzhen TUO, Nankai University(妥艷媜, 南開大學) ▪ Tao XIE, South China Normal University (謝濤, 華南師範大學)
	Parallel Session | Main Hall & Room 07, 09, 10
	Each session includes 5 papers (15 minutes per paper).
16:40-18:00	**Parallel Session | Room 06, 07, 09 10**
	Each session includes 5 papers (15 minutes per paper).
	APMA Extended Council Meeting (Closing Meeting) | Main Hall
	Host: Zhimin ZHOU, Shenzhen University (周志民, 深圳大學)

Day 3 (June 7, 2026)	
Macau University of Science and Technology **澳門科技大學**	
Time	**Program**
07:30-12:30	**Registration**
07:50-08:40	**Cross-border shuttle bus departures (07:50, 08:40)** **Luggage storage: C105 (near D Hall)**
09:00-17:00	**Conference Poster | 4/F O Block**
09:30-11:00	**Keynote III | D Hall**
	Session Chair: Danny Tan WANG, Hong Kong Baptist University (王坦, 香港浸會大學) ▪ **AI Applications in Marketing** Krista J. LI, Indiana University (李嬌陽, 印第安納大學) ▪ **The Effect of Racial Diversity Representation on Preference for Stigmatized Products** Julio SEVILLA, University of Georgia ▪ **Dynamic Brand-Influencer Marching under Competition: A Platform Recommendation Framework** Shijie LV, University of Notre Dame (呂世杰, 聖母大學)
	Conference Photo
11:00-11:20	**Tea Break | D Hall**
11:20-12:40	**Digital Marketing Industry Roundtable Session | D Hall** ▪ Marketing Transformation in the Era of End-to-End Digitalization (全域数字化时代的营销变革)
	Host: Zengxiang CHEN, Sun Yat-sen University (陳增祥, 中山大學) ▪ Haitao JIANG, Aomi (江海濤, 澳覓創始人 & 董事長) ▪ Yong ZHANG, Yonyou Software, Macao (張勇, 用友澳門董事總經理) ▪ Weitao WAN, Technology & Strategy Martech (萬緯韜, 雲智達創科技 CTO)
	Thematic Session | 4/F O Block **Bridging Information Systems and Marketing for Innovation | O401**
	Session Chair: Jun PANG, Sun Yat-sen University(龐雋, 中山大學) Cheng YI, Tsinghua University (易成, 清華大學)
	Multi-Stakeholder Innovation in Tourism Marketing | O402, O403, O404, O405
	Session Chair: Xiang (Robert) LI, The Chinese University of Hong Kong (李想, 香港中文大學) ▪ Yaze HE, Shandong University(賀澤亞, 山東大學) ▪ Mimi LI, The Hong Kong Polytechnic University(李咪咪, 香港理工大學) ▪ Shuang MA, University of International Business and Economics(馬雙, 對外經貿大學) ▪ Yanzhen TUO, Nankai University (妥艷媜, 南開大學)
	Innovation Forum on Brand Revitalization in the Digital-Intelligent Era | O409
	Session Chair: Liangyan WANG, Shanghai Jiao Tong University(王良燕, 上海交通大學) ▪ Yacheng SUN, Tsinghua University (孫亞程, 清華大學) ▪ Zhimin ZHOU, Shenzhen University (周志民, 深圳大學) ▪ Yuansi HOU, University of Macau (侯遠思, 澳門大學)

11:20-12:40	**Neuromarketing and Consumer Behavior: Challenges and Trends | O410**
	Session Chair: Alexandre LOBO, University of Saint Joseph (Macau) Jia JIN, Shanghai International Studies University(金佳, 上海外國語大學)
	High Quality Research Paper Workshop (Consumer Behavior) | O411
	Session Chair: Xianchi DAI,The Chinese University of Hong Kong(戴先熾,香港中文大學) **Discussant:** Fangyuan CHEN, University of Macau (陳方圓, 澳門大學) Thomas KRAMER, University of California, Riverside Ian PHAU, Curtin University
	High Quality Research Paper Workshop (Marketing Strategy & Modeling) | O412
	Session Chair: Xu (Vivian) ZHENG,City University of Hong Kong (鄭煦, 香港城市大學) **Discussant:** Sandeep R. CHANDUKALA, Singapore Management University Krista J. LI, Indiana University (李嬌陽, 印第安納大學) Shibo LI, Indiana University (李世波, 印第安納大學)
12:40-13:30	**Lunch | O Block (廚藝天地) & E Block (公主麵館)**
13:30-15:00	**Tourism Industry Forum | D Hall**
	Host: Yanzhen TUO, Nankai University (妥艷媜, 南開大學) ▪ Meng XIE (謝萌, 正佳企業集團有限公司副董事長兼首席執行官) ▪ Kai QIU (邱凱, 凱歌兒集團董事長) ▪ Hui SUN (孫暉, 騰訊文旅產業研究院秘書長)
	Parallel Session | O401, O402, O403, O404, O405, O406, O409, O410, O411, O412, O301, O302, O303, O304, O305, O306, O206, O207
	Each session includes 5 papers (15 minutes per paper).
15:00-15:30	**Tea Break | 4/F O Block**
15:30-17:00	**Parallel Session | O401, O402, O403, O404, O405, O406, O409, O410, O411, O412, O301, O302, O303, O304, O305, O306, O206, O207**
	Each session includes 5 papers (15 minutes per paper).

2/F, Grand Hyatt Macau (Ballroom) | 澳門君悅酒店二樓宴會廳	
17:30-18:00	**Banquet Registration**
18:00-21:00	**Closing Ceremony and Dinner**
	Host: Lei ZHENG, Chair for APMA2026,Macau University of Science and Technology (鄭磊, APMA2026 主席, 澳門科技大學) ▪ Paper Awards Presentation (Ph.D. Student Paper Awards, Regular Paper Awards) ▪ Sponsor Remarks ▪ Conference Flag Handover Ceremony

Day 4 (June 8, 2026)	
Macau University of Science and Technology | 澳門科技大學	
08:30-12:30	**UTD Paper Development Workshop I (Invited Only) | O301 & O302**
	Host: Krista LI, Indiana University **Room 301 Discussant:** Leonard LEE, National University of Singapore; Krista LI, Indiana University; Sandeep R. CHANDUKALA, Singapore Management University **Room 302 Discussant:** Julio SEVILLA, University of Georgia ; Shijie LV, University of Notre Dame; Shibo LI, Indiana University
12:30-13:30	**Lunch | E Block, Tree Cafe (公主麵館)**
14:00-18:00	**Conference Tour | North Gate 2, MUST**

Parallel Sessions for Session Chair and Discussant

Time: June 6, 15:00-16:30

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:			
Session	**Room**	**Session Chair**	**Discussant**
D1A1: Consumer Behavior	Room 07	Kao SI University of Macau (司考, 澳門大學)	Yixia SUN Zhejiang University (孫怡夏, 浙江大學)
D1A2: Consumer Behavior	Room 09	Ruby LEE Journal of Product Innovation Management	Julio SEVILLA University of Georgia
D1A3: Consumer Behavior	Room 10	Sally Hill RAO The Adelaide University	Shijie LV University of Notre Dame (呂世杰, 聖母大學)
D1A4: Strategy & Modeling	Main Hall	Xiaoling ZHANG Shanghai University of International Business and Economics (張曉靈, 上海對外經貿大學)	Xu (Vivian) ZHENG, City University of Hong Kong (鄭煦, 香港城市大學)

Time: June 6, 16:40–18:00

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:			
Session	**Room**	**Session Chair**	**Discussant**
D1A5: Consumer Behavior	Main Hall	Junzhou ZHANG Montclair State University	Jamel KHENFER, Zayed University
Doctoral Forum:			
Session	**Room**	**Session Chair**	**Discussant**
D1B1: Consumer Behavior	Room 06	Huixin DENG Royal Holloway, University of London (鄧慧欣, 倫敦大學皇家霍洛威學院)	Filippo CHIARELLO (University of Pisa)
D1B2: Consumer Behavior	Room 07	Manqiong SHEN Guangdong University of Technology (沈曼瓊, 廣東工業大學)	Na XIAO Laurentian University
D1B3: Strategy & Modeling	Room 09	Xue ZHAO Macau University of Science and Technology (趙雪, 澳門科技大學)	Savannah SHI (Santa Clara University)

Time: June 7, 11:20-12:40

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Thematic forum: **4/F O Block, Macau University of Science and Technology**			
Session	**Room**	**Session Chair**	**Discussant**
D2T1: Bridging IS & Marketing	O401	Jun PANG Sun Yat-sen University (龐雋, 中山大學)	Cheng YI Tsinghua University (易成, 清華大學)
D2T2A: Tourism Marketing	O402	Hongyan JIANG China University of Mining and Technology (江紅艷, 中國礦業大學)	Xiang Robert LI The Chinese University of Hong Kong (李想, 香港中文大學)
D2T2B: Tourism Marketing	O403	Yun JIE South China Normal University (揭赟, 華南師範大學)	Mimi LI The Hong Kong Polytechnic University (李咪咪, 香港理工大學)
D2T2C: Tourism Marketing	O404	Lin WANG Sun Yat-sen University (王琳, 中山大學)	Yanzhen TUO Nankai University (妥艷媜, 南開大學)
D2T2D: Tourism Marketing	O405	Ke ZHONG Hainan University (鐘科, 海南大學)	Zeya HE Shandong University (賀澤亞, 山東大學)
D2T3: Brand Revitalization Forum	O409	Liangyan WANG Shanghai Jiao Tong University (王良燕, 上海交通大學) Yacheng SUN Tsinghua University (孫亞程, 清華大學)	Zhimin ZHOU Shenzhen University (周志民, 深圳大學) Yuansi HOU University of Macau (侯遠思, 澳門大學)
D2T4: Neuromarketing & Consumer Behavior	O410	Jia JIN Shanghai International Studies University (金佳, 上海外國語大學)	Alexandre LOBO University of Saint Joseph (Macau)
D2T5: High Quality Research Paper Workshop (Consumer Behavior)	O411	Xianchi DAI The Chinese University of Hong Kong (戴先熾, 香港中文大學)	Fangyuan CHEN University of Macau (陳方圓, 澳門大學) Thomas KRAMER University of California, Riverside Ian PHAU Curtin University
D2T6: High Quality Research Paper Workshop (Strategy & Modeling)	O412	Xu (Vivian) ZHENG, City University of Hong Kong (鄭煦, 香港城市大學)	Sandeep R. CHANDUKALA Singapore Management University Krista J. LI Indiana University (李嬌陽, 印第安納大學) Shibo LI Indiana University (李世波, 印第安納大學)

Time: June 7, 13:30-15:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 4/F O Block, Macau University of Science and Technology			
Session	**Room**	**Session Chair**	**Discussant**
D2A1 Consumer Behavior	O401	Xingyu CHU Nanjing University (初星宇, 南京大學)	Leonard LEE National University of Singapore
D2A2 Consumer Behavior	O402	Danny Tan WANG Hong Kong Baptist University (王坦, 香港浸會大學)	Julio SEVILLA University of Georgia
D2A3 Consumer Behavior	O403	Xuewen WANG Tianjin University (王雪雯, 天津大學)	Jamel KHENFER, Zayed University
D2A4 Consumer Behavior	O404	Xun HUANG Hong Kong Metropolitan University	Filippo CHIARELLO University of Pisa
D2A5 Consumer Behavior	O405	Der-Wei HUANG The Chinese University of Hong Kong, Shenzhen (黃德薇, 香港中文大學(深圳))	Thomas KRAMER University of California, Riverside
D2A6 Consumer Behavior	O406	Yi XIE Beijing Normal University (謝毅, 北京師範大學)	Ruby LEE Journal of Product Innovation Management
D2A7 Modeling	O409	Jun PANG Sun Yat-sen University (龐雋, 中山大學)	Savannah SHI (Santa Clara University)
D2A8 Modeling	O410	Sha ZHANG University of Chinese Academy of Sciences (張莎, 中國科學院大學)	Shibo LI Indiana University (李世波, 印第安納大學)
D2A9 Strategy	O411	Yi PENG Macau University of Science and Technology (彭藝, 澳門科技大學)	Sandeep R. CHANDUKALA Singapore Management University
D2A10 Strategy	O412	Xubing ZHANG Hong Kong Polytechnic University	Shijie LV University of Notre Dame (呂世杰, 聖母大學)
Doctoral Forum: 3/F O Block, Macau University of Science and Technology			
Session	**Room**	**Session Chair**	**Discussant**
D2B1 Consumer Behavior	O301	Kevin ZENG The Hang Seng University of Hong Kong (曾靖, 香港恒生大學)	Ding TIAN Shantou University (田鼎, 汕頭大學)
D2B2 Consumer Behavior	O302	Zhen LI Kansai University (李振, 關西大學)	Jin ZHANG Jinan University (張瑾, 暨南大學)

D2B3 Consumer Behavior	O303	Xiaoxiao NIU Shenzhen University (牛曉曉, 深圳大學)	Liangyan WANG Shanghai Jiao Tong University (王良燕, 上海交通大學)
D2B4 Consumer Behavior	O304	Liangbo ZHANG City University of Macau (張良波, 澳門城市大學)	Hongyan LIU Jinan University (劉紅艷, 暨南大學)
D2B5 Modeling & Strategy	O305	Yanan YU Macau University of Science and Technology (于雅楠, 澳門科技大學)	Chuangneng CAI Shantou University (蔡創能, 汕頭大學)
D2B6 Modeling & Strategy	O306	Li YANG Chinese University of Hong Kong, Shenzhen (楊黎, 香港中文大學(深圳))	Yuetao GAO Xiamen University (高月濤, 廈門大學)

Time: June 7, 15:30-18:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 3F and 4/F O Block, Macau University of Science and Technology			
Session	**Room**	**Session Chair**	**Discussant**
D2A11 Consumer Behavior	O410	Xin WANG Hohai University (王欣, 河海大學)	Yanmei JIANG Anhui University of Technology (蔣艷梅, 安徽工業大學)
D2A12 Consumer Behavior	O411	Da QIAN Shanghai Lixin University of Accounting and Finance (錢達, 上海立信會計金融學院)	Haichuan ZHAO Shandong University (趙海川, 山東大學)
D2A13 Strategy	O301	Herbert SIMA University of Auckland	Ruiqi WEI Emlyon Business School
D2A14 Strategy	O302	Si ZUO Shanghai Jiao Tong University (左思, 上海交通大學)	Lu ZHAO China University of Geosciences, Beijing (趙路, 中國地質大學(北京))
D2A15 Strategy	O303	Jiaolong XUE Sichuan University (薛驕龍, 四川大學)	Tao XIE South China Normal University (謝濤, 華南師範大學)
D2A16 Strategy	O304	Weiqing ZHUANG Fujian University of Technology (莊偉卿, 福建理工大學)	Guicheng SHI Macau University of Science and Technology (石貴成, 澳門科技大學)
Doctoral Forum: 4/F O Block, Macau University of Science and Technology			
Session	**Room**	**Session Chair**	**Discussant**
D2B7 Consumer Behavior	O401	Boyu LIN Macao University of Tourism (林柏雨, 澳門旅遊大學)	Manqiong SHEN Guangdong University of Technology (沈曼瓊, 廣東工業大學)

D2B8 Consumer Behavior	O402	Zhengzhi GUAN Beijing Normal University & Hong Kong Baptist University United International College (管正之, 北師香港浸會大學)	Jiayin JIANG The Chinese University of Hong Kong, Shenzhen (江佳音, 香港中文大學(深圳))
D2B9 Consumer Behavior	O403	Jia YU Ningbo University (于佳, 寧波大學)	Bin DING Xi'an Jiaotong-Liverpool University (丁玢, 西交利物浦大學)
D2B10 Consumer Behavior	O404	Yangming WU Macau University of Science and Technology (吳陽明, 澳門科技大學)	Xue WANG Beijing Normal University (王雪, 北京師範大學)
D2B11 Consumer Behavior	O405	Jiangzhe WANG Jiangnan University (王江哲, 江南大學)	Qian WANG, Shenzhen Technology University (王倩, 深圳技術大學)
D2B12 Strategy	O305	Yidi CHEN Beijing Forestry University (陳一笛, 北京林業大學)	Huimei BU Macau University of Science and Technology (卜慧美, 澳門科技大學)
D2B13 Strategy	O306	Jie SHENG Macau University of Science and Technology (盛婕, 澳門科技大學)	Chen YANG South China University of Technology (楊晨, 華南理工大學)

Parallel Sessions for Attendees

Time: June 6, 15:00-16:30

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:		
Session	**Room**	**Title**
D1A1: Consumer Behavior Page 21	Room 07	[1] The Power of Tolerance for Contradiction: Improving Consumer Health Adherence through Perceived Information Diagnosticity [2] Re-Connect After Restriction: How Coping Strategies Moderate the Relationship Between Perceived Restriction and Compensation Consumption [3] Do Fraud Alert Features Improve User Satisfaction? Evidence from LLM-Powered Personality Traits in Online Reviews [4] Can Doing Good Offset Algorithmic Price Discrimination? The Mitigating Role of Cause-Related Marketing [5] When a Chatbot Fails First: Unresolved Negative Emotion as a Mechanism of Spillover in Hybrid Service Failure
D1A2: Consumer Behavior Page 22	Room 09	[1] Power Distance Belief and Adventure Consumption [2] Timeless Craftsmanship: How Brand Age Cues Shape Sensory Perceptions and Consumer Preferences [3] The Power of "Want": How Semantic Framing Influences Donation Behavior [4] Desire for Uniqueness Promotes Preference for Uncertainty-Based Product Offerings [5] Reducing Choice Difficulty through Recommendation Framing: The Role of Product Type and Purchase Stage
D1A3: Consumer Behavior Page 23	Room 10	[1] The Impact of Happiness Orientation on Consumer Preference for Product Attributes: The Role of Value Maximization Mindset and Temporal Distance [2] Defensible Choices: Why Paying Favors Quantity Over Quality [3] Breaking the Boundaries? The Impact of Acquisition Mode on Consumer Preference for Visual Design [4] Freshness Matters: How Price (versus Quantity) Discounts Influence Consumer Response When Purchasing Near-Expired Products [5] From Self to Collective: How Pro-Social Gain Frames Promote Behavioral Improvement
D1A4: Strategy & Modeling Page 24	Main Hall	[1] Managing Product Updates in Digital Environment [2] Racing or Partnering? Adoption Timing and Collaboration Strategies of Generative AI in the Creator Economy [3] Talking that AI Talk: Corporate AI Washing, Analyst Perceptions, and the Market for Hype [4] Integrating Internal and External Keyword Features in Paid Search Advertising: A Dual-System Theory Perspective [5] The Attention Waveform: Revealing the Capture-Depletion Duality in Content Marketing

Time: June 6, 16:40-18:00

Location: Conference Center, 4/F, Hengqin International Hi-Tech Innovation Park

Regular Conference Paper:		
Session	Room	Title
D1A5: Consumer Behavior Page 25	Main Hall	[1] When Flexible Architectures Meet Lead Users: The Role of Product–User Interaction in Smart Product Innovation [2] How Sensory Emojis Shape Perceived Authenticity in Online Reviews: An Embodied Cognition Perspective [3] The Impact of Chatbot Information Collection Timing and Anthropomorphism on Consumers' Willingness to Disclose Information [4] When Reality Mixed with Virtuality: Exploring Consumer Responses to FOOH Advertising [5] The Impacts of Choice Assortment Structures in Influencers' Recommendations on Consumers' Destination Attitude [6] Between Promise and Peril: Exploring Consumer Dilemmas in Generative AI-Assisted Shopping
Doctoral Forum:		
Session	Room	Title
D1B1: Consumer Behavior Page 26	Room 06	[1] Luck in the Numbers: How Auspicious Donation Options Boost Charitable Giving [2] Algorithms as Ladders: How Perceived Social Mobility Drives AI Adoption [3] I Especially Loved the Raspberry: When and How Favoriting Signals Authenticity [4] Effect of Human and Deepfake Influencers on Brand Attitude: The Mediating Role of Cognitive Legitimacy and Moderating Role of Brand Perception [5] When AI Fails: How Anthropomorphic Design of Conversational AI Systems Shapes User Negative Word-of-Mouth Intentions [6] Other's Busy or Leisure Life: How Status-Presentation on Social Media Affects Observers' Responses to Service Failure in the Hospitality Industry
D1B2: Consumer Behavior Page 27	Room 07	[1] Bridging the Innovation–Market Gap: How Marketing Translates Technological Advantage into Market Success [2] To Bundle or Unbundle? How Product Strategy Shapes the Journey from Purchase to Redemption in F&B Live Streaming [3] Evoking Green: How Generative AI Bridges the Intention–Behavior Gap in Green Consumption [4] Research on Longitudinal Changes of Employee–Robot Co-Working Experience [5] How AI-Enabled Live Commerce Restructures Consumer Judgment: A Cognitive Decision Environment Perspective
D1B3: Strategy & Modeling Page 28	Room 09	[1] Research on the Growth Mechanism of Agricultural Regional Brand Ecosystems: Evidence from Tea Regional Brands [2] Governance, Survival, and Performance: An Empirical Two-Stage Model of Strategic Decoy Management [3] Precise First Buyer's Offer Drives Herding and Efficiency in Transparent Multiadic Negotiations: Evidence from NFT Markets [4] Decoding Health-Oriented Food Sales in E-Commerce: An Investigation Based on Large Language Models and Explainable Machine Learning [5] Retailer Pricing and Supplier Selection Strategies in a Dual-Sourcing Supply Chain

Time: June 7, 11:20-12:40

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Thematic forum: 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2T1: Bridging IS & Marketing Page 29	O401	[1] Attention Without Conversion? The AI-Human Engagement Divide in Short Video Advertising [2] Justifying Advertisements in Paid Streaming Subscriptions: The Role of Perceived Fairness in Shaping User Intentions [3] AI for All or AI for Me? How AI Agent Attribution Shapes Consumer Acceptance Intention in Allocation Contexts [4] The Multilayered Asymmetric Effects of Service Robots: A Diffusion of Innovation Perspective
D2T2A: Tourism Marketing Page 30	O402	[1] Concrete Guidance or Abstract Overview? How AR and 2D Navigation Drive User Well-Being through Divergent Spatial Cognition and Perceived Control [2] Cross-Modal Correspondence in Food Choice: Leveraging Acoustic-Sensory Congruence to Nudge Healthy Eating [3] Sliced to Share—A Shared Bite, A Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads [4] [5] Should Hotels Follow the Robotic Trend? The Ripple Effect of Hotel Service Robot Adoption
D2T2B: Tourism Marketing Page 31	O403	[1] How AI-Generated Summaries Shape Consumer Evaluation: The Role of Rating Signal [2] Research on the Influence of GAI Content Characteristics on Tourist Decision-Making Quality: Based on the Sticky Customer Experience Journey Theory [3] A Cross-cultural Analysis of Ethical Concerns of Robotaxis in Urban Tourism: Social Construction of Technology Perspectives [4] Same Attraction, Different Experience! The Destination Magnetic Field Theory of Destination-Tourist Coupling
D2T2C: Tourism Marketing Page 32	O404	[1] Combating Loneliness through Leisure Travel among Older Adults [2] An Analysis of Tourists' Motivations in Stamp-Collecting Tourism and How They Drive Tourists' Future Behavioral Intention [3] Is a Unique Cover Image Important? Empirical Evidence from an Online Travel Platform [4] The Pre-Trip Sharing Trap: How Planning to Post Reduces Depth of Experience
D2T2D: Tourism Marketing Page 33	O405	[1] Seeing the Change, Perceiving the Impact: Effects of Before-and-After Restoration Visuals on Donations for Restoring Tourism Destinations [2] Configurational Pathways to Effective Digitally Enabled Tourism Vocational Training: A Socio-Technical Systems Perspective [3] Mechanisms of the Effect of Image Style on Tourists' Travel Intentions to Niche Tourism Destinations [4] Made by Me, Powered by AI: Psychological Ownership as the Missing Link in AI Travel Acceptance

D2T3: Brand Revitalization Forum Page 34	O409	[1] Numerical Gap Effect in Multigenerational Brand Names [2] From Algorithmic Sycophancy to Value Co-destruction: How AI Reshapes Consumer Micro-Ethical Behaviors [3] AI Flavor in Advertising and Brand Perception
D2T4: Neuromarketing & Consumer Behavior Page 35	O410	[1] Individual Differences in the Era of Social Media Marketing - A Consumer Neuroscience Study [2] How Scent Arousal Influences Consumers' Decision-Making: A Heuristic-Systematic Model Perspective [3] Neural Dynamics of Social Influence on Product Preference [4] Neuromarketing Experimental Design for E-Commerce: Eye-Tracking and Facial Coding in Online Consumer Behaviour Analysis
D2T5: High Quality Research Paper Workshop (Consumer Behavior) Page 36	O411	[1] The Impatience Gap: When Consumers Are More Impatient with Mediums than with Products [2] Smarter Design, Pickier Consumers: How AI Involvement Shapes Consumer Pickiness [3] Bundling Reviews Increases Rating Diversification [4] Infantilized by Service: Over-Attentive Service Drives Adult-Identity-Relevant Consumption
D2T6: High Quality Research Paper Workshop (Strategy & Modeling) Page 37	O412	[1] Effects of Firm-Generated User Content on Sales: The Case of Designated Comments Used in Lucky Draw Livestreaming Commerce [2] Personalization, Algorithmic Dependence, and Learning [3] Visibility or Authenticity? Empirical Examinations of Trendjacking Impacts on Social Media Platforms [4] Defensive Price Matching under Platform Recommendation: Benefits and Backfires

Time: June 7, 13:30-15:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2A1 Consumer Behavior Page38	O401	[1] Embracing the Inner Child: How Kidulting Consumption Signals Authenticity and Enhances Personal Branding Effectiveness [2] Vulnerability by Design: An Initial Exploratory Study of Disclosure Type, Influencer Tier, and Audience Engagement on TikTok [3] When Do Defaults Work? The Effect of Fundraiser Types on the Performances of Defaults [4] Embracing Nature Virtually: How Virtual Reality Helps to Promote Pro-Environmental Consumption [5] From Paradise Framing to Amenities Concentration Framing
D2A2 Consumer Behavior Page 39	O402	[1] The Contingent Effect of Advancement (vs Distance) Feedback in Reward Pursuit Motivation [2] The Impact of Visual Information Entropy on Consumer Responses [3] Resolving the Attractiveness-Persuasiveness Trade-Off in Native Advertising: The Power of Music in Harmonizing Messages

		[4] The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats [5] Crossover and Spillover Effects of Husband's Using AI-Based Smart Home Technologies on Wife's Job Engagement and Life Satisfaction: A Resources Conservation Perspective
D2A3 Consumer Behavior Page 40	O403	[1] AI Companions and the Silver Tourism Market: Marketing Implications of Socially Assistive Robots in Residential Tourism [2] The Role of Communal Motivation and Phygital-Digital Integration in Shaping Family's International Travel Behavior [3] How to Promote Low-Carbon Consumption in Tourism Through Social Norms? Theory and Evidence [4] From Thrill to Reflection: Understanding Dynamic Cognitive-Affective Shifts in Gamified Live-Streaming Commerce [5] E-Service Quality and Repurchase Intention in Live Commerce: The Mediating Role of Satisfaction
D2A4 Consumer Behavior Page 41	O404	[1] Post-Disaster Consumption: Thrift or Extravagance? [2] Consumer Resource Scarcity in Marketing: An ADO Framework and Qualitative Insights [3] How Streamer Gender Shapes Green Product Sales in Livestreaming E-Commerce: Insights from Gender Stereotypes [4] How Chronic Stress and Social Support Influence Exercise Behavior: The Mediating Roles of Time Scarcity and Time Control [5] Ambient Cues and Opportunistic Consumer Misconduct in Low-Accountability Settings: Coffee Scent as an Instantiation
D2A5 Consumer Behavior Page 42	O405	[1] The Limits of Anthropomorphic AI Recovery: The Moderating Role of Perceived Intelligence [2] The Impact of Facial Recognition on Consumers' Intertemporal Choice [3] Drawn In, Pushed Back: Why AI Virtual Streamers Elicit Both Purchase and Resistance [4] Standardize or Adapt? Empirical Evidence from Brand Value Dynamics
D2A6 Consumer Behavior Page 43	O406	[1] Solitude Preference and Motivation: Effects on Financial Help-seeking and Reciprocal Help-giving Behavior [2] So Convenient to Close? The Impact of Close Button Position on Digital Coupon Click Through Rates [3] Influence of Gesture Types of Digital Human on Consumer Engagement [4] Indulgent or Self-Controlled? How Streamer Characteristics and Health-Threat Message Framing Drive Purchase Intentions [5] How Can Nostalgia Appeal Enhance Advertising Persuasiveness? The Dual Role of Processing Fluency and Product Self-Relevance
D2A7 Modeling Page 44	O409	[1] When to Offer Price Match Guarantee: The Blessing of Supply Scarcity [2] Advertising Intensity and User Selectivity: Evidence from a Field Experiment [3] Signaling Cost via Advertised Minimum Price in Behavior-Based Pricing [4] Justifying the Fee: Product Quality and Pricing Strategies in Membership Retailing [5] Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls
D2A8 Modeling	O410	[1] Don't Stop the Beat, or Maybe Do? The Energy Paradox in Short-Video Advertising

Page 45		[2] Not All Thanks Are Equal: The Divergent Effects of Gratitude Focus in Management Responses on Subsequent Ratings [3] Managing Returns in Livestream Shopping [4] Competition Forecasting of Consumption Amenities: Towards a Chaos Theory Stimulation [5] Flexible vs. Adaptive Products: Analysis of the Influence of Artificial Intelligence on Product Innovation Decision
D2A9 Strategy Page 46	O411	[1] From Independent Self-Construal to Agentic Orientation: When and Why Do Female CMOs' Brand Personality Decisions Differ from Male Counterparts? [2] A Double-Edged Sword: ESG, Marketing, and Brand Assets in Global Gaming Industry [3] Brand Spatialization: Rethinking City Branding Through a Socio-Spatial Perspective [4] The Sampling Delusion: How Feedback Withdrawal Creates a 'Silent Crisis' in Service Management [5] Cultivating the Industrial Forest: A Case Study on Digital Ecosystem Orchestration and Value Actualization in Female-Led Firm
D2A10 Strategy Page 47	O412	[1] Winning with Machines: A Large-Scale Field Experiment on AI Teammates and Opponents in Mobile Gaming [2] Who Wins When AI Creates? AI Content Bots and the Economics of Creation [3] The Unintended Relational Benefit of Minority State Ownership: Information Quality and Customer Relationship Stability in Private Firms [4] How Traffic Buyers Shape Sellers' Prepaid Decisions on E-commerce Platforms: The Role of Platform-Mediated Uncertainty [5] When Knowledge Matches Matter: Salesperson–Manager Knowledge Alignment and Its Impact on Sales Performance
Doctoral Forum: 3/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2B1 Consumer Behavior Page 48	O301	[1] The Influence of Beneficiary Type on Donor Choice in Charitable Giving [2] Asymmetric Intertemporal Preferences for Loyalty Points Versus Cash [3] Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals [4] Saving More, Buying Less? How Threshold Coupons Reshape Consumer Decision [5] Research on Optimization of Regional Doing Business for Consumer Welfare Maximization under Supply Chain Network Perspective
D2B2 Consumer Behavior Page 49	O302	[1] The Pitfalls of Personalization: Understanding Consumer Responses to Embarrassing Algorithmic Recommendations [2] When Does GenAI Help or Hurt Brand Co-Creation? The Moderating Role of Self Brand Connection [3] The Impact of AI-Generated Summaries on Consumers' Engagement in Original Reviews [4] Under Pressure, Humans Win: How Stress Shapes Preferences for Human vs. Robot Financial Advice [5] Human Doctor or Digital Twin Doctors? A Study on the Impact of Doctor Types on Patient Adoption Intention
D2B3 Consumer	O303	[1] Human or AI? The Interaction Effect of Design Source and Service Type

Behavior Page 50		[2] Style as Signal: How Does Surrealist Advertising Enhance Brand Innovativeness? A Serial Mediation Analysis Based on AI Salience and Advertising Imagination [3] The Supervision Effect of AI Robot on Consumer Norm Compliance and Improved Deployment Strategies [4] Beyond Tools: Configurational Effects of AI Affordances and User Readiness on User Creativity in Open Innovation Communities [5] When AI Uses Figurative Language: The Interactive Effects of Sales Agent Type and Language Style on Green Purchase Intention
D2B4 Consumer Behavior Page 51	O304	[1] The Impact of Virtual Influencer Anthropomorphism on Consumer Psychological Ownership: A Moderated Moderation Perspective [2] When Transparency Backfires: The Mediating Role of Perceived Uncertainty in Consumer Acceptance of High-Risk Products [3] Artificial Emotions, Real Destinations: How Virtual Influencers' Affective Content Triggers Tourists' Visit Intention [4] When Virtual Influencer Source Type Matches Consumer Self-Construal: Effects on Brand Attitude
D2B5 Modeling & Strategy Page 52	O305	[1] Convergence or Differentiation? The Impact of Mandatory AI Disclosure on Product Distinctiveness [2] The Efficiency Trap: Spatial Competition, Sales Force Standardization, and Firm Performance [3] Surviving Economic Adversity: Governance of Franchise Clusters [4] The Role of Marketing in Managerial Responses to SEC Investigations [5] Intra-Brand Spillover Effect of Product Placement on Automobile Sales
D2B6 Modeling & Strategy Page 53	O306	[1] Strategic B2B Marketing and Climate Action Strategies: A Dynamic Capability Perspective [2] Subscription or Advertising? Creator Heterogeneity and Content Provision Design in Digital Content Markets [3] Surviving Economic Adversity: Governance of Franchise Clusters [4] Firms' Competitive Behavior Over 25 Years of the Empire's Purchase: From a Network Point of View [5] Promoting Apps in the Chinese Market: Exploring Funnel Performance

Time: June 7, 15:30-18:00

Location: Main Campus, Macau University of Science and Technology, Taipa, Macau

Regular Conference Paper: 3F and 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2A11 Consumer Behavior Page 54	O410	[1] Nudge or Distraction? The Effects of Voiceover Narration on Short-Video Advertising Effectiveness [2] Demystifying the Impact of Video-on-Demand (VOD) versus Linear Streaming Format on Band Placement Recall: Interactive Role of Freedom Cues and Immersion [3] Comparing Apples and Oranges? When and Why Comparative Reviews Influence Purchase Intentions [4] How Sustainability Communication Influence Consumer Health Awareness? [5] Complementary Delight: The Impact of Uncertainty Gift Strategy on Customer Engagement Behavior
D2A12 Consumer Behavior Page 55	O411	[1] Denser Advertising Design, Higher Food Calories: How Visual Density Affects Consumer Responses to Food Advertising [2] Less Force, Healthier Choice: The Effect of Music Potency on Healthy Food Choice [3] Renting Increases AI Preference: How Product Acquisition Mode Shapes Consumer Preference for Interaction Type? [4] When Discounts Come First: How Prepaid Price Promotions Increase Healthy Food over Unhealthy Food Choice [5] Rolling Calories Gather No Buyers: How Interactive Calorie Display Influences Purchase Intention [6] Foodie Persona and Its Effects on Consumer Perception and Behavior
D2A13 Strategy Page 56	O301	[1] Innovative Paths of Sensory Marketing for Handan's Intangible Cultural Heritage Enabled by Digital Humanities: Practical Exploration Based on Immersive Cultural Tourism Scenarios [2] AI-Driven Influencer Marketing: A Systematic Review of Digital Content Strategies, Risks, and Future Directions [3] When Anthropomorphic Styles Fit Online Service Failure Contexts: Psychological Mechanisms of Service Recovery [4] Time-Segmented Association Rule Mining of Purchase Patterns: Evidence from a Cosmetics Firm [5] Does Residential Mobility Make Consumers Less Attached to Ownership? The Mediating Role of Self-Continuity [6] From Transaction History to Customer Risk Screening: Explainable AI for Churn Risk Identification
D2A14 Strategy Page 57	O302	[1] The Machine as a Sanctuary: Mechanisms Driving AI Interaction and Premium Payment Intentions among Socially Anxious Tourist [2] Friend or Foe? The Paradoxical Role of Tech Attitudes in Anthropomorphizing Brands in the Metaverse [3] Privacy-Law Information and Consumer Adoption of AI Personalization: Institutional Trust under Control-Loss Contexts [4] Underlying Mechanisms in Tourism Differentiated Pricing: The Interplay of Framing and Warm Glow in Shaping Tourists Willingness to Pay [5] HELP Truly Helps? Exploring the Roles of Warmth and Competence in Consumer Response to Pro-Agriculture Labels

D2A15 Strategy Page 58	O303	[1] Bias, Domain Knowledge, and Innovation: A Comparison of Large Language Models as Predictive Tools for New Product Success [2] Beyond the Ephemeral Boom: How Government Agile Governance as a Political-Policy Response Shapes Tourist Destination Image in the Digital Flow Era [3] Inspiration or Distraction? The Effects of Trend Cues on Online Fashion Search and Purchase [4] Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy [5] The Growth Mechanism of International Ecosystem Leadership of Technology Leading Firms: A Case Study of Unitree Robotics [6] Understanding Recalls in China's Automobile Market: A Multi-Source Data Approach
D2A16 Strategy Page 59	O304	[1] Environmental Consumption Among Older Adults: The Influence of Future Time Perception [2] Recommendation Model for Expanding the Receptive Field of Dynamic GNNs Based on Implicit Social Relationships [3] The Power of Passion: Understanding Entrepreneurial Passion and Sustainable Passion in Crowdfunding [4] Central or Peripheral? Estimating Multimodal Information Component Effects with Double Machine Learning [5] The impact of Entrepreneurial Resilience on Product Innovation: The Broaden-and-Build Perspective
Doctoral Forum: 4/F O Block, Macau University of Science and Technology		
Session	Room	Title
D2B7 Consumer Behavior Page 60	O401	[1] A Smile Is Not Enough: Professional Attire and Patient Choice in Online Healthcare [2] Self-Enhancement vs. Self-Interest? A Study on the Impact of Goal Setting on Energy Saving Behaviour [3] How Less Can Be More? The Impact of Meaningless Busyness on Consumer Preference for Sensory Density [4] How Device Configuration and Configurational Cues Shape Learning and Well-Being in Self-Quantification
D2B8 Consumer Behavior Page 61	O402	[1] “In My Name”: The Impact of Traditional Chinese Color Naming on Consumers’ Purchase Intention [2] Sound Meets Sight: The Dual Loop Alignment Effect of Streamers’ Timbre and Visual Complexity in Live-Streaming [3] Impact of Sensory Clues in Reviews on Hotel Ratings [4] Is Shorter Shelf Life Higher Status? The Impact of Product Shelf Life Duration on Perceived Product Status and Mechanisms
D2B9 Consumer Behavior Page 62	O403	[1] How Negative Algorithmic Effects Shape Tourists’ Adaptive Behavior: A Mixed Methods Study Based on Cognitive Appraisal Theory of Stress and Innovation Resistance Theory [2] Cold or Hot? How Human-AI Relationship Orientation Influences Customer Participation Behavior [3] The U-Shaped Effect of Color Saturation on AI Salience and the Inverted U-shaped Impact of its Downstream Consequences [4] The Interactive Effects of Visual Complexity and Designer Type (AI vs. Human) on Consumer Purchase Intention: The Mediating Role of Perceived Value and the Moderating Role of AI Anthropomorphism

D2B10 Consumer Behavior Page 63	O404	[1] Angular or Circular? Exploring the Influence of Logo Shape on Perceived Brand Innovativeness [2] Robots Do Not Seek Personal Profits in Unsolicited Services [3] Study on the Impact of Self-Image Congruence between Virtual Humans and Consumers on Consumer Engagement [4] The Influencing Mechanism of Purchase Intention of Battery Electric Vehicles - From the Perspective of Family Life Cycle Stages [5] Storefront Width Matters: Attracting Consumers into the Store
D2B11 Consumer Behavior Page 64	O405	[1] The Impact of Visual Perspective on Purchase Intention towards Recycled Products: The Mediating Role of Perceived Contamination [2] Addressing Guilt Diffusion in Green Consumption: From the Perspective of Perceived Brand Environmental Justice [3] When Eco-Friendly Design Helps—and When It Backfires: Brand Prestige, Perceived CSR, and Omission Penalties in Durable Goods [4] Intergenerational or Reverse Intergenerational? The Influence Mechanism of Intergenerational Learning Advertisement Types on Consumers' Pro-Environmental Behaviors [5] Strangers Outperform Friends: The Effect of Gamified Competitive Interaction on Green Consumption Behaviour
D2B12 Strategy Page 65	O305	[1] From Digital Virality to Brand Institutionalization: A Mechanism-Based Case Study of Harbin's Urban Branding [2] Automating Market Sensing in B2B Marketing through AI Agents: A Dynamic Capabilities Perspective and Exploratory Case Study of the Industrial Heat Pump Sector [3] More Than Words: How AIGC Business Rhetoric Drives Purchase Decisions in TikTok Beauty Marketing [4] Signaling Greed or Science? The Divergent Effects of Pricing Precision on Trust in Second-Hand Markets
D2B13 Strategy Page 66	O306	[1] The Influencer's Design Style, The Viewer's Mind: How Virtual Influencer Aesthetics and Consumer Personality Jointly Shape Impulsive Buying in Livestreaming [2] Flowery Language or Straightforward Narrative? Impact of Virtual Digital Human Language Style on Consumer Value Co-Creation Intention [3] Partition Dependence in Green Consumption: The Role of Gains and Losses [4] From Code to Culture: Research on the Brand Endorsement Effect of Chinese-Style Virtual Digital Humans

Poster Content

Time: June 7, 2026, 09:00-18:00　Macau Venue: 4/F O Block

(1) The Effect of Gradient-Color Brand Logos on Consumers' Evaluations of Distant Brand Extensions

Yuanning Ma, *Jiangang Du*

Nankai University

(2) The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats

Xiao Li, *Jack Chen, Yitong Wang, Yun He*

Sun Yat-sen University, Columbia University

(3) When Commerce Reads the Mind: A Bibliometric Analysis of Neuromarketing Ethical and Privacy Challenges in the Digital Marketplace

Kairui Wang, Chao Feng, ***Yuan-Run Chen***

Nanjing University, Nanjing University of Aeronautics and Astronautics

(4) The Influence of Perceived Value of NFT Digital Collectibles on Consumers' Continuous Purchase Intention: Mediated by Consumer Trust

Yutong Zhao, *Guicheng Shi*

Macau University of Science and Technology

(5) The Impact of Pet Attachment on the Purchase Intention of Pet End-of-Life Services

Yang Zhao, *Guicheng Shi*

Macau University of Science and Technology

(6) A Study on Customer Relational Bonds, Perceived Value and Re-Purchase Intention in the Reliability Testing Equipment Industry

Nanyang Ye

Macau University of Science and Technology

Regular Conference Paper (D1A1): Consumer Behavior

Time: June 6, 2026, 15:00–16:30; Room 07 (4/F, Hengqin Venue)

Session Chair: Kao SI, University of Macau (司考，澳門大學)

Discussant: Yixia SUN, Zhejiang University (孫怡夏，浙江大學)

(1) The Power of Tolerance for Contradiction: Improving Consumer Health Adherence through Perceived Information Diagnosticity

Manqiong Shen, *Jiancai Liao, Yiping Song*

Guangdong University of Technology, University of Birmingham, NEOMA Business School

(2) Re-Connect After Restriction: How Coping Strategies Moderate the Relationship Between Perceived Restriction and Compensation Consumption

Na Xiao, *Aceline Xiao, Wenqian Ni*

Laurentian University, Lo-Ellen Secondary School, Colorado State university

(3) Do Fraud Alert Features Improve User Satisfaction? Evidence from LLM-Powered Personality Traits in Online Reviews

Chenkai Bao, Jie Wang, ***Zheng Zhang***

Soochow University, Xi'an Jiaotong-Liverpool University

(4) Can Doing Good Offset Algorithmic Price Discrimination? The Mitigating Role of Cause-Related Marketing

Linxuan Cai, *Jing Liu, Xiaoxiao Niu, Zhimin Zhou*

Shenzhen University

(5) When a Chatbot Fails First: Unresolved Negative Emotion as a Mechanism of Spillover in Hybrid Service Failure

Tingting Zhang, *Yijing Xu*

Toyo University

Regular Conference Paper (D1A2): Consumer Behavior

Time: June 6, 2026, 15:00–16:30; Room 09 (4/F, Hengqin Venue)

Session Chair: Ruby LEE (Journal of Product Innovation Management)

Discussant: Julio SEVILLA, University of Georgia

(1) Power Distance Belief and Adventure Consumption

Xuehua Wang, *Yao Qin, Chenho Chao*

Tongji University, Macau University of Science and Techonology, Emlyon Business School

(2) Timeless Craftsmanship: How Brand Age Cues Shape Sensory Perceptions and Consumer Preferences

Yanzheng Liu, ***Xun (Irene) Huang****, Ying Ding*

Renmin University of China, Hong Kong Metropolitan University

(3) The Power of "Want": How Semantic Framing Influences Donation Behavior

Hongyu Meng*, Xinyi Li, Jun Ye*

Chongqing Technology and Business University, Xiamen University

(4) Desire for Uniqueness Promotes Preference for Uncertainty-Based Product Offerings

Ding Tian*, Yuting Yuan, Shaobo Li, Gerald Häubl*

Shantou University, Suzhou College of Information Technology, Southern University of Science and Technology, University of Alberta

(5) Reducing Choice Difficulty through Recommendation Framing: The Role of Product Type and Purchase Stage

You Li*, Jinyang Hu*

Wuhan University of Technology, Renmin University of China

Regular Conference Paper (D1A3): Consumer Behavior

Time: June 6, 2026, 15:00–16:30; Room 10 (4/F, Hengqin Venue)

Session Chair: Sally Hill RAO, The Adelaide University

Discussant: Shijie LV, University of Notre Dame (呂世杰, 聖母大學)

(1) The Impact of Happiness Orientation on Consumer Preference for Product Attributes: The Role of Value Maximization Mindset and Temporal Distance

Hongyan Liu, *Yonghan Zhou, Tongwei Wu*

Jinan University

(2) Defensible Choices: Why Paying Favors Quantity Over Quality

Suntong Qi, *Xianchi Dai, Ayelet Fishbach*

Lingnan University, The Chinese University of Hong Kong, The University of Chicago

(3) Breaking the Boundaries? The Impact of Acquisition Mode on Consumer Preference for Visual Design

Na Kang, *Wumei Liu, Hong Yuan*

Henan University, Lanzhou University, Florida Atlantic University

(4) Freshness Matters: How Price (versus Quantity) Discounts Influence Consumer Response When Purchasing Near-Expired Products

Huixin Deng, *Shaoguang Yang*

Royal Holloway, University of London, Beijing Foreign Studies University

(5) From Self to Collective: How Pro-Social Gain Frames Promote Behavioral Improvement

Xinyi Li, *Jun Ye*

Department of Marketing, School of Management, Xiamen University

Regular Conference Paper (D1A4): Strategy & Modeling

Time: June 6, 2026, 15:00–16:30; Main Hall (4/F, Hengqin Venue)

Session Chair: Xiaoling ZHANG,
Shanghai University of International Business and Economics
(張曉靈, 上海對外經貿大學)

Discussant: Xu (Vivian) ZHENG, City University of Hong Kong
(鄭煦, 香港城市大學)

(1) Managing Product Updates in Digital Environment

Savannah Shi

Santa Clara University

(2) Racing or Partnering? Adoption Timing and Collaboration Strategies of Generative AI in the Creator Economy

***Yuening Zhou**, Shibo Li, Amy Wenxuan Ding, Hanyang Wang*

Indiana University Bloomington, Emlyon Business School

(3) Talking that AI Talk: Corporate AI Washing, Analyst Perceptions, and the Market for Hype

***Yige (Willa) Wan**, Sarang Sunder, Debhuti Roy*

Indiana University

(4) Integrating Internal and External Keyword Features in Paid Search Advertising: A Dual-System Theory Perspective

***Lijia Weng,** Xinjian Li*

Southwest University of Political Science and Law, Chongqing Technology and Business University

(5) The Attention Waveform: Revealing the Capture-Depletion Duality in Content Marketing

***Wenxing Ma**, Xiaojing Dong, Chunhua Wu, Yacheng Sun*

Tsinghua University, Santa Clara University, The University of British Columbia

Regular Conference Paper (D1A5): Consumer Behavior

Time: June 6, 2026, 16:40-18:00; Main Hall (4/F, Hengqin Venue)

Session Chair: Junzhou ZHANG, Montclair State University

Discussant: Jamel KHENFER, Zayed University

(1) When Flexible Architectures Meet Lead Users: The Role of Product–User Interaction in Smart Product Innovation

Jingxuan Yang, *Bo Zou*

Sun Yat-sen University

(2) How Sensory Emojis Shape Perceived Authenticity in Online Reviews: An Embodied Cognition Perspective

Jingdi Zhao, ***Yongxuan Yu***

Capital University of Economics and Business, City University of Hong Kong (Dongguan)

(3) The Impact of Chatbot Information Collection Timing and Anthropomorphism on Consumers' Willingness to Disclose Information

Peiye Zhang, *Linlin Liu*

South China University of Technology

(4) When Reality Mixed with Virtuality: Exploring Consumer Responses to FOOH Advertising

Fengjing Shentu, *Peiyao Cheng*

School of Future Design, Harbin Institute of Technology, Shenzhen

(5) The Impacts of Choice Assortment Structures in Influencers' Recommendations on Consumers' Destination Attitude

Wenting Feng, *Tingting Lan, Dihui Chang*

Hainan University

(6) Between Promise and Peril: Exploring Consumer Dilemmas in Generative AI-Assisted Shopping

Kexin Meng, *Mousumi Mahapatra, Jing Jian Xiao*

Xiamen University of Technology, Institute of Public Enterprise (IPE), University of Rhode Island

Doctoral Forum (D1B1): Consumer Behavior

Time: June 6, 2026, 16:40-18:00; Room 06 (4/F, Hengqin Venue)

Session Chair: Huixin DENG, Royal Holloway, University of London
(鄧慧欣, 倫敦大學皇家霍洛威學院)

Discussant: Filippo CHIARELLO (University of Pisa)

(1) Luck in the Numbers: How Auspicious Donation Options Boost Charitable Giving

Ruimin Kong, *Chundong Zheng, Lijing Wang*

Tianjin University

(2) Algorithms as Ladders: How Perceived Social Mobility Drives AI Adoption

Ziyi (Violet) Wang, *Yuqing Wang*

School of Business, Renmin University of China

(3) I Especially Loved the Raspberry: When and How Favoriting Signals Authenticity

Tianjiao (Cecilia) Wu, *SungJin Jung, Geoff Tomaino*

The Chinese University of Hong Kong, University of Florida, Warrington College of Business

(4) Effect of Human and Deepfake Influencers on Brand Attitude: The Mediating Role of Cognitive Legitimacy and Moderating Role of Brand Perception

Mihindi Amarasena, *Zhimin Zhou*

College of Management, Shenzhen University

(5) When AI Fails: How Anthropomorphic Design of Conversational AI Systems Shapes User Negative Word-of-Mouth Intentions

Xiaoqiang Sun, ***Dongsheng Hang***, *Yuange Zhao*

Yunnan University of Finance and Economics

(6) Other's Busy or Leisure Life: How Status-Presentation on Social Media Affects Observers' Responses to Service Failure in the Hospitality Industry

Chen Yang, ***Weidong Chan***, *Yi Yang*

South China University of Technology

Doctoral Forum (D1B2): Consumer Behavior

Time: June 6, 2026, 16:40-18:00; Room 07 (4/F, Hengqin Venue)

Session Chair: Manqiong SHEN, Guangdong University of Technology

(沈曼瓊, 廣東工業大學)

Discussant: Na XIAO, Laurentian University

(1) Bridging the Innovation–Market Gap: How Marketing Translates Technological Advantage into Market Success

Chenxi Wan

Henan University

(2) To Bundle or Unbundle? How Product Strategy Shapes the Journey from Purchase to Redemption in F&B Live Streaming

Yang Yang, Lingli Hu, Ruizhi Yuan, Xiaoxiao Fu, ***Chen Chen****, Xingyang Lv*

Southwestern University of Finance and Economics, University of Nottingham Ningbo, University of Central Florida, Sichuan Agricultural University

(3) Evoking Green: How Generative AI Bridges the Intention–Behavior Gap in Green Consumption

Yidi Chen*, Qijing Luo, Caijuan Gu, Yihan Lin, Haotian Xu*

Beijing Forestry University

(4) Research on Longitudinal Changes of Employee–Robot Co-Working Experience

Yangjun Tu, Haitong Yang, ***Shuyuan Liu****, Yang Zhi*

School of Business Administration, Hunan University

(5) How AI-Enabled Live Commerce Restructures Consumer Judgment: A Cognitive Decision Environment Perspective

Chao Liu*, Singh Karpal Singh A/L Dara, Ayotunde Adetola Adelaja*

University Sains Malaysia (USM)

Doctoral Forum (D1B3): Strategy & Modeling

Time: June 6, 2026, 16:40-18:00; Room 09 (4/F, Hengqin Venue)

Session Chair: Xue ZHAO, Macau University of Science and Technology
(趙雪, 澳門科技大學)

Discussant: Savannah SHI, Santa Clara University

(1) Research on the Growth Mechanism of Agricultural Regional Brand Ecosystems: Evidence from Tea Regional Brands

Jin Yan

Fujian Business University

(2) Governance, Survival, and Performance: An Empirical Two-Stage Model of Strategic Decoy Management

***Qianbi Ye**, Chao Feng, Xu Zheng*

City University of Hong Kong, Nanjing University of Aeronautics and Astronautics

(3) Precise First Buyer's Offer Drives Herding and Efficiency in Transparent Multiadic Negotiations: Evidence from NFT Markets

***Bingrui Huangfu**, Yuanyuan Liu*

Xi'an Jiaotong University

(4) Decoding Health-Oriented Food Sales in E-Commerce: An Investigation Based on Large Language Models and Explainable Machine Learning

***Han Zheng**, Hong Zhao, Jiawei Wang*

University of Chinese Academy of Sciences

(5) Retailer Pricing and Supplier Selection Strategies in a Dual-Sourcing Supply Chain

Xiongfei Guo

University of Science and Technology of China

Thematic forum (D2T1): Bridging IS & Marketing

Time: June 7, 2026, 11:20–12:40; O401 (4/F, MacauVenue)

Session Chair: Jun PANG, Sun Yat-sen University (龐雋, 中山大學)

Discussant: Cheng YI, Tsinghua University (易成, 清華大學)

(1) Attention Without Conversion? The AI-Human Engagement Divide in Short Video Advertising

Zhibin Jiang, ***Liping Qiu****, Yujie Zheng, Xiuze Zhou*

Shanghai International Studies University, The Hong Kong University of Science and Technology (Guangzhou)

(2) Justifying Advertisements in Paid Streaming Subscriptions: The Role of Perceived Fairness in Shaping User Intentions

Jamel Khenfer*, Aya Shaban, Sana Minhas*

Zayed University, Higher Colleges of Technology

(3) AI for All or AI for Me? How AI Agent Attribution Shapes Consumer Acceptance Intention in Allocation Contexts

Jiajia Zuo*, Yuhao Li, Yu Pan*

Shanghai International Studies University

(4) The Multilayered Asymmetric Effects of Service Robots: A Diffusion of Innovation Perspective

Jiaxin Tian*, Dan Wang, Yunpeng Xie*

The Hong Kong Polytechnic University, Beijing Yunji Technology Co., Ltd.

Thematic forum (D2T2A): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O402 (4/F, MacauVenue)

Session Chair: Hongyan JIANG, China University of Mining and Technology (江紅艷, 中國礦業大學)

Discussant: Xiang Robert LI, The Chinese University of Hong Kong (李想, 香港中文大學)

(1) Should Hotels Follow the Robotic Trend? The Ripple Effect of Hotel Service Robot Adoption

Shuang Ma, *Ziyang Liu, Xiaolei Wang, Jamie Burton*

University of International Business and Economics, The University of Manchester

(2) Concrete Guidance or Abstract Overview? How AR and 2D Navigation Drive User Well-Being through Divergent Spatial Cognition and Perceived Control

Xinyu Jiang, *Nianqi Deng, Liangyan Wang, Li Tao*

Shanghai Jiaotong University, Shanghai Normal University, Zhejiang University of Finance and Economics

(3) Cross-Modal Correspondence in Food Choice: Leveraging Acoustic-Sensory Congruence to Nudge Healthy Eating

Ran Chen, *Zeya He, Dong Wang*

Shandong University

(4) Sliced to Share—A Shared Bite, A Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads

Qiaoer (Alex) Deng, *Yuxuan (Elodie) Sun, Dickson Tok, Xing-Yu (Marcos) Chu*

Yili Normal University, Nanjing University

Thematic forum (D2T2B): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O403 (4/F, MacauVenue)

Session Chair: Yun JIE, South China Normal University
(揭赟, 華南師範大學)

Discussant: Mimi LI, The Hong Kong Polytechnic University
(李咪咪, 香港理工大學)

(1) How AI-Generated Summaries Shape Consumer Evaluation: The Role of Rating Signal

Xingyu Huang, Huixin Deng, Zeya He

University of London, Shandong University

(2) Research on the Influence of GAI Content Characteristics on Tourist Decision-Making Quality: Based on the Sticky Customer Experience Journey Theory

Yanzheng Tuo, Jingke Zhao, ***Xi Yao***

College of Tourism and Service, Nankai University

(3) A Cross-cultural Analysis of Ethical Concerns of Robotaxis in Urban Tourism: Social Construction of Technology Perspectives

Boyu Lin

Macao University of Tourism

(4) Same Attraction, Different Experience! The Destination Magnetic Field Theory of Destination-Tourist Coupling

Lu Zhao

China University of Geosciences (Beijing)

Thematic forum (D2T2C): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O404 (4/F, MacauVenue)

Session Chair: Lin WANG, Sun Yat-sen University (王琳, 中山大學)

Discussant: Yanzhen TUO, Nankai University (妥艷媜, 南開大學)

(1) Combating Loneliness through Leisure Travel among Older Adults

Luxuan Liu, *Xiang Robert Li, Xia Wang, Zhigen Zhao*

School of Hotel and Tourism Management, The Chinese University of Hong Kong, School of Geography and Ocean Science, Nanjing University, Department of Statistics, Operations, and Data Science, Temple University

(2) An Analysis of Tourists' Motivations in Stamp-Collecting Tourism and How They Drive Tourists' Future Behavioral Intention

Rui Yuan, *Yun Jie, Peiwen Zeng*

School of Tourism Management, South China Normal University

(3) Is a Unique Cover Image Important? Empirical Evidence from an Online Travel Platform

Wuhuan Xu, *Zhong Yao, Jing Luan, Bingjin Su, Mingfeng Gao*

Beihang University, Beijing Jiaotong Univeristy

(4) The Pre-Trip Sharing Trap: How Planning to Post Reduces Depth of Experience

Hongjie Sun, *Yujie Yang, Fang Meng, Yun Jie, Peiwen Zeng*

Department of Business Administration, International Business School, Hainan University, School of Hospitality and Tourism Management, University of South Carolina, School of Tourism Management, South China Normal University

Thematic forum (D2T2D): Tourism Marketing

Time: June 7, 2026, 11:20–12:40; O405 (4/F, MacauVenue)

Session Chair: Ke ZHONG, Hainan University (鐘科, 海南大學)

Discussant: Zeya HE, Shandong University (賀澤亞, 山東大學)

(1) Seeing the Change, Perceiving the Impact: Effects of Before-and-After Restoration Visuals on Donations for Restoring Tourism Destinations

Xialing Chen, *Lisa C. Wan*

The Chinese University of Hong Kong

(2) Configurational Pathways to Effective Digitally Enabled Tourism Vocational Training: A Socio-Technical Systems Perspective

Wanyi Yang

Sichuan University

(3) Mechanisms of the Effect of Image Style on Tourists' Travel Intentions to Niche Tourism Destinations

Zhoushuai Jiang, *Yun Jie*

South China Normal University

(4) Made by Me, Powered by AI: Psychological Ownership as the Missing Link in AI Travel Acceptance

Yu Jiang, *Lisa Chun-ying Wan*

The Chinese University of Hong Kong

Thematic forum (D2T3): Brand Revitalization Forum

Time: June 7, 2026, 11:20–12:40; O409 (4/F, MacauVenue)

Session Chair: Liangyan WANG, Shanghai Jiao Tong University
(王良燕, 上海交通大學)

Yacheng SUN, Tsinghua University (孫亞程, 清華大學)

Discussant: Zhimin ZHOU, Shenzhen University (周志民, 深圳大學)

Yuansi HOU, University of Macau (侯遠思, 澳門大學)

(1) Numerical Gap Effect in Multigenerational Brand Names

Liangyan Wang

Shanghai Jiao Tong University

(2) From Algorithmic Sycophancy to Value Co-destruction: How AI Reshapes Consumer Micro-Ethical Behaviors

Yuansi Hou

University of Macau

(3) AI Flavor in Advertising and Brand Perception

Zhimin Zhou

Shenzhen University

Thematic forum (D2T4): Neuromarketing & Consumer Behavior

Time: June 7, 2026, 11:20–12:40; O410 (4/F, MacauVenue)

Session Chair: Jia JIN, Shanghai International Studies University (金佳, 上海外國語大學)

Discussant: Alexandre LOBO, University of Saint Joseph (Macau)

(1) Individual Differences in the Era of Social Media Marketing - A Consumer Neuroscience Study

Ian Mei Zeng, *João Alexandre Lobo Marques*

University of Saint Joseph

(2) How Scent Arousal Influences Consumers' Decision-Making: A Heuristic-Systematic Model Perspective

Fangzhou Li, Xinyu Chang, Katsutoshi Yada, Shuai Yang, ***Zhen Li***

Kansai University, Shanghai University of International Business and Economics, Donghua University

(3) Neural Dynamics of Social Influence on Product Preference

Yunsong Hu, *Jia Jin, Yunsong Hu*

Shanghai International Studies University

(4) Neuromarketing Experimental Design for E-Commerce: Eye-Tracking and Facial Coding in Online Consumer Behaviour Analysis

Belina da Graça Lei, *Qian Cheng, João Alexandre Lobo Marques, Zheng Lei*

Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism, Institute of Data Engineering and Sciences, University of Saint Joseph, Laboratory of Applied Neurosciences, University of Saint Joseph, School of Business, Macau University of Science and Technology

Thematic forum (D2T5): High Quality Research Paper Workshop (Consumer Behavior)

Time: June 7, 2026, 11:20–12:40; O411 (4/F, MacauVenue)

Session Chair: Xianchi DAI, The Chinese University of Hong Kong (戴先熾, 香港中文大學)

Discussant: Fangyuan CHEN, University of Macau (陳方圓, 澳門大學)

Thomas KRAMER, University of California, Riverside

Ian PHAU, Curtin University

(1) The Impatience Gap: When Consumers Are More Impatient with Mediums than with Products

Xue Wang, *Suntong Qi, Xianchi Dai*

Beijing Normal University, Lingnan University, The Chinese University of Hong Kong

(2) Smarter Design, Pickier Consumers: How AI Involvement Shapes Consumer Pickiness

Xiao Yan, ***Jinyang Hu****, You Li*

Huazhong University of Science and Technology, Renmin University of China, Wuhan University of Technology

(3) Bundling Reviews Increases Rating Diversification

Linda Zhu*, Christine Kim, David Dubois*

INSEAD, University of Virginia

(4) Infantilized by Service: Over-Attentive Service Drives Adult-Identity-Relevant Consumption

Huitian Zhang*, Alex S.L. Tsang*

Hong Kong Baptist University

Thematic forum (D2T6): High Quality Research Paper Workshop (Strategy & Modeling)

Time: June 7, 2026, 11:20–12:40; O412 (4/F, MacauVenue)

Session Chair: Xu (Vivian) ZHENG, City University of Hong Kong (鄭煦, 香港城市大學)

Discussant: Sandeep R. CHANDUKALA, Singapore Management University

Krista J. LI, Indiana University (李嬌陽, 印第安納大學)

Shibo LI, Indiana University (李世波, 印第安納大學)

(1) Effects of Firm-Generated User Content on Sales: The Case of Designated Comments Used in Lucky Draw Livestreaming Commerce

Xingyu Wang, *Jiao Zhang, Linxiang Lv, Xinlin Yao*

School of Economics and Business Administration, Chongqing University, Lundquist College of Business, University of Oregon, United States of America, School of Business Administration, Northeastern University, School of Information and Communication, Nankai University

(2) Personalization, Algorithmic Dependence, and Learning

Si Zuo, *Omid Rafieian*

Shanghai Jiaotong University, Cornell University

(3) Visibility or Authenticity? Empirical Examinations of Trendjacking Impacts on Social Media Platforms

Peiwen Yuan, *Yingjie Zhang, Hongju Liu*

Peking University

(4) Defensive Price Matching under Platform Recommendation: Benefits and Backfires

Junjie Li, *Weixiang Huang*

South China University of Technology

Regular Conference Paper (D2A1): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O401 (4/F, MacauVenue)

Session Chair: Xingyu CHU, Nanjing University (初星宇, 南京大學)

Discussant: Leonard LEE, National University of Singapore

(1) Embracing the Inner Child: How Kidulting Consumption Signals Authenticity and Enhances Personal Branding Effectiveness

Qing Tang, *Zheng (Nico) Liao, Lijun (Shirley) Zhang*

Hong Kong Baptist University, Nanyang Technological University, University of Leeds

(2) Vulnerability by Design: An Initial Exploratory Study of Disclosure Type, Influencer Tier, and Audience Engagement on TikTok

Joicey Wei, *Kwang Hwee Cheng*

Singapore University of Social Sciences

(3) When Do Defaults Work? The Effect of Fundraiser Types on the Performances of Defaults

Jiemin Zhang, *Xin Wang, Haowen Fan, Yu Zhang*

Business School, Hohai University

(4) Embracing Nature Virtually: How Virtual Reality Helps to Promote Pro-Environmental Consumption

Ou Li, ***Yining Yu***, *Yan Shi*

Alibaba Business School, Hangzhou Normal University, International Business School Suzhou, Xi'an Jiaotong-Liverpool University

(5) From Paradise Framing to Amenities Concentration Framing

Jia Yu

Ningbo University

Regular Conference Paper (D2A2): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O402 (4/F, MacauVenue)

Session Chair: Danny Tan WANG, Hong Kong Baptist University

(王坦, 香港浸會大學)

Discussant: Julio SEVILLA, University of Georgia

(1) The Contingent Effect of Advancement (vs Distance) Feedback in Reward Pursuit Motivation

Yangming Wu, *Yang Yu, Xin Yang, Jing Zeng*

Macau University of Science and Technology, The Hang Seng University of Hong Kong

(2) The Impact of Visual Information Entropy on Consumer Responses

Jiayuan Li, *Kirsten Cowan*

Xi'an Jiaotong-Liverpool University, The University of Edinburgh

(3) Resolving the Attractiveness-Persuasiveness Trade-Off in Native Advertising: The Power of Music in Harmonizing Messages

Feiyan Chen, *Xingyao Ren*

Nankai University

(4) The Fashion Ostrich Effect: How Minimalist Style Helps Consumers Cope with Social Threats

Xiao Li, *Jack Chen, Yitong Wang, Yun He*

International School of Business Finance, Sun Yat-sen University, Columbia Business School, Columbia University, School of Business, Sun Yat-sen University

(5) Crossover and Spillover Effects of Husband's Using AI-Based Smart Home Technologies on Wife's Job Engagement and Life Satisfaction: A Resources Conservation Perspective

Yaqi Cheng, Chuhan Gao, Wanlu Li, Xinyi Li, Jiangyan Su, Tan Sun, ***Bin Ding***

Xi'an Jiaotong-Liverpool University

Regular Conference Paper (D2A3): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O403 (4/F, MacauVenue)

Session Chair: Xuewen WANG, Tianjin University
(王雪雯, 天津大學)

Discussant: Jamel KHENFER, Zayed University

(1) AI Companions and the Silver Tourism Market: Marketing Implications of Socially Assistive Robots in Residential Tourism

Herbert Sima

University of Auckland

(2) The Role of Communal Motivation and Phygital-Digital Integration in Shaping Family's International Travel Behavior

Junzhou Zhang, *Zhiyong Yang, Xiaodong Nie, Anna Ma*

Montclair State University, Miami University, University of Washington Bothell, Wilkes University, Montclair State University

(3) How to Promote Low-Carbon Consumption in Tourism Through Social Norms? Theory and Evidence

Siyi Zhang, ***Yun Jie***

South China Normal University

(4) From Thrill to Reflection: Understanding Dynamic Cognitive-Affective Shifts in Gamified Live-Streaming Commerce

Boyu Lin, *Linyue Li*

Macao University of Tourism, Wuhan University

(5) E-Service Quality and Repurchase Intention in Live Commerce: The Mediating Role of Satisfaction

Fuyume Sai, *Yicheng Lu*

Daito Bunka University

Regular Conference Paper (D2A4): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O404 (4/F, MacauVenue)

Session Chair: Xun HUANG, Hong Kong Metropolitan University

Discussant: Filippo CHIARELLO, University of Pisa

(1) Post-Disaster Consumption: Thrift or Extravagance?

Yan Huo, *Hean Tat Keh, Pingping Qiu*

Monash University

(2) Consumer Resource Scarcity in Marketing: An ADO Framework and Qualitative Insights

Madhuparna Majumder

MICA

(3) How Streamer Gender Shapes Green Product Sales in Livestreaming E-Commerce: Insights from Gender Stereotypes

Xiaojuan Hu, *Ruohong Hao*

China University of Petroleum (East China), Tongji University

(4) How Chronic Stress and Social Support Influence Exercise Behavior: The Mediating Roles of Time Scarcity and Time Control

Xiaozhi Huang, *Qinhai Zeng, Xin Cao, Meiting Wei*

School of Business, Guangxi University, Key Laboratory of Interdisciplinary Science of Statistics and Management (Guangxi University), Education Department of Guangxi, School of Economics and Trade, Guangxi University of Finance and Economics

(5) Ambient Cues and Opportunistic Consumer Misconduct in Low-Accountability Settings: Coffee Scent as an Instantiation

Da Qian

Shanghai Lixin University of Accounting and Finance

Regular Conference Paper (D2A5): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O405 (4/F, MacauVenue)

Session Chair: Der-Wei HUANG, The Chinese University of Hong Kong, Shenzhen (黃德薇, 香港中文大學(深圳))

Discussant: Thomas KRAMER, University of California, Riverside

(1) The Limits of Anthropomorphic AI Recovery: The Moderating Role of Perceived Intelligence

Yanmei Jiang, *Antonio K.W. Lau*

School of Business, Anhui University of Technology, Ma'anshan, China, School of Management, Kyung Hee University, Korea

(2) The Impact of Facial Recognition on Consumers' Intertemporal Choice

Jingyi Li, *Menglin Li, Xiucheng Fan*

Zhejiang University of Finance and Economics, Shantou University, Fudan University

(3) Drawn In, Pushed Back: Why AI Virtual Streamers Elicit Both Purchase and Resistance

Lingyu Wang, *Zefeng Shao, T. Ramayah, Nik Hashim Nik Mohd Hazrul*

University Sains Malaysia, The National University of Malaysia, Urumqi Vocational University, Sunway University, Daffodil International University, Chandigarh University, Sohar University, The University of Jordan, Asia Pacific University of Technology

(4) Standardize or Adapt? Empirical Evidence from Brand Value Dynamics

Sangwon Lee

Ball State University

Regular Conference Paper (D2A6): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O406 (4/F, MacauVenue)

Session Chair: Yi XIE, Beijing Normal University (謝毅, 北京師範大學)

Discussant: Ruby LEE, Journal of Product Innovation Management

(1) Solitude Preference and Motivation: Effects on Financial Help-seeking and Reciprocal Help-giving Behavior

Qingyue Zhang, *Yixia Sun, Yujie Zhao*

Zhejiang University, Shandong University

(2) So Convenient to Close? The Impact of Close Button Position on Digital Coupon Click-Through Rates

Wanrong Lin, *Fengyan Cai, Silong Wang*

Shanghai Jiao Tong University, ByteDance Ltd.

(3) Influence of Gesture Types of Digital Human on Consumer Engagement

Zhirong Liu, Yue Xia, ***Chenxi Li****, Xue Wang*

Beihang University, Beijing Normal University

(4) Indulgent or Self-Controlled? How Streamer Characteristics and Health-Threat Message Framing Drive Purchase Intentions

Yanzhe Yuan

Griffith University

(5) How Can Nostalgia Appeal Enhance Advertising Persuasiveness? The Dual Role of Processing Fluency and Product Self-Relevance

Xuan Cao, *Wenjun Yu*

Ningbo University

Regular Conference Paper (D2A7): Modeling

Time: June 7, 2026, 13:30–15:00; O409 (4/F, MacauVenue)

Session Chair: Jun PANG, Sun Yat-sen University (龐雋, 中山大學)

Discussant: Savannah SHI, Santa Clara University

(1) When to Offer Price Match Guarantee: The Blessing of Supply Scarcity

Lina Bao, *Qian Wang, Yimin Yu, Maggie Chuoyan Dong*

Zhejiang University, Lingnan University, City University of Hong Kong, The University of New South Wales

(2) Advertising Intensity and User Selectivity: Evidence from a Field Experiment

Feier Li, *Liye Ma, Xing Li, Hongju Liu*

Peking University, University of Maryland

(3) Signaling Cost via Advertised Minimum Price in Behavior-Based Pricing

Lei Lei

Chongqing University

(4) Justifying the Fee: Product Quality and Pricing Strategies in Membership Retailing

Shandong Mou, *Xiaoyu Jin*

Central University of Finance and Economics

(5) Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls

Si Zuo, *Chenyang Li, Yangguang Huang*

Shanghai Jiaotong University, The Hong Kong University of Science and Technology (Guangzhou), University of Macau

Regular Conference Paper (D2A8): Modeling

Time: June 7, 2026, 13:30–15:00; O410 (4/F, MacauVenue)

Session Chair: Sha ZHANG, University of Chinese Academy of Sciences (張莎, 中國科學院大學)

Discussant: Shibo LI, Indiana University (李世波, 印第安納大學)

(1) Don't Stop the Beat, or Maybe Do? The Energy Paradox in Short-Video Advertising

Siyu Meng, *Liujie Qian, Jia Gai, Hongju Liu*

Sun Yat-Sen University, Purdue University, Peking University

(2) Not All Thanks Are Equal: The Divergent Effects of Gratitude Focus in Management Responses on Subsequent Ratings

Jingwen Liu, *Xingrun Chen, Peiliang Sun*

Xi'an Jiaotong University, University of Science and Technology of China

(3) Managing Returns in Livestream Shopping

Xue Zhao, *Xin Geng, Xiaomeng Guo, Guang Xiao*

Macau University of Science and Technology, University of Miami, The Hong Kong Polytechnic University

(4) Competition Forecasting of Consumption Amenities: Towards a Chaos Theory Stimulation

Yuanyi Chen, *Yi Liu, Kaixuan Huang, Tingting Xu*

City University of Macau, Sun Yat-sen University, Peking University, Chongqing University of Posts and Telecommunications

(5) Flexible vs. Adaptive Products: Analysis of the Influence of Artificial Intelligence on Product Innovation Decision

Hang Xiong, *Xiaolong Wu*

Sun Yat-sen University

Regular Conference Paper (D2A9): Strategy

Time: June 7, 2026, 13:30–15:00; O411 (4/F, MacauVenue)

Session Chair: Yi PENG, Macau University of Science and Technology
(彭藝, 澳門科技大學)

Discussant: Sandeep R. CHANDUKALA, Singapore Management University

(1) From Independent Self-Construal to Agentic Orientation: When and Why Do Female CMOs' Brand Personality Decisions Differ from Male Counterparts?

Jiangzhe Wang, *Yiran Ji*

Jiangnan University

(2) A Double-Edged Sword: ESG, Marketing, and Brand Assets in Global Gaming Industry

Jasmine Chen, *Catherine Li*

Macao University of Tourism

(3) Brand Spatialization: Rethinking City Branding Through a Socio-Spatial Perspective

Linlan Xu, ***Bowen Zhang***, *Jin Guo*

Henan University of Engineering, Southern University of Science and Technology, Shenzhen Technology University

(4) The Sampling Delusion: How Feedback Withdrawal Creates a 'Silent Crisis' in Service Management

Yong Cao, *Xubing Zhang*

University of Alaska Anchorage, Hong Kong Polytechnic University

(5) Cultivating the Industrial Forest: A Case Study on Digital Ecosystem Orchestration and Value Actualization in Female-Led Firm

Wenting Chen, *Rongna Guo*

Dongbei University of Finance and Economics

Regular Conference Paper (D2A10): Strategy

Time: June 7, 2026, 13:30–15:00; O412 (4/F, MacauVenue)

Session Chair: Xubing ZHANG, Hong Kong Polytechnic University

Discussant: Shijie LV, University of Notre Dame (呂世杰, 聖母大學)

(1) Winning with Machines: A Large-Scale Field Experiment on AI Teammates and Opponents in Mobile Gaming

Ziyuan Li, ***Tao Xie****, Yue Wang, Jane Gu*

University of Connecticut, Sun Yat-sen University, Hong Kong University of Science and Technology

(2) Who Wins When AI Creates? AI Content Bots and the Economics of Creation

Jiali Zhou, ***Xin Weng***

American University, Fuzhou University

(3) The Unintended Relational Benefit of Minority State Ownership: Information Quality and Customer Relationship Stability in Private Firms

Wenting Zhu*, Tianmin Zhong, Xu (Vivian) Zheng*

Southwestern University of Finance and Economics, City University of Hong Kong

(4) How Traffic Buyers Shape Sellers' Prepaid Decisions on E-commerce Platforms: The Role of Platform-Mediated Uncertainty

Hongyu Yu*, Xiaoling Li*

Chongqing University

(5) When Knowledge Matches Matter: Salesperson–Manager Knowledge Alignment and Its Impact on Sales Performance

Ruiqi Wei*, Xinchun Wang, Yanhui Zhao*

Emlyon Business School, West Virginia University, University of Nebraska Omaha

Doctoral Forum (D2B1): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O301 (3/F, MacauVenue)

Session Chair: Kevin ZENG, The Hang Seng University of Hong Kong
(曾靖, 香港恒生大學)

Discussant: Ding TIAN, Shantou University (田鼎, 汕頭大學)

(1) The Influence of Beneficiary Type on Donor Choice in Charitable Giving

Fengyun He, *Liang Huang, Jinglong Zhang, Yitian Liang (Sky)*

Tsinghua University, University of Science and Technology of China

(2) Asymmetric Intertemporal Preferences for Loyalty Points Versus Cash

Jing Hu, *Kao Si*

University of Macau

(3) Segmentation or Stereotyping? Gender Differences in Reactance to Gendered Marketing Appeals

Yun Zeng, *Hao Shen*

The Chinese University of Hong Kong

(4) Saving More, Buying Less? How Threshold Coupons Reshape Consumer Decision

Yidan Wang, *Xiaoling Li, Hongyu Yu*

Chongqing University

(5) Research on Optimization of Regional Doing Business for Consumer Welfare Maximization under Supply Chain Network Perspective

Tingting Xiang, *Hongzhi Lin*

Southeast University

Doctoral Forum (D2B2): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O302 (3/F, MacauVenue)

Session Chair: Zhen LI, Kansai University (李振, 關西大學)

Discussant: Jin ZHANG, Jinan University (張瑾, 暨南大學)

(1) The Pitfalls of Personalization: Understanding Consumer Responses to Embarrassing Algorithmic Recommendations

Xinping Wei, *Yunqing Chen, Leilei Gao*

The Chinese University of Hong Kong, Xiamen University

(2) When Does GenAI Help or Hurt Brand Co-Creation? The Moderating Role of Self-Brand Connection

Yi Wu, ***Le Tao***

East China Normal University

(3) The Impact of AI-Generated Summaries on Consumers' Engagement in Original Reviews

Ziyan Ye, *Jun Ye, Run Zhou, Xinyi Li*

Xiamen University

(4) Under Pressure, Humans Win: How Stress Shapes Preferences for Human vs. Robot Financial Advice

Xueli Guo, *Honghong Tang, Song Su*

Beijing Normal University

(5) Human Doctor or Digital Twin Doctors? A Study on the Impact of Doctor Types on Patient Adoption Intention

Liangbo Zhang, ***Linjian Zhang***, *Chunqun Liu, Bozheng Zhang*

City University of Macau, The Chinese University of Hong Kong, Macau University of Science and Technology

Doctoral Forum (D2B3): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O303 (3/F, MacauVenue)

Session Chair: Xiaoxiao NIU, Shenzhen University
(牛曉曉, 深圳大學)

Discussant: Liangyan WANG, Shanghai Jiao Tong University
(王良燕, 上海交通大學)

(1) Human or AI? The Interaction Effect of Design Source and Service Type

Ruishu Liu, *Yi Xie, Yanhong Zhang*

Faculty of Arts and Sciences, Beijing Normal University, Bay Area International Business School, Beijing Normal University, University of International Business Economics, Shandong Women's University

(2) Style as Signal: How Does Surrealist Advertising Enhance Brand Innovativeness? A Serial Mediation Analysis Based on AI Salience and Advertising Imagination

Jing Liu, *Tingting You, Zhimin Zhou, Junyu Tan*

School of Management, Shenzhen University

(3) The Supervision Effect of AI Robot on Consumer Norm Compliance and Improved Deployment Strategies

Yanxia Chen, *Haizhong Wang, Tao Xie, Zinan Zheng*

Sun Yat-sen University, South China Normal University, China Southern Airlines Group Co., Ltd

(4) Beyond Tools: Configurational Effects of AI Affordances and User Readiness on User Creativity in Open Innovation Communities

Shuyang Chen

School of Economics and Management, Southeast University

(5) When AI Uses Figurative Language: The Interactive Effects of Sales Agent Type and Language Style on Green Purchase Intention

Xiufang Liang, *Zhihua Ding*

China University of Mining and Technology

Doctoral Forum (D2B4): Consumer Behavior

Time: June 7, 2026, 13:30–15:00; O304 (3/F, MacauVenue)

Session Chair: Liangbo ZHANG, City University of Macau
(張良波, 澳門城市大學)

Discussant: Hongyan LIU, Jinan University (劉紅艷, 暨南大學)

(1) The Impact of Virtual Influencer Anthropomorphism on Consumer Psychological Ownership: A Moderated Moderation Perspective

Chia Hsi Tang, *Kuan Ju Chen, Sungjun Park*

National ChengChi University, Queen Mary University of London

(2) When Transparency Backfires: The Mediating Role of Perceived Uncertainty in Consumer Acceptance of High-Risk Products

Yuru Shi

Hong Kong Baptist University

(3) Artificial Emotions, Real Destinations: How Virtual Influencers' Affective Content Triggers Tourists' Visit Intention

Yawen Zhou, *Fengpei Hu, Zirong Shan, Yan Gong, Lei Zhao*

School of Management, Zhejiang University of Technology, School of Economics, Zhejiang University of Technology

(4) When Virtual Influencer Source Type Matches Consumer Self-Construal: Effects on Brand Attitude

Yuting Shi, *Yunying Cai, Junyu Bao, Yang Zhou, Xuebin Qin*

Shanghai International Studies University, Minzu University of China, East China Normal University

Doctoral Forum (D2B5): Modeling & Strategy

Time: June 7, 2026, 13:30–15:00; O305 (3/F, MacauVenue)

Session Chair: Yanan YU, Macau University of Science and Technology (于雅楠, 澳門科技大學)

Discussant: Chuangneng CAI, Shantou University (蔡創能, 汕頭大學)

(1) Convergence or Differentiation? The Impact of Mandatory AI Disclosure on Product Distinctiveness

Yongyong Zhao, *Peng Shen, Chenxi Zhou*

Xiamen University

(2) The Efficiency Trap: Spatial Competition, Sales Force Standardization, and Firm Performance

Meixia Ding, *Xina Yuan, Xinming Liu*

Xiamen University

(3) Surviving Economic Adversity: Governance of Franchise Clusters

Yajing Fan, *Xu Zheng, Mrinal Ghosh*

Guangxi University of Finance and Economics, City University of Hong Kong, The University of Arizona

(4) The Role of Marketing in Managerial Responses to SEC Investigations

Yige (Willa) Wan, *Luciano Lapa, Sotires Pagiavlas*

Indiana University, The Pennsylvania State University

(5) Intra-Brand Spillover Effect of Product Placement on Automobile Sales

Lingyu Lin, *Yupeng Chen, Yanlai Chu, Junhong Chu*

Nanyang Technological University, Renmin University of China, The University of Hong Kong

Doctoral Forum (D2B6): Modeling & Strategy

Time: June 7, 2026, 13:30–15:00; O306 (3/F, MacauVenue)

Session Chair: Li YANG, Chinese University of Hong Kong, Shenzhen (楊黎, 香港中文大學(深圳))

Discussant: Yuetao GAO, Xiamen University (高月濤, 廈門大學)

(1) Strategic B2B Marketing and Climate Action Strategies: A Dynamic Capability Perspective

Siyu Liu, *Ranjit Voola, Susan Freeman, Margaret Matanda*

University of Sydney, Adelaide University

(2) Subscription or Advertising? Creator Heterogeneity and Content Provision Design in Digital Content Markets

Xiaoyu Jin, *Shandong Mou*

Central University of Finance and Economics

(3) Surviving Economic Adversity: Governance of Franchise Clusters

Yajing Fan, *Xu Zheng, Mrinal Ghosh*

Guangxi University of Finance and Economics, City University of Hong Kong, The University of Arizona

(4) Firms' Competitive Behavior Over 25 Years of the Empire's Purchase: From a Network Point of View

Peng Shen, ***Ruiyang Wu***, *Chenxi Zhou*

Xiamen University

(5) Promoting Apps in the Chinese Market: Exploring Funnel Performance

Yuanyuan Yu, *Gloria Peggiani, Lucio Lamberti*

Politecnico di Milano

Regular Conference Paper (D2A11): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O410 (4/F, MacauVenue)

Session Chair: Xin WANG, Hohai University (王欣, 河海大學)

Discussant: Yanmei JIANG, Anhui University of Technology (蔣艷梅, 安徽工業大學)

(1) Nudge or Distraction? The Effects of Voiceover Narration on Short-Video Advertising Effectiveness

Shuyu Lei, *Xiaodong Zhang, Jiwei Xiong, Jiangang Du*

Nankai Business School

(2) Demystifying the Impact of Video-on-Demand (VOD) versus Linear Streaming Format on Band Placement Recall: Interactive Role of Freedom Cues and Immersion

Jie Chen, Junlong Wei, Herbert Sima, Wei Chen, ***Feng Wu***

Department of Antai College of Economics and Management, Shanghai Jiaotong University,

Department of Marketing, Business School, The University of Auckland

(3) Comparing Apples and Oranges? When and Why Comparative Reviews Influence Purchase Intentions

Mengmeng Zhu, *Hongyan Jiang, Zheshuai Yang*

China University of Mining and Technology, Zhejiang University

(4) How Sustainability Communication Influence Consumer Health Awareness?

Lingyan Zhang, *Elisa Chan*

The Chinese University of Hong Kong

(5) Complementary Delight: The Impact of Uncertainty Gift Strategy on Customer Engagement Behavior

Yuan Zhang, ***Song Yik Pek***, *Jiyu Wei*

Business School, Huaqiao University, Quanzhou, China

Regular Conference Paper (D2A12): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O411 (4/F, MacauVenue)

Session Chair: Da QIAN, Shanghai Lixin University of Accounting and Finance (錢達, 上海立信會計金融學院)

Discussant: Haichuan ZHAO, Shandong University (趙海川, 山東大學)

(1) Denser Advertising Design, Higher Food Calories: How Visual Density Affects Consumer Responses to Food Advertising

Youkai (Kyle) Xiao, *Yunhui Huang, Xing-Yu (Marcos) Chu*

Nanjing University

(2) Less Force, Healthier Choice: The Effect of Music Potency on Healthy Food Choice

Shucheng Cao, *Lei Zheng*

Macau University of Science and Technology

(3) Renting Increases AI Preference: How Product Acquisition Mode Shapes Consumer Preference for Interaction Type?

Na Kang, *Yao Li*

Business School, Henan University

(4) When Discounts Come First: How Prepaid Price Promotions Increase Healthy Food over Unhealthy Food Choice

Run Zhou, *Jun Ye*

Xiamen University

(5) Rolling Calories Gather No Buyers: How Interactive Calorie Display Influences Purchase Intention

Siyu Zhang, *Liangyan Wang*

Antai College of Economics and Management, Shanghai Jiaotong University

(6) Foodie Persona and Its Effects on Consumer Perception and Behavior

Jie Yang, ***Lican Wei***, *Dongjin He*

Lingnan University, Zhongnan University of Economics and Law

Regular Conference Paper (D2A13): Strategy

Time: June 7, 2026, 15:30–18:00; O301 (3/F, MacauVenue)

Session Chair: Herbert SIMA, University of Auckland

Discussant: Ruiqi WEI, Emlyon Business School

(1) Innovative Paths of Sensory Marketing for Handan's Intangible Cultural Heritage Enabled by Digital Humanities: Practical Exploration Based on Immersive Cultural Tourism Scenarios

Jingjing Zhao, ***Haoyi Ma***

Handan University

(2) AI-Driven Influencer Marketing: A Systematic Review of Digital Content Strategies, Risks, and Future Directions

Shiyan Liu

LangFang Normal University

(3) When Anthropomorphic Styles Fit Online Service Failure Contexts: Psychological Mechanisms of Service Recovery

Yuanyuan Bu*, Wen'e Qi*

South China Agricultural University

(4) Time-Segmented Association Rule Mining of Purchase Patterns: Evidence from a Cosmetics Firm

Hao Zheng*, Menghan Li*

Eastern Institute for Advanced Study, Eastern Institute of Technology, Ningbo, University of Nottingham Ningbo China

(5) Does Residential Mobility Make Consumers Less Attached to Ownership? The Mediating Role of Self-Continuity

Murong Zhang, ***Hao Wang****, Weiling Ye*

Shanghai University of Finance and Economics

(6) From Transaction History to Customer Risk Screening: Explainable AI for Churn Risk Identification

Hao Zheng*, Menghan Li*

Eastern Institute for Advanced Study, Eastern Institute of Technology, Ningbo, University of Nottingham Ningbo China

Regular Conference Paper (D2A14): Strategy

Time: June 7, 2026, 15:30–18:00; O302 (3/F, MacauVenue)

Session Chair: Si ZUO, Shanghai Jiao Tong University

(左思, 上海交通大學)

Discussant: Lu ZHAO, China University of Geosciences, Beijing

(趙路, 中國地質大學(北京))

(1) The Machine as a Sanctuary: Mechanisms Driving AI Interaction and Premium Payment Intentions among Socially Anxious Tourist

Ruoxi Zhou, *Hui-Wen Chuah*

The National University of Malaysia

(2) Friend or Foe? The Paradoxical Role of Tech Attitudes in Anthropomorphizing Brands in the Metaverse

Zefeng Shao, *Kifayat Nahiyan Rafi, Nik Mohd Hazrul Nik Hashim, Mohammad Osman Gani, Wanyu Ma, Zefeng Shao*

Graduate School of Business, The National University of Malaysia, Faculty of Business School, Urumqi Vocational University, Newcastle University Business School, Newcastle University, ACSS Department, University Canada West

(3) Privacy-Law Information and Consumer Adoption of AI Personalization: Institutional Trust under Control-Loss Contexts

Zhiqi Xu, *Junkai Hu, Weike Wu, Junyao Hu, Shaofeng Yuan*

Liaoning University

(4) Underlying Mechanisms in Tourism Differentiated Pricing: The Interplay of Framing and Warm Glow in Shaping Tourists Willingness to Pay

Xin Zhang, *Mengxi Gao, Yilin Huang*

Guilin University, Macau University of Science and Technology

(6) HELP Truly Helps? Exploring the Roles of Warmth and Competence in Consumer Response to Pro-Agriculture Labels

Xin Zhang, *Mengxi Gao, Yilin Huang*

Guilin University, Macau University of Science and Technology

Regular Conference Paper (D2A15): Strategy

Time: June 7, 2026, 15:30–18:00; O303 (3/F, MacauVenue)

Session Chair: Jiaolong XUE, Sichuan University
(薛驕龍, 四川大學)

Discussant: Tao XIE, South China Normal University (謝濤, 華南師範大學)

(1) Bias, Domain Knowledge, and Innovation: A Comparison of Large Language Models as Predictive Tools for New Product Success

Dongxia Lan, *Xiaoling Li, Xiushuang Gong*

Chongqing University

(2) Beyond the Ephemeral Boom: How Government Agile Governance as a Political-Policy Response Shapes Tourist Destination Image in the Digital Flow Era

Wen Qin, *Zhaoyan Wang, Juan Su*

Central South University, Jishou Universit

(3) Inspiration or Distraction? The Effects of Trend Cues on Online Fashion Search and Purchase

Ziqi Zhang, *Huazhong Zhao*

Renmin University of China, City University of Hong Kong

(4) Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy

Jieteng Chen, *Tony Ke, Jiwoong Shin*

Chinese University of Hong Kong, Yale University

(5) The Growth Mechanism of International Ecosystem Leadership of Technology Leading Firms: A Case Study of Unitree Robotics

Yue Xi, *Zuohao Hu*

Tsinghua University

(6) Understanding Recalls in China's Automobile Market: A Multi-Source Data Approach

Xiayu Zhai, *Peng Shen, Wen Shi*

Peking University, Xiamen University, Central South University

Regular Conference Paper (D2A16): Strategy

Time: June 7, 2026, 15:30–18:00; O304 (3/F, MacauVenue)

Session Chair: Weiqing ZHUANG, Fujian University of Technology
(莊偉卿, 福建理工大學)

Discussant: Guicheng SHI, Macau University of Science and Technology
(石貴成, 澳門科技大學)

(1) Environmental Consumption Among Older Adults: The Influence of Future Time Perception

Helin Wei, Rong Duan, ***Qinyu Ji****, Shaoying Zhu*

School of Business, Guangxi University

(2) Recommendation Model for Expanding the Receptive Field of Dynamic GNNs Based on Implicit Social Relationships

Weiqing Zhuang*, Peng Zhang*

Fujian University of Technology

(3) The Power of Passion: Understanding Entrepreneurial Passion and Sustainable Passion in Crowdfunding

Xiaojuan Hu

China University of Petroleum (East China)

(4) Central or Peripheral? Estimating Multimodal Information Component Effects with Double Machine Learning

Huan Wang*, Yongdong Shi*

Macau University of Science and Technology

(5) The impact of Entrepreneurial Resilience on Product Innovation: The Broaden-and-Build Perspective

Xiaolin Li*, Huihui Wang*

Shanghai University of International Business and Economics

Doctoral Forum (D2B7): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O401 (4/F, MacauVenue)

Session Chair: Boyu LIN, Macao University of Tourism (林柏雨, 澳門旅遊大學)

Discussant: Manqiong SHEN, Guangdong University of Technology (沈曼瓊, 廣東工業大學)

(1) A Smile Is Not Enough: Professional Attire and Patient Choice in Online Healthcare

Yi XIE, Yunzhe Chang, ***Yanhong Zhang****, Yi Zhang, Leinan Zhang*

Bay Area International Bussiness School, Beijing Normal University, University of International Business and Economics

(2) Self-Enhancement vs. Self-Interest? A Study on the Impact of Goal Setting on Energy Saving Behaviour

Xiaoyu Bai*, Manzhi Liu, Haoyu Ma, Ruonan Ma*

China University of Mining and Technology

(3) How Less Can Be More? The Impact of Meaningless Busyness on Consumer Preference for Sensory Density

Wenjun Xie*, Leonard Lee, Lei Zheng*

Macau University of Science and Technology, National University of Singapore

(4) How Device Configuration and Configurational Cues Shape Learning and Well-Being in Self-Quantification

Xue Yang*, Laszlo Sajtos*

University of Auckland

Doctoral Forum (D2B8): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O402 (4/F, MacauVenue)

Session Chair: Zhengzhi GUAN,

Beijing Normal University & Hong Kong Baptist University United International College

(管正之, 北師香港浸會大學)

Discussant: Jiayin JIANG, The Chinese University of Hong Kong, Shenzhen

(江佳音, 香港中文大學(深圳))

(1) "In My Name": The Impact of Traditional Chinese Color Naming on Consumers' Purchase Intention

Mengcong Lu, *Yu Wenjun, Xu Tingrui*

Ningbo University

(2) Sound Meets Sight: The Dual Loop Alignment Effect of Streamers' Timbre and Visual Complexity in Live-Streaming

Yuanyuan Wang, *Lan Zhang, Chundong Zheng*

Tianjin University, Tianjin University of Technology

(3) Impact of Sensory Clues in Reviews on Hotel Ratings

Ke Zhong, Kuiyi Liu, ***Xuan Gao****, Yi Liu*

International Business School, Hainan University, School of Tourism Management, Sun Yat-sen University, Key Laboratory of Sustainable Tourism Smart Assessment Technology, Ministry of Culture and Tourism, Sun Yat-sen University

(4) Is Shorter Shelf Life Higher Status? The Impact of Product Shelf Life Duration on Perceived Product Status and Mechanisms

Xinxin Zhang, *Wumei Liu*

Lanzhou University

Doctoral Forum (D2B9): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O403 (4/F, MacauVenue)

Session Chair: Jia YU, Ningbo University (于佳, 寧波大學)

Discussant: Bin DING, Xi'an Jiaotong-Liverpool University (丁玢, 西交利物浦大學)

(1) How Negative Algorithmic Effects Shape Tourists' Adaptive Behavior: A Mixed-Methods Study Based on Cognitive Appraisal Theory of Stress and Innovation Resistance Theory

Shuhui Zheng, *Han Shen*

Fudan University

(2) Cold or Hot? How Human-AI Relationship Orientation Influences Customer Participation Behavior

Shuqin Liu, *Chundong Zheng*

College of Management and Economics, Tianjin University

(3) The U-Shaped Effect of Color Saturation on AI Salience and the Inverted U-shaped Impact of its Downstream Consequences

Tingting You, *Jing Liu, Zhimin Zhou*

Shenzhen University

(4) The Interactive Effects of Visual Complexity and Designer Type (AI vs. Human) on Consumer Purchase Intention: The Mediating Role of Perceived Value and the Moderating Role of AI Anthropomorphism

Zixuan Yu, *Yuhang Wang, Yawen Zhou, Ao Zhang, Fengpei Hu*

Zhejiang University of Techonology

Doctoral Forum (D2B10): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O404 (4/F, MacauVenue)

Session Chair: Yangming WU, Macau University of Science and Technology (吳陽明, 澳門科技大學)

Discussant: Xue WANG, Beijing Normal University (王雪, 北京師範大學)

(1) Angular or Circular? Exploring the Influence of Logo Shape on Perceived Brand Innovativeness

Xiaohong Yu, *Dickson Tok, Dongjin He, Xing-Yu (Marcos) Chu*

Nanjing University, Lingnan University

(2) Robots Do Not Seek Personal Profits in Unsolicited Services

Yuhang Zhang, *Hanyue Xue, Tang Yao, Wei Qiu*

Beihang University, Nankai University

(3) Study on the Impact of Self-Image Congruence between Virtual Humans and Consumers on Consumer Engagement

Kim Thi Bui Yen, *Ming Chen*

South China University of Technology

(4) The Influencing Mechanism of Purchase Intention of Battery Electric Vehicles - From the Perspective of Family Life Cycle Stages

Chen Zhao, *Manzhi Liu, Jiaxin Zhang, Xueqing Lv, Xiaoyu Bai*

China University of Mining and Technology

(5) Storefront Width Matters: Attracting Consumers into the Store

Jiahao Liu, *Zuonan Chen, Ji (Jill) Xiong*

Xiamen University, Southwestern University of Finance and Economics

Doctoral Forum (D2B11): Consumer Behavior

Time: June 7, 2026, 15:30–18:00; O405 (4/F, MacauVenue)

Session Chair: Jiangzhe WANG, Jiangnan University
(王江哲, 江南大學)

Discussant: Qian WANG, Shenzhen Technology University
(王倩, 深圳技術大學)

(1) The Impact of Visual Perspective on Purchase Intention towards Recycled Products: The Mediating Role of Perceived Contamination

Zhuohuan Yang, *Lei Wang*

School of Management, Zhejiang University, Neuromanagement Laboratory, Zhejiang University

(2) Addressing Guilt Diffusion in Green Consumption: From the Perspective of Perceived Brand Environmental Justice

Chengxiang Zhao, *Rui Guo, Changtai Chen*

China University of Geosciences

(3) When Eco-Friendly Design Helps—and When It Backfires: Brand Prestige, Perceived CSR, and Omission Penalties in Durable Goods

Yilin Wang, *Zhenfeng Ma*

Jiangnan University

(4) Intergenerational or Reverse Intergenerational? The Influence Mechanism of Intergenerational Learning Advertisement Types on Consumers' Pro-Environmental Behaviors

Chen Zhao, *Manzhi Liu, Haoyu Ma, Xueqing Lv, Xiaoyu Bai*

China University of Mining and Technology

(5) Strangers Outperform Friends: The Effect of Gamified Competitive Interaction on Green Consumption Behaviour

Lili He, *Zhihua Ding, Manzhi Liu*

School of Economics and Management, China University of Mining and Technology

Doctoral Forum (D2B12): Strategy

Time: June 7, 2026, 15:30–18:00; O305 (3/F, MacauVenue)

Session Chair: Yidi CHEN, Beijing Forestry University

(陳一笛, 北京林業大學)

Discussant: Huimei BU, Macau University of Science and Technology

(卜慧美, 澳門科技大學)

(1) From Digital Virality to Brand Institutionalization: A Mechanism-Based Case Study of Harbin's Urban Branding

Shulun Liu

Communication University of China

(2) Automating Market Sensing in B2B Marketing through AI Agents: A Dynamic Capabilities Perspective and Exploratory Case Study of the Industrial Heat Pump Sector

Jianfei Zhang, ***Dinan Wu***

Shenyang Vycon Flywheel Technology Co., Ltd.

(3) More Than Words: How AIGC Business Rhetoric Drives Purchase Decisions in TikTok Beauty Marketing

Yueying Lin

Yango University

(4) Signaling Greed or Science? The Divergent Effects of Pricing Precision on Trust in Second-Hand Markets

Dezheng Liu，*Zhihua Ding*

China University of Mining and Technology

Regular Conference Paper (D2B13): Strategy

Time: June 7, 2026, 15:30–18:00; O306 (3/F, MacauVenue)

Session Chair: Jie SHENG, Macau University of Science and Technology
(盛婕, 澳門科技大學)

Discussant: Chen YANG, South China University of Technology
(楊晨, 華南理工大學)

(1) The Influencer's Design Style, The Viewer's Mind: How Virtual Influencer Aesthetics and Consumer Personality Jointly Shape Impulsive Buying in Livestreaming

Qi Xiao, *Yongdong Shi, Lihong Li, Yao Yao*

Macau University of Science and Technology

(2) Flowery Language or Straightforward Narrative? Impact of Virtual Digital Human Language Style on Consumer Value Co-Creation Intention

Jiandu Zou, *Wen'e Qi*

College of Economics and Management, South China Agricultural University

(3) Partition Dependence in Green Consumption: The Role of Gains and Losses

Shuyue Jia, *Lei Zhou*

School of Management, Guangdong University of Technology

(4) From Code to Culture: Research on the Brand Endorsement Effect of Chinese-Style Virtual Digital Humans

Lihong Li, *Yongdong Shi, Qi Xiao, Xingfang Peng*

Macau University of Science and Technology

Poster Details

The Influence of Perceived Value of NFT Digital Collectibles on Consumers' Continuous Purchase Intention: Mediated by Consumer Trust

Yutong Zhao, Guicheng Shi
Macau University of Science and Technology

As an emerging digital asset and cultural carrier, NFT digital collections have brought subversive innovations to many fields such as domestic cultural creativity, art collection, entertainment interaction, and digitization of physical assets. In view of this, from a market perspective, it is particularly important to understand the decision-making driving force of consumers' continuous purchase of NFT digital collections. Based on the theory of perceived value and trust-commitment theory, this study constructs a model of consumer perceived value and continuous purchase intention. The value perception of consumers in the process of purchasing and holding NFT digital collections is measured from four dimensions: functional value, emotional value, social value and cultural value. And introduce consumer trust as an intermediary variable, by revealing this intermediary path more accurately explain how value is transformed into continuous purchase intention. At the same time, the level of knowledge is used as a moderator to explore the differences in the value perception of NFT digital collections by consumer groups with different levels of knowledge, so as to enhance the theoretical explanatory power and practical applicability of the model.
Keywords: NFT Digital Collectibles; Perceived Value; Consumer Trust; Knowledge Level; Continuous Purchase Intention

1. Introduction

With the rise of Web3.0 and the concept of metaverse, digital assets NFT digital collectibles based on blockchain technology have rapidly emerged in China and have penetrated into many fields such as art, culture, and entertainment. Their technical characteristics endow digital content with unprecedented scarcity, verifiability, and ownership, providing technical guarantees for the confirmation and circulation of digital content and solving the problems of the source and trust of digital assets in the transaction process.

The rise of NFT digital collectibles is not only a product of technological innovation, but also a vivid manifestation of the deep integration of traditional culture and emerging technologies under the background of my country's cultural digital strategy (Shi & Guo, 2022). The Opinions on Promoting the Implementation of Cultural Digital Strategy is one of the most important documents for the development of NFT digital collections in China. The document clearly proposes to promote cultural digitization, build a national cultural big data system, activate cultural resources, and promote cultural consumption. This provides a new way to activate cultural heritage and realize digital transformation for GLAM cultural institutions such as museums, libraries and archives (Liu et al., 2023). Meanwhile, NFT digital collectibles have also become an important vehicle for various industries, such as brand marketing, IP derivatives, and publishing, to explore digital cultural and creative industries and meet the new consumption needs of Generation Z (Yu et al., 2025). Therefore, from a market perspective, it is particularly important to gain a deep understanding of the decision-making drivers behind consumers' continued purchases of NFT digital collectibles.

With the rapid development of NFT digital collectibles in the domestic market, there is an increasing amount of relevant literature, but most of the research focuses mainly on macro levels such as laws and regulations, technological implementation, and market development. However, at the micro level from the perspective of individual consumers, especially in the field of consumer behavior research, research on consumer perceived value is relatively scarce. Secondly, the virtual nature of NFT digital collectibles and the uniqueness granted by blockchain technology expose consumers to greater uncertainty and risk when assessing their value and making purchasing decisions. Consumer trust is a key psychological variable in e-commerce and emerging markets (Pan et al., 2010). In market environments with information asymmetry and high perceived risk, consumers often rely on trust to reduce the uncertainty of their decisions. However, there is a lack of empirical research on consumer trust as a mediating variable in the current field of NFT digital collection consumption behavior. Therefore, this study uses consumer trust as a mediating variable to explore its mechanism on perceived value and continued purchase intention of NFT digital collectibles.

2. Literature Review and Theoretical Foundation

2.1 Research related to NFT digital collectibles

The concept of NFT digital collectibles originated from non-fungible tokens (NFTs), and its core lies in using blockchain technology to endow digital assets with uniqueness, immutability, and traceability (Kang & Chen, 2023). Digital collectibles are NFT products with Chinese characteristics. Based on blockchain technology, they focus more on multifaceted value representation rather than purely financial attributes (Xie et al., 2023). China's digital collections have evolved from their initial "monetary essence" to "cultural public welfare attributes" (Liu et al., 2023). Like NFTs, digital collectibles also possess the characteristics granted by blockchain technology, as well as their own unique features, including: uniqueness and non-fungibility, ownership and traceability, scarcity and indivisibility, and support for smart contracts. These technical characteristics constitute the value foundation of NFT digital collectibles as a new type of digital asset.

Zhang et al. (2023) provided an overview of research on digital cultural and creative product design, pointing out that digital cultural and creative products have enormous potential for innovative research in the development stage of the metaverse internet space. Digital collections are not only regarded as key elements of the metaverse economy, but also important carriers for cultural digital transformation and empowerment of the real economy (Yu & Chen, 2022). In the context of cultural digitization, the publishing industry actively explores digital collections by utilizing its own resources, using them as products and innovative cultural carriers under emerging technologies, in line with the national strategy for cultural digitization development (Shi & Guo, 2022). Museums activate the reverse growth mechanism of cultural IP through scenario extension, cultural dissemination channels, supply and demand coordination, and innovative transformation paths, expanding consumption scenarios and promoting the expansion of the digital cultural market (Li & Lai, 2025).

2.2 Theories of perceived value

The concept of perceived value can be traced back to philosophical and economic discussions on "value". Drucker (1954) first proposed in his book The Practice of Management that customers buy and consume not products, but value. The definition of perceived value can be specifically divided into three main types of research: the gain-loss theory, the multi-factor theory, and the comprehensive evaluation theory (Bai, 2007). The theory of gain and loss is mainly a balance between gains and losses, a balance between interests and costs paid. Zaithaml (1988) defines perceived value as the evaluation of the overall utility that customers perceive in a product or service after weighing the benefits they gain against the costs they incur. Sheth et al. (1991) proposed the theory of consumer value, signifying that perceived value is no longer limited to a simple trade-off between gains and losses, but is composed of multiple factors. They divide perceived value into five dimensions: functional, social, emotional, cognitive, and conditional. Sweeney & Soutar (2001) further divided perceived value into four dimensions based on Sheth et al.: perceived quality, perceived price, emotional value, and functional value. According to the comprehensive evaluation theory represented by Woodruff (1997), perceived value refers to customers' perceived preferences and evaluations of product attributes, usage effectiveness, and personal goal achievement in specific contexts. Gronroos (2000) proposed the "relationship lifecycle", which suggests that perceived value includes not only products and services, but also the value created in the long-term and ongoing relationship between the enterprise and customers.

In the field of NFT digital collectibles, Li & Lai (2025) conducted research on digital collections in museums. Drawing on Sheth et al. (1991) theory of consumer value, this study explores the configurational effects of functional, social, emotional, cognitive, and conditional value factors on consumer purchase intention. Chen et al. (2024) explored the impact of four perceived value dimensions of digital collectibles—functional, emotional, social, and knowledge—on consumers' purchase intentions. In addition, Liu (2022) proposed that digital collections should be combined with intangible cultural heritage to promote Chinese culture. Guo & Xiao (2022) believe that "digital collections are conducive to revitalizing traditional culture and helping to inherit traditional culture". Huang (2022) also believes that the core of digital collections is cultural attributes. Summarizing the views of scholars, digital collections in China are not only digital commodities, but also digital carriers that carry core cultural connotations. Shi & Xie (2025) explored the impact of perceived entertainment value, perceived artistic and cultural value, perceived social value, and other factors on the intention to hold digital collectibles through grounded theory in the study of Chinese consumers' acceptance of digital collectibles. Among them, the perceived cultural and artistic value also demonstrates the importance of cultural value to digital collections. However, in the existing research on the perceived value of NFT digital collections, there is a lack of research that integrates the key dimension of cultural value and its core three dimensions (function, emotion, society) into the analytical framework.

2.3 Theory of consumer Trust

Early researchers generally believe that trust is an individual's positive expectation of others' behavior in an uncertain environment. Luhmann (1979) emphasized that trust is a mechanism to reduce complexity, allowing individuals to make decisions in the case of incomplete information. Coleman (1990) regarded trust as a kind of social capital, believing that it can promote cooperation and reduce transaction costs. Morgan & Hunt (1994) proposed the commitment-trust theory, which is one of the most influential theoretical frameworks in the field of relationship marketing. The theory emphasizes that commitment and trust are two core elements in relationship marketing. They define trust as "the confidence of a relationship partner in the reliability and integrity of another partner", and point out that trust includes two key dimensions: trustworthiness and goodwill. Mayer et al. (1995) further explained trust as "the willingness of the trusted party to rely on the trusted party and make it appear to be fragile in the eyes of the trusted party". It also emphasizes the three core dimensions of the trusted party: ability, goodwill, and integrity. These dimensions together constitute the trustor's assessment of the trusted party's "trustworthiness". Doney & Cannon (1997) believed that the formation mechanism of trust is influenced by many factors, which can be divided into three categories: perceived shared values, communication and opportunism. In traditional transaction models, consumers mainly rely on intuitive product contact and visual experience to evaluate the quality of goods. However, in online transaction contexts, consumers cannot intuitively obtain comprehensive information about products. The key factor for successful transactions is whether trust mechanisms can be established (Pan et al., 2010). The importance of trust is greatly highlighted in environments filled with uncertainty, information asymmetry, and potential opportunistic behavior. Trust drives sustained purchasing intentions because it reduces perceived risk (Gefen et al., 2003), reduce transaction costs (Williamson, 1985) and enhance relationship commitment. Trust plays a key role in risk reduction mechanisms and complexity simplification mechanisms (Gefen, 2000). The uncertainty in the digital collectibles market far exceeds that of traditional e-commerce. Trust is no longer a secondary factor, but a key factor determining whether consumers are willing to continue participating.

2.4 Continuous Purchase Intention

Oliver (1980) argues that consumers are more likely to make repeat purchases when they are satisfied with a product or service. Engel et al. (1986) pointed out in Consumer Behavior that continued purchase intention is a specific type of purchase intention, which is the consumer's expectation of whether to buy the same product or brand again. Dodds et al. (1991) proposed that perceived value is a key factor influencing consumer purchase intention. It is believed that consumers will form a willingness to repurchase after weighing perceived benefits and costs. Hou (2021) studied the online continuous purchase intention of consumers of characteristic agricultural products, and found that product quality, price and service quality significantly affected consumers' perceived benefits and losses, which in turn affected satisfaction and continuous purchase intention. Zhang et al. (2023) found in the study of the continuous purchase intention of clothing consumers in the live broadcast mode, expected confirmation value positively affects perceived value and satisfaction, and perceived value and satisfaction jointly drive continuous purchase. Harun et al. (2025) found that perceived value significantly enhanced customers' continuous purchase intention in the study of online food delivery services, and pointed out that online food delivery services must give priority to value creation to use customer digital habits to build long-term relationships and retention. This shows that in the field of digital services, perceived value is the key to maintaining customers' continuous behavior. Through empirical research, the above scholars have confirmed that perceived value is a key factor affecting consumers' continuous purchase intention. Consumers, after weighing perceived benefits against costs, will develop the intention to make a repeat purchase.

2.5 Knowledge level

In consumer behavior research, knowledge level reflects a consumer's familiarity with product or service-related information and their level of professional knowledge. Knowledge level can be divided into objective knowledge and subjective knowledge. Objective knowledge refers to the verifiable knowledge an individual actually possesses; subjective knowledge refers to an individual's perception and confidence in their own knowledge base (Wang et al., 2024). Gagne (1974) proposed the learning outcome classification theory, which divides knowledge levels into five types: verbal information, intellectual skills, cognitive strategies, attitudes, and motor skills. Antonacopoulou (2001) regards knowledge as a dynamic, socially constructed process rather than a static entity. Zeng et al. (2015) focused on the study of financial literacy and household portfolio diversity. The results show that the level of financial knowledge has a significant positive impact on the type of household risk asset allocation and the diversity of stock portfolio. That is to say, families with higher levels of financial literacy are more inclined to invest in more financial products. In the study of household credit behavior from the perspective of financial knowledge, Song et al. (2017) found that the improvement of financial knowledge can significantly increase the formal credit demand of households, promote loan application, and ultimately improve credit availability and effectively alleviate credit constraints. This shows that in complex financial decision-making situations, knowledge level is the ability to understand and use financial instruments, which directly affects behavioral choices and results.

3. Model Construction

Based on the theory of perceived value and trust-commitment theory, this study will jointly construct a research model of the impact of NFT digital collection consumers' perceived value on continuous purchase intention. By combing and reviewing the relevant literature, it is found that functional, emotional and social values are considered to be the driving factors of the value of NFT digital collections. As a product carrying the characteristics of cultural inheritance, innovation and dissemination, the cultural value of NFT digital collections in China cannot be ignored. Therefore, this study integrates the key dimension of cultural value with functional value, emotional value and social value, and integrates them into the framework of the value perception dimension of NFT digital collections. In order to further analyze the complex internal psychological mechanism of consumers' perceived value of NFT digital collections in continuous purchase decision-making, the key psychological variable of consumer trust is introduced into the research model as an intermediary variable. In addition, knowledge level is added as a moderating variable to explore how this individual difference characteristics affect the strength and direction of the relationship between consumer perceived value and consumer trust. In summary, the specific model of this study is shown in Figure 1.

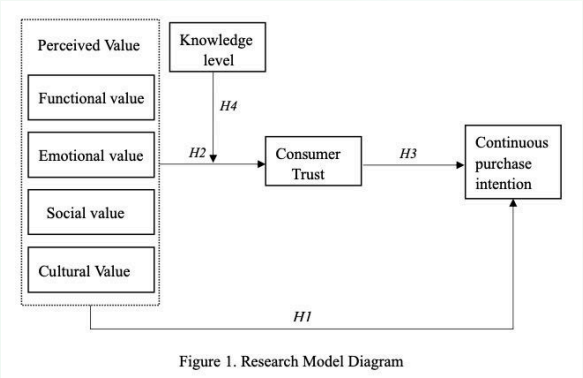


Figure 1. Research Model Diagram

4. Research Hypothesis

4.1 The relationship between perceived value and continuous purchase intention

Perceived value is the trade-off between consumers' benefits and costs of products or services (Zeithaml et al., 1988). Continuous purchase intention is the psychological tendency of consumers to choose to purchase the same brand or product again in the future (Oliver, 1999). It has received widespread attention due to the rapid development of the consumer market economy and the increasing importance of consumers in purchasing decisions (Hu, 2011). By systematically exploring and analyzing perceived value, businesses can accurately understand consumers' internal decision-making mechanisms and purchasing logic in complex market environments. This exploration goes beyond superficial observation; it delves into the value perception formation process at the psychological level of consumers. Previous extensive research has shown that perceived value and its multiple dimensions have a direct and significant positive impact on consumers' willingness to continue purchasing, such as in many fields such as new retail, tourism, and mobile short videos (Hou, 2021; He et al., 2023; Zhang et al., 2023). Based on a literature review and the characteristics of NFT digital collectibles, this study categorizes the dimensions of consumer perceived value into functional value, emotional value, social value, and cultural value and proposes the following hypotheses:

H1a: The functional value of NFT digital collectibles has a positive impact on consumers' continuous purchase intention.
H1b: The emotional value of NFT digital collectibles has a positive impact on consumers' continuous purchase intention.
H1c: The social value of NFT digital collectibles has a positive impact on consumers' continuous purchase intention.
H1d: The cultural value of NFT digital collectibles has a positive impact on consumers' continuous purchase intention.

4.2 The relationship between perceived value and consumer trust

Consumer trust, as an important form of social capital, plays a crucial role in transactional relationships (Bi, 2009). Multiple studies have confirmed that positive perceived value can significantly increase consumer trust levels. The functional value, emotional value and social value of perceived value affect consumer trust through a variety of ways. For example, product quality, performance and practicality in functional value can enhance consumers' trust in suppliers' capabilities (Religia et al., 2024). When consumers believe that the product can meet their functional requirements, they will be more inclined to believe that the supplier has the ability to produce high-quality products. Emotional value can promote consumers' trust in the goodwill and integrity of suppliers (Sari et al., 2025). When consumers get a positive emotional experience during the purchase process, they will be more inclined to believe that the supplier is trustworthy and willing to provide good service to consumers. Social value can also affect consumer trust to a certain extent, especially in scenarios such as social media and live e-commerce (Li et al., 2025; Sari et al., 2025).

To sum up, the overall improvement of perceived value, such as providing high-quality products, competitive prices, and good user experience, can comprehensively enhance consumers' overall trust in products or merchants (Pan et al., 2010). Therefore, according to the dimension of perceived value in this study, the following hypotheses are put forward:
H2a: The functional value of NFT digital collectibles has a positive impact on consumer trust.
H2b: The emotional value of NFT digital collectibles has a positive impact on consumer trust.
H2c: The social value of NFT digital collectibles has a positive impact on consumer trust.
H2d: The cultural value of NFT digital collectibles has a positive impact on consumer trust.

4.3 The mediating effect of consumer trust

In a market environment with asymmetric information and high-risk perception, consumers tend to rely on trust to reduce decision-side uncertainty. Therefore, consumer trust is an important bridge between perceived value and purchase intention (Tie, 2015). Consumers' trust in products stems from their institutional trust in product quality, technology and after-sales protection (Zhou & Fan, 2012). Trust can enhance consumers' purchase confidence and make them more willing to make purchase decisions (Religia et al., 2024). Trust means that consumers believe that their purchase behavior can bring expected benefits rather than potential losses. For consumers with trading experience, trust is a key factor driving their repeated purchases (Wu & Huang, 2023). That is to say, a good experience based on building trust can lead to the formation of consumer loyalty and willingness to buy again. In summary, consumer trust plays a mediating role between perceived value and continuous purchase intention. Positive perceived value will enhance consumers' trust, and the improvement of this level of trust will further promote consumers' continuous purchase intention. Therefore, this study proposes the following hypothesis:
H3a: Consumer trust in NFT digital collections has a mediating effect between functional value and consumers' continuous purchase intention.
H3b: Consumer trust in NFT digital collections has a mediating effect between emotional value and consumers' continuous purchase intention.
H3c: Consumer trust in NFT digital collections has a mediating effect between social value and consumers' continuous purchase intention.
H3d: Consumer trust in NFT digital collections has a mediating effect between cultural value and consumers' continuous purchase intention.

4.4 The moderating effect of consumer knowledge level

As a moderating variable, knowledge level has been widely proved to have an important impact on consumer behavior and organizational performance in finance, management and other fields (Song et al., 2017; Qi et al., 2024). The core role of knowledge level adjustment is to change the strength or direction of the relationship between independent variables and dependent variables. When individuals have different levels of knowledge in a certain field, their preferences for information processing, risk assessment and decision-making will change accordingly, thus shaping the final behavioral results. For digital collections, consumers with high knowledge level can perceive the potential value of NFT digital collections more deeply. The enhancement of this perceived value enhances their trust in NFT digital collections, thus promoting their continuous purchase intention. In this case, the level of knowledge plays the role of amplifier, which enhances the positive impact of perceived value on consumer trust. Therefore, this study proposes the following hypothesis:
H4a: Knowledge level plays a positive moderating role in the influence of functional value on consumer trust; that is, when the knowledge level is high, the positive influence of functional value on consumer trust is strong.
H4b: Knowledge level plays a positive moderating role in the influence of emotional value on consumer trust; that is, when the knowledge level is higher, the positive influence of emotional value on consumer trust is stronger.
H4c: Knowledge level plays a positive moderating role in the influence of social value on consumer trust; that is, when the knowledge level is higher, the positive influence of social value on consumer trust is stronger.
H4d: Knowledge level plays a positive moderating role in the influence of cultural value on consumer trust; that is, when the knowledge level is higher, the positive influence of cultural value on consumer trust is stronger.

5. Research Design

5.1 Operational definition and measurement of variables

According to the model of this study, the scale of this study mainly includes the following variables: perceived value, consumer trust, knowledge level and consumers' continuous purchase intention, among which perceived value includes functional value, emotional value, social value and cultural value. The scale content of each variable draws on the mature scale formed by domestic and foreign scholars in the exploration and practice test of related fields. These scales have good theoretical basis and reliability and validity indicators, which can ensure the scientific and accuracy of the measurement results. At the same time, combined with the specific situation of this study, the characteristics of the domestic NFT digital collection field are modified and adjusted to ensure the validity and applicability of the content. Among them, function, emotion and social value refer to the scale of scholar Chen et al. (2024). The functional value revolves around the three items that NFT digital collections can bring to consumers, such as collection, value-added and exchange of actual rights and interests. Emotional value around the NFT digital collection can bring positive emotional experience and pleasure to consumers and establish emotional resonance with consumers, a total of four questions. The social value revolves around the four questions that NFT digital collections can enhance consumers' social image, gain social identity and meet their social needs. The cultural value referenced the cultural value scale studied by scholar Tang et al. (2024), which included three items related to the cultural connotations and symbolic meanings of NFT digital collectibles, including tradition, history and other cultural connotations. The consumer trust scale referenced the product trust scale developed by scholar Suh & Han (2003) and, combined with the characteristics of digital collectibles, designed three items to measure the degree of consumer trust in NFT digital collectibles. The knowledge level assessment referenced the scale developed by scholar Flynn & Goldsmith (1999) and, combined with the characteristics of digital collectibles, designed three items to measure consumers' subjective understanding of NFT digital collectibles. The scale for consumers' continuous purchase intention was based on the questionnaire developed by scholar Xiong (2024), which consists of three items. The above scale will use a Likert five-point scale, with five options ranging from completely disagree to completely agree; where number 1 represents strongly disagree; number 2 represents disagree; number 3 represents uncertain; number 4 represents agree; and number 5 represents strongly agree.

5.2 Sampling design

This study will collect sample data through questionnaires. To verify the accuracy and rationality of the questionnaire, a small-scale pre-test with

about 10 participants will be conducted before the questionnaires are distributed. Based on the feedback from the pre-test participants, questions that raised doubts or were unclear will be modified and adjusted to ensure the operability and effectiveness of the questionnaire. This study will promote and distribute the questionnaire online, primarily targeting individuals who have experience purchasing or holding NFT digital collectibles. This study will adopt the method of judgment sampling. Judgment sampling is the process by which investigators determine the most representative sample from a population based on subjective experience. According to the ratio of items to respondents is 1:10 (Wu, 2009), the questionnaire of this study has 23 items. Considering the ratio of items to respondents and the validity of the data, the sample size is set to 300.

5.3 Data analysis

This study will use SPSS and AMOS analysis software to conduct statistical analysis on the data collected from the survey questionnaire. The main analysis contents include descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, regression analysis, mediation effect test, and moderation effect test.

6. Summarize

This study focuses on the field of NFT digital collectibles. By reviewing and summarizing relevant literature, and based on the theory of perceived value and the trust-commitment theory, a comprehensive model is constructed that includes four dimensions of perceived value: function, emotion, society, and cultural, as well as consumer trust as a mediating variable and knowledge level as a moderating variable. Based on the model, the research hypotheses of this study are proposed. The scale drew on mature scales from domestic and foreign scholars, and was modified and adjusted in conjunction with the specific context of this study to form the survey questionnaire for this research. This study will conduct statistical analysis on the data collected from the questionnaires to identify the key driving factors of consumers' perception of the value of NFT digital collectibles in the domestic market environment. It will reveal how the psychological variable of consumer trust affects multidimensional value perception, as well as the differences and impacts on value perception among subjects with different levels of knowledge. Based on the current dynamic development of the NFT digital collectibles market, it will propose actionable development suggestions and provide a theoretical basis for the study of consumer behavior in the domestic NFT digital collectibles market.

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The Impact of Pet Attachment on the Purchase Intention of Pet End-of-life Services

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This study addresses the underlying mechanisms explaining the growing demand for pet end-of-life services—a consumption context characterized by high emotional tension and moral burden. However, existing research on pet attachment has predominantly focused on consumption during pets' lifespans, leaving a critical gap in the systematic investigation of pet end-of-life services. To fill this research gap, this study integrates both the positive affective-cognitive pathway and the negative affective-compensatory pathway of pet attachment in the context of pet life termination. Drawing on attachment theory, anthropomorphism theory, and compensatory consumption theory, we propose a moderated dual-mediation model. The model specifies pet anthropomorphism and guilt as dual mediators, and loneliness and social responsibility as moderators, with the aim of elucidating how pet attachment influences the purchase intention of end-of-life services and pet owners' psychological decision-making processes. This study contributes to the literature on pet consumption by disentangling and clarifying the interrelationships among these key variables, thereby extending the existing theoretical framework to the emotionally charged context of pet end-of-life care.
Keywords: Pet end-of-life services; Pet attachment; Pet anthropomorphism; Guilt; Loneliness; Social responsibility; Purchase intention

Introduction

With the transformation of social structures and the shrinking of family sizes, the role of pets has evolved from merely home guardians or recreational companions into indispensable emotional bonds within families, often regarded as emotional partners with human-like personality traits and anthropomorphized intimate companions (Apaolaza et al., 2022; Milanović Minić, 2025; Prato-Previde et al., 2022). According to the China Pet Industry White Paper 2025, the urban pet (dog and cat) consumption market in China reached 300.2 billion yuan in 2024, a year-on-year increase of 7.5%. This considerable economic scale indicates that the pet industry has become a notable component of the economic structure. The prevalence of anthropomorphized consumption ideology and the massive scale of the pet consumption market have driven the continuous maturation and improvement of relevant industrial chains. Moreover, the rise of the loneliness, single, and silver economies has further propelled pet consumption towards premiumization, emotionalization, and full-life-cycle services. Driven by a confluence of factors —including the substantial pet population, accelerating pet aging, the imperative demand for remains disposal, escalating emotional consumption, and regulatory mandates for environmentally sound treatment—professional pet end-of-life services haveemerged as a burgeoning emotional niche market. Encompassing the eco-friendly disposal of pet remains, memorial ceremonies, commemorative products, and grief counseling, such services inherently constitute an inevitable product shaped by the integration of emotional consumption, ethical obligation, and public health governance.

According to the 2025 Pet Funeral Supplies Insight Report, the global market for pet end-of-life services reached approximately $1.7 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 9.1% to $4.1 billion by 2034. As the highest-revenue market in the Asia-Pacific region, China's pet end-of-life sector reached $95 million in 2024, with a remarkable CAGR of 12.1%. However, in sharp contrast to this rapid market expansion, China's pet end-of-life service industry remains at a rudimentary and underdeveloped stage. Industry penetration stands below 20%, service standards are inconsistent, and there remains a notable shortage of emotionally attuned services. Meanwhile, social perceptions lag behind; many label the adoption of such services as "overly sentimental" or "wasteful," leaving pet owners' grief over pet loss with limited social recognition and understanding. Existing research has established pet attachment as the core emotional driver of pet consumption. Meanwhile, pet anthropomorphism—as a positive affective-cognitive pathway—further shapes owners' consumption decisions (Apaolaza et al., 2022). Pet anthropomorphism intensifies owners' emotional investment and willingness to spend on their pets, whereas guilt, as a mechanism driven by negative affect, plays a critical mediating role in owners' emotional consumption choices (Kim et al., 2025). Owners express their emotional attachment to and sense of responsibility toward their pets through diverse consumption behaviors (Charmaraman et al., 2022). They may experience guilt from perceived failures to adequately care for their pets (Brockman et al., 2008; Kwong & Bartholomew, 2011). Upon pet loss, owners often exhibit intense grief, anger, and guilt—feelings comparable to the distress associated with losing a human family member (Park & Jeong, 2022).

Nevertheless, existing studies on pet attachment have largely focused on conventional consumption contexts during pets' lifetimes, such as pet food, healthcare, accessories, and pet-friendly travel. Research addressing pet loss has primarily centered on post-loss psychological trauma, mourning responses, and ongoing bonds with deceased pets. Consequently, there remains a lack of systematic inquiry into pet end-of-life services—a distinctive consumption behavior characterized by high emotional intensity and significant moral salience. It remains underexplored whether the positive cognitive logic of pet anthropomorphism and the negative affective-compensatory logic of guilt jointly mediate the effect of pet attachment on purchase intention toward end-of-life services. Although prior research has identified the moderating roles of loneliness and social responsibility in pet travel contexts (Kim et al., 2025), it remains unclear how these individual traits influence consumer decision-making in the extreme context of pet loss, or whether their effects are strengthened or altered under such circumstances..

Literature Review

Pet Attachment and Its Theoretical Basis

Attachment theory, founded by British psychiatrist John Bowlby, aims to explain the enduring emotional bonds that infants form with their primary caregivers in order to seek and maintain safety and security (Bretherton, 1992). Such attachment behaviors persist throughout the human lifespan, and individuals tend to exhibit a higher willingness to invest in and make sacrifices for their attachment figures (Bowlby, 1982; Hirschman, 1994). As research has deepened, the scope of attachment theory has expanded beyond to include adult romantic partners and close friends, and it has been shown to be equally applicable to the relationship between humans and companion animals (Beck & Madresh, 2008).

Prior research has confirmed that pets can fulfill four key functions of an attachment figure: secure base, safe haven, proximity maintenance, and separation distress (Zilcha-Mano et al., 2011). Therefore, pet attachment is defined as a stable, enduring, and emotionally invested psychological bond established between pet owners and their pets, which can satisfy owners' core psychological needs such as the desire for safety, the need to care for their pets, and a sense of emotional belonging (Archer & Ireland, 2011). Its core feature lies in providing a highly safe, stable, and constant emotional connection (Jalongo, 2015), and it exhibits strong behavioral motivation in specific contexts (Hung et al., 2016). The stronger the attachment, the more likely owners are to regard their pets as family members (Apaolaza et al., 2022).

The Impact of Pet Attachment

The impact of pet attachment presents a double-edged sword effect. On the positive side, pet attachment can alleviate negative emotions, promote mental health (Branson et al., 2017; Chan & Wong, 2022; Kogan et al., 2022; Kretzler et al., 2022), and enhance subjective well-being and life satisfaction (Meier & Maurer, 2022; Sung & Han, 2023; Teo & Thomas, 2019; Wong et al., 2023). Most importantly, it drives comprehensive consumption behaviors ranging from basic survival needs to emotional experiences. Studies have shown that pet attachment positively influences the purchase intention of various pet products and services, including pet clothing, veterinary care, pet insurance, high medical expenditure, pet-friendly travel and pet food (Apaolaza et al., 2022; Boya et al., 2015; Brockman et al., 2008; Kirk, 2019; Ridgway et al., 2008; Tang et al., 2022). Furthermore, pet attachment can also affect consumption decisions through mediating pathways such as pet anthropomorphism (Apaolaza et al., 2022) and perceived value (Choi et al., 2025). On the negative side, excessive attachment may bring psychological risks (Chan & Wong, 2022; Kulari & De Castro, 2025; Lass-Hennemann et al., 2022; Lewis, 2023; Lu et al., 2023). Especially in contexts of separation or pet loss, the intensity of attachment is positively correlated with the intensity of grief (Park & Jeong, 2022), and it triggers intense guilt (López-Cepero et al., 2025). This guilt stems from owners' self-reflection, where they believe they failed to fulfill their optimal care, companionship, or medical responsibilities during their pets' lifetimes, leading to self-reproach for their neglect. Moreover, the negative impacts arising from pet loss often drive owners to adopt specific ritualistic and consumptive behaviors to seek emotional release and moral self-redemption, manage grief, alleviate guilt, and seek the continuation of emotional bonds with their deceased pets in some form. Studies have found that owners who have experienced pet loss consciously engage in various ritualistic activities to cope with intense grief and guilt, maintaining ongoing bonds with their pets (Kogan et al., 2022; Packman, Carmack, et al., 2011; Packman, Field, et al., 2011).

Mediating Pathways of Pet Attachment on Purchase Intention

This study specifically focuses on the mediating pathways of pet anthropomorphism and guilt, primarily because of their adaptability to the context of pet loss—a scenario characterized by high emotional intensity and significant moral salience. Specifically, pet anthropomorphism provides ethical legitimacy and positive emotional expression for end-of-life consumption, while guilt drives negative emotional compensation. Together, these pathways can accurately interpret the complete psychological transmission mechanism from attachment to purchase intention.

Anthropomorphism theory suggests that anthropomorphism is primarily driven by three motives: social motivation, effectance motivation, and activated knowledge structures (Epley et al., 2007). Individuals tend to attribute uniquely human traits, such as intentions, emotions, consciousness, and minds, to non-human entities, including animals, objects, and brands (Buhalis & Chan, 2023). In the specific context of pet ownership, anthropomorphism manifests as pet owners perceiving their pets as quasi-human members with human emotions, needs, personalities, and even social identities (Belk, 1996; Hirschman, 1994). The antecedents of pet anthropomorphism include pet attachment, loneliness, and pet characteristics, etc. Pet attachment is the most direct emotional driver of anthropomorphic cognition. As attachment objects, pets can provide unconditional acceptance and a sense of security, and strong attachment prompts owners to regard their pets as family members (Prato-Previde et al., 2022). Regarding its consequences, anthropomorphism can positively influence consumption intention; for example, pet attachment significantly enhances the purchase intention of pet fashion products through the mediating role of anthropomorphism (Apaolaza et al., 2022). The profound emotional bonds constructed by anthropomorphism lead to more intense grief responses when facing pet loss, prompting owners to adjust their grief through "human-frame" farewell methods and memorial activities (López-Cepero et al., 2025). Essentially, pet end-of-life services are a set of cultural scripts and meaning systems designed for "humans"; only when owners have anthropomorphized their pets will they feel it natural and necessary to apply these rituals to their pets.

Guilt is an emotional experience of pain, self-blame, and remorse that arises when an individual realizes they have violated internal moral or behavioral standards and are responsible for the adverse consequences of their actions (Eisenberg, 2000). In the context of pet ownership, guilt can be specifically defined as moral self-reproach and emotional distress experienced by pet owners when they perceive that they have failed to fulfill their responsibilities and obligations as pet parents in caring for, accompanying, or making decisions for their pets (Kogan et al., 2022). Compensatory consumption theory holds that when consumers face threats to their self-concept, unmet psychological needs, or negative emotions such as guilt, loneliness, and powerlessness, they will purchase symbolically meaningful products or services to compensate for this psychological imbalance, thereby repairing self-cognition, restoring a sense of control, or obtaining emotional comfort (Mandel et al., 2017; Rindfleisch et al., 2009). This theory emphasizes that consumption behavior not only meets functional needs but also serves as an important psychological adjustment and self-compensation strategy (Gao et al., 2009). The core function of guilt is to prompt individuals to take remedial actions to repair their moral self-image and make up for perceived mistakes (Cryder et al., 2012). Pet attachment acts as an emotional amplifier of guilt. The deeper the attachment, the heavier the sense of responsibility perceived by the owner. When pets show signs of distress or owners perceive that they have failed to provide optimal care, this profound, responsibility-laden emotional attachment can rapidly transform into intense self-blame and guilt over perceived dereliction of duty (Kwong & Bartholomew, 2011). In the context of pet loss, to alleviate the guilt arising from perceived neglect, pet owners are strongly inclined to seek self-redemption through symbolic compensatory behaviors (Packman, Carmack, et al., 2011). Pet owners can cope with trauma in various ways, such as keeping photos, mementos, and placing ashes—activities that help deepen emotional bonds with pets and support emotional adjustment. Furthermore, adaptive cognitive-emotional regulation strategies, including accepting reality and positive reappraisal, can promote post-traumatic growth (Chur-Hansen, 2011; Kogan et al., 2024).

The Moderating Pathways of Pet Attachment on Purchase Intention

A recent study has found that pet owners' loneliness, social responsibility, and subjective well-being are key moderating factors of consumption behavior, which establishes the theoretical importance of such variables in pet consumption decisions (Kim et al., 2025). This study specifically focuses on loneliness and social responsibility, mainly based on their prominent theoretical relevance and explanatory power in the unique context of pet loss.

Loneliness is essentially a subjective psychological experience, referring to the distressing feeling an individual experiences when the perceived quality and quantity of social relationships fail to meet their expectations (Pinquart & Sörensen, 2001). For pet owners with high levels of loneliness, pets often play an irreplaceable role as their primary emotional anchor; they experience a more intense emotional void when facing pet loss (Cowling et al., 2020). Such individuals are also more likely to seek comfort through ritualistic consumption (Kim et al., 2025). Loneliness is thus a key factor driving the motivation to own pets and deep emotional dependence. When a pet serves as the core emotional substitute for combating loneliness, its passing signifies the collapse of this pillar. This may significantly exacerbate the owner's grief and their need for "ongoing bonds," thereby strengthening their willingness to seek emotional comfort and compensation through end-of-life services.

Social responsibility is a construct rooted in social psychology and ethics, referring to an individual's recognition of social norms and moral principles and their tendency to actively fulfill them (Berkowitz & Lutterman, 1968). Social responsibility is reflected in owners extending the scope of their moral care to animal lives, internalizing the ethical concept of "being responsible to the end," and regarding themselves as moral agents who need to be responsible for the lifelong well-being of their pets (Charmaraman et al., 2022). Individuals with high social responsibility perceive pets as an inseparable part of the consumption symbiotic unit, and even as family members (Kim et al., 2025; Kylkilahti et al., 2016). Individuals with high social responsibility have strong emotional empathy and can sensitively perceive their pets' pain. When pets are approaching the end of their lives, the owners' guilt will be amplified, driving them to take actions to reduce their psychological burden.

Model Construction

First, research on pet fashion consumption has empirically verified the positive cognitive pathway of "pet attachment → pet anthropomorphism → purchase intention" (Apaolaza et al., 2022). This study argues that this pathway will be more prominently reflected in ritualistic consumption at the end of life, forming the first mediating pathway to explain end-of-life consumption. Second, research on pet-friendly travel has identified the emotional compensation pathway of "anthropomorphism → guilt → behavioral intention" and verified the moderating roles of loneliness and social responsibility (Kim et al., 2025). In the context of pet loss, owners experience deeper guilt (e.g., inadequate care, dilemmas in medical decision-making), which drives consumption motivated by compensation and redemption. As an antecedent of anthropomorphism, pet attachment promotes this pathway from the source, forming the second negative emotional compensation pathway to explain end-of-life consumption. In summary, integrating attachment theory, anthropomorphism theory, and compensatory consumption theory, this study proposes that the impact of pet attachment on the purchase intention of end-of-life services in the context of pet loss is jointly exerted by the parallel operation of the positive cognitive pathway and the negative emotional compensation pathway. Pet owners' profound attachment is transformed into the purchase intention of family-style farewell rituals through anthropomorphic cognition; it gives rise to intense guilt over negligence, motivating owners to seek moral compensation by purchasing end-of-life services. In addition, this study incorporates loneliness and social responsibility into the model as key moderating variables that define the boundaries of the mediating pathways.

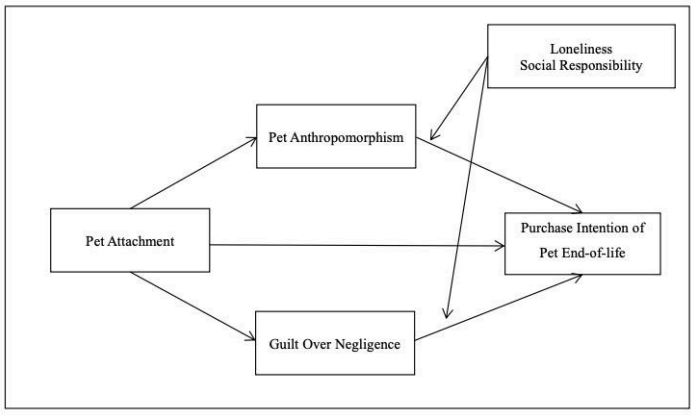


Figure 1 Theoretical Model

Research Hypotheses

According to pet attachment theory, highly attached consumers often treat their pets as family members or even extensions of the self. This emotional bond directly shapes their consumption behavior (Mosteller, 2008). The effect of pet attachment on purchase intention is mediated by pet anthropomorphism: the more attached owners are to their pets, the more likely they are to anthropomorphize them, and consequently, the more willing they are to purchase fashionable clothing imbued with human symbolic meaning for their pets (Apaolaza et al., 2022). This represents a positive pathway driven by pet attachment. Conversely, pet owners may experience sadness, anger, and guilt when they perceive themselves as having failed to fulfill their responsibilities as "pet parents"—for instance, by not providing adequate care, companionship, or medical support (López-Cepero et al., 2025). This constitutes a negative emotional outcome of pet attachment. For deeply attached owners facing decisions such as euthanasia, attachment intensity correlates positively with guilt intensity: the stronger the attachment, the greater the perceived responsibility, and the more intense the guilt when owners fall short of their self-imposed care standards (Testoni et al., 2017). Thus,

H1. Pet attachment positively affects purchase intention for pet end-of-life services.

H2. Pet attachment positively affects pet anthropomorphism.

H3. Pet attachment positively affects guilt over negligence.

According to anthropomorphism theory, owners regard their pets as family members. Indeed, between 70% and 99% of pet owners perceive their pets as such, with some even caring for them as surrogate children or grandchildren (Hirschman, 1994). Pet anthropomorphism positively affects purchase behavior for pet products (Brockman et al., 2008). Further research has demonstrated that pet attachment, as an emotional mechanism, intertwines with anthropomorphic cognition to jointly shape pet consumption behavior (Apaolaza et al., 2022). Studies have found that, in the face of pet loss, conventional disposal methods—such as casual burial or abandonment—conflict with the emotional value of pets as family members. This conflict, in turn, prompts people to critically examine the mourning process surrounding non-human animal death (López-Cepero et al., 2025). Accordingly, we propose the following hypotheses:
H4. Pet anthropomorphism positively affects purchase intention for pet end-of-life services.
H5. Pet anthropomorphism mediates the positive relationship between pet attachment and purchase intention for pet end-of-life services.

Research indicates that the level of guilt experienced by pet owners is remarkably similar to that documented in human parent-child studies (Kogan et al., 2022). In the context of pet travel intention, Kim et al. (2025) introduced guilt as a key variable, showing that the guilt of leaving pets home alone mediates the relationship between anthropomorphism and travel intention. The present study extends the understanding of pet consumption motivation beyond positive anthropomorphic care to include the compensation and alleviation of negative emotions such as guilt. When facing pet loss, the unconditional bond with pets implies that attachment intensity is positively correlated with post-loss grief (Hughes & Lewis Harkin, 2025). Deep attachment makes guilt a core driver of purchase intention (Duke & Amir, 2019). Studies have found that owners who have experienced pet loss consciously engage in consumption to cope with guilt (Kogan et al., 2022; Packman, Carmack, et al., 2011). In the context of pet loss, guilt centers on the perceived neglect of care responsibilities. It is not a generalized emotion but a specific reflection on having failed to fully fulfill one's duties during the pet's life—for instance, providing insufficient companionship, failing to detect illness in time, or hesitating in medical decisions (Kogan et al., 2022). This neglect-based guilt is the most common and intense form of post-loss guilt, and it aligns closely with the core value of end-of-life services: making up for regrets in the pet's life. Thus,
H6. Guilt over negligence positively affects purchase intention for pet end-of-life services.
H7. Guilt over negligence mediates the positive relationship between pet attachment and purchase intention for pet end-of-life services.

Studies have further revealed that psychological traits of pet owners—such as loneliness—moderate the relationship between anthropomorphism and travel intention (Kim et al., 2025), highlighting the theoretical importance of such variables in pet consumption decisions. For pet owners with high levels of loneliness, pets often serve as an irreplaceable emotional anchor. When facing the ultimate separation of pet loss, these owners experience a more profound and intense emotional vacuum, loneliness, and sense of loss (Cowling et al., 2020). Thus,
H8a. Loneliness positively moderates the effect of pet anthropomorphism on purchase intention for pet end-of-life services.
H8b. Loneliness positively moderates the effect of guilt over negligence on purchase intention for pet end-of-life services.

Studies have shown that pet owners with high social responsibility regard their pets as integral to their consumption unit: they consider their pets' needs in daily decisions, incorporate them into life planning, and treat them as family members (Kim et al., 2025; Kylkilahti et al., 2016). Moreover, individuals with high social responsibility exhibit strong emotional empathy and are more sensitive to their pets' pain. Consequently, when pets face health problems or end-of-life issues, these owners experience amplified guilt, which motivates them to take action to reduce their psychological burden. Thus, we propose the following hypotheses:
H9a. Social responsibility positively moderates the effect of pet anthropomorphism on purchase intention for pet end-of-life services.
H9b. Social responsibility positively moderates the effect of guilt over negligence on purchase intention for pet end-of-life services.

Research Design

To ensure the reliability and validity of the measurement, all core constructs adopt mature scales that have been widely used and validated in existing literature. For English scales, the "translation-back-translation" procedure is strictly followed, with minor adjustments made in combination with the Chinese cultural context and the research context of pet end-of-life services. All variables are measured using a 5-point Likert scale, representing "strongly disagree", "disagree", "neutral", "agree", and "strongly agree" respectively. Pet attachment is defined as a stable, enduring, and emotionally invested psychological bond between pet owners and their pets. This relationship is reciprocal and can satisfy the owner's core psychological needs such as a sense of security, the desire to care for others, and emotional belonging (Archer & Ireland, 2011). This study adopts the validated pet attachment scale from pet fashion clothing consumption research (Apaolaza et al., 2022), which consists of 4 items focusing on the owner's feelings of intimacy, care, and attachment toward their pets. Pet anthropomorphism is defined as the psychological process in which individuals attribute human-specific traits to non-human entities (Epley et al., 2007). In the context of pet ownership, it refers to the psychological process where pet owners endow pets with human emotions, needs, and social identities. This study uses the scale developed by Apaolaza et al. (2022), which includes 4 items focusing on the anthropomorphism of pets' human characteristics, emotions, and rights. Guilt over negligence is defined as the self-blame and remorse experienced by pet owners who perceive that they have failed to fulfill their care responsibilities to their pets (Kogan et al., 2022). In the context of this study, it specifically refers to the guilt felt by owners who believe they failed to provide adequate care, companionship, or medical support to their pets during their lifetime. The "guilt" subscale from the Pet Grief Questionnaire developed by Hunt and Padilla (2006) is adopted, consisting of 4 items. Willingness to purchase end-of-life services is defined as the subjective tendency of pet owners to plan, be willing to, and potentially purchase professional, paid comprehensive end-of-life services for their pets when facing or anticipating the pet's passing. Referring to the measurement tools developed by Apaolaza et al. (2022) and Zeithaml (1988), a scale with 3 items is formed. Loneliness is defined as a distressing experience arising when an individual perceives that their social relationships fail to meet their expectations (Pinquart & Sörensen, 2001). A refined version of the classic Loneliness Scale developed by Russell et al. (1978) is used, including 4 items. Social responsibility is defined as an individual's tendency to recognize and actively fulfill social norms and moral principles (Berkowitz & Lutterman, 1968). A refined version of the Social Responsibility Personality Scale developed by Berkowitz and Lutterman (1968) is adopted, including 4 items. Demographic variables of pet owners (gender, age, education level, monthly income) and pet-keeping characteristics (pet type, feeding duration, whether they have experienced the passing of a pet) are included as control variables in the analysis.

Sampling Design

The sampling subjects of this study are adult (over 18 years old) pet owners who have kept dogs or cats currently or within the past year. Questionnaires are distributed through Wenjuanxing (a professional questionnaire platform in China) and targeted pushed through pet communities and social media. The initial scale contains approximately 23 items, requiring a minimum sample size of 230. Considering invalid questionnaires, model complexity, and the statistical power requirements for testing moderating effects, it is planned to collect 350–400 valid questionnaires. Before the formal survey, the following steps will be taken to ensure questionnaire quality: First, a brief and objective definition and example explanation of "pet end-of-life services" will be provided at the beginning of the questionnaire. Second, experts in marketing and psychology, as well as senior pet industry practitioners, will be invited to review the content validity of the questionnaire. Third, a small sample (N = 30–50) will be selected for a pre-test to verify reliability and construct validity. Fourth, an informed consent form will be included on the first page of the questionnaire, explaining the research purpose, anonymity, and confidentiality.

Data Analysis

This study will adopt quantitative statistical methods, comprehensively using SPSS 22.0 and AMOS 22.0 software for data processing and model testing. The overall analysis follows the logical process of "measurement model evaluation → structural model testing → hypothesis verification". Relevant data and processing mainly involve basic descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, and structural equation model analysis.

Expected Contributions and Conclusion

The expected contributions of this study are mainly reflected in three aspects. First, it expands the application boundary of pet attachment theory in extreme consumption scenarios, fills the gap in empirical research on pet end-of-life services (an extreme form of emotional consumption), and focuses on Chinese pet owners, bridging the gap in cross-cultural research. Second, it integrates the positive cognitive path of "attachment → anthropomorphism → purchase intention" and the negative emotional compensation path of "attachment → guilt → purchase intention" into the same framework for the first time, revealing the parallel dual mediating mechanism of pet attachment on the purchase intention of end-of-life services, and responding to the theoretical concern of existing research on how positive and negative emotions jointly drive consumption decisions. Third, it introduces loneliness and social responsibility as moderating variables, clarifies the boundary conditions of the above mediating paths, and deepens the understanding of decision-making differences among consumers with different characteristics. At the practical level, it provides decision-making basis for service providers to design differentiated emotional services and accurately reach consumers' emotional pain points; it provides theoretical support for improving social recognition of pet loss emotions, promotes society to recognize the rationality of pet bereavement emotions, and helps with the standardization and cognitive upgrading of the industry. In summary, through the systematic deconstruction of the formation mechanism of pet owners' willingness to purchase end-of-life services, this study not only makes an important expansion of existing pet consumption theory in a new and extreme context but also provides scientific consumer psychological insights for the booming pet end-of-life service industry.

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A Study on Customer Relational Bonds, Perceived Value and Re-purchase Intention in the Reliability Testing Equipment Industry

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Relational bonds, as a marketing strategy, provide significant support in stimulating customers' repurchase intention. However, existing research lacks a thorough understanding of the inducing mechanism of repurchase intention under the context of relational bonds. To verify this inducing mechanism, this study adopts the social exchange theory as the analytical framework, constructs a research model of "relational bonds - perceived value - repurchase intention", and explores the boundary conditions under which relational bonds influence perceived value from the perspective of price sensitivity traits. The aim is to clarify the internal relationships among the variables, expand the existing research framework and theoretical system, and provide references for business operators to make efficient customer marketing decisions and create differentiated competitive advantages.
Keywords: Relational bonds; Repurchase intention; Perceived value; Price sensitivity

Introduction

Due to the two major social issues of energy shortage and climate warming that the world is currently facing (van Dongen et al., 2026), technological innovation, policy coordination, and global cooperation inevitably need to point towards a green and low-carbon transformation in order to build a sustainable future. Disruptive technologies will lead to changes in customer behavior and also prompt customers to re-evaluate their views on the market value of products (Erdmann et al., 2023). However, it is undeniable that there are very obvious characteristics in the reliability testing equipment industry: the product price composition is highly transparent, product homogeneity is severe, and price wars intensify vicious competition. Therefore, it is extremely difficult for enterprises to achieve sustainable growth through differentiated means, and the profit margin continues to narrow, even falling into the actual predicament of "selling more and losing more". This naturally and appropriately leads to a question: In the absence of price influence, which preconditions truly affect customers' repurchase intention? This is also a highly concerned issue by both the industry and the academic community at present.

The relational bonds, as a typical and mature practice in relationship marketing, is conducive to enhancing the degree of mutual understanding and closeness between customers and service providers, thereby increasing customers' purchase intention (Wang, 2025). Currently, there have been many studies in the academic field regarding the influence of relational bonds, mainly focusing on customer loyalty (Ganaie & Bhat, 2023), purchase intention (Zhang et al., 2024), and customer participation (Tan et al., 2024). However, it is undeniable that the existing literature still lacks systematic research on the mechanism of how relational bonds affect repurchase intention from the perspective of the reliability testing equipment industry context.

More importantly, creating and maintaining customers' perceived value is the core of customer relationship management (Matsuoka, 2022), and price sensitivity naturally limits customers' purchase intention and behaviors (Ghali-Zinoubi, 2020). Although there have been quite solid and rich previous studies on the basic composition of perceived value and its significance for customers' behaviors and decisions (Matsuoka, 2022; Xue, 2025), it is inevitable that enterprises in the reliability testing equipment industry still have opportunities to study the relationship between customers' perceived value, price sensitivity, and repurchase intention. Therefore, this is also the basic entry point of this study.

2. Theoretical Foundation and Literature Review

2.1 Social Exchange Theory

The relational bonds, as a typical and mature practice in relationship marketing, is conducive to enhancing the degree of mutual understanding and closeness between customer and service provider, thereby increasing customers' purchase intention (Wang, 2025). Currently,

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Social exchange theory (SET) is one of the most influential conceptual paradigms in organizational behavior. Its concept was first proposed by Homans (1958) in the late 1950s, emphasizing the rational choices of individuals in interactions to seek rewards and avoid costs. Homans (1958) pointed that social exchange is mainly achieved through resource exchange, and people can obtain more benefits and reduce their own sacrifices in interactions. In the social exchange theory, these interactions are usually regarded as interdependent and depend on the behavior of the other person (Blau, 1964). The social exchange theory suggests that when customers evaluate the returns, benefits, and costs of a transaction, they will develop the intention to maintain a relationship with the organization (Balci et al., 2019). Social exchange theory is widely applied to explain individual behaviors in various fields, including customer behavior (Krishna & Kim, 2021) and supplier innovation behavior (Ashwin et al., 2025). Therefore, in the reliability test equipment industry, for customers, if reliability test equipment enterprises can provide a good relational bonds for customers and based on the principle of mutual benefit, the perceived value of customers will be significantly strengthened, thereby enhancing the re-purchase intention of customers.

2.2 Perceived Value Theory

Perceived value theory was proposed by Zeithaml (1988), referring to the overall evaluation of the utility of a product by customers after weighing the perceived gains and losses. Currently, it is applied in various studies on perceived value and purchase intention (Song et al., 2022). Sheth et al. (1991) divided perceived value into five dimensions: social dimension, the emotional dimension, the conditional dimension, the cognitive dimension, and the functional dimension. According to the perceived value theory, consumers will assess the overall benefits and costs of a service before making a decision (Chakraborty et al., 2023). The perceived value theory is widely used in studies on consumers' intention or attitudes towards purchasing specific products (Zhang et al., 2020; Lin & Dong, 2023). Therefore, based on the perceived value theory, we analyzes the influence and mechanism of relational bonds in the reliability test equipment industry on customers' repurchase intention.

3. Conceptual Definitions

3.1 Relational bonds

The concept of “relational bonds” originated from the theory of relationship marketing. As a marketing strategy, it was initially proposed by Berry (1983). Chen & Chiu (2009) present that a relational bonds is a psychological connection between customers and the brand, aiming to form long-term and continuous relationships. In the literature of relationship marketing, a relational bonds represents different levels of relationship marketing practices, including financial bonds, social bonds, and structural bonds (Berry, 1995; Hu & Chaudhry, 2020). However, many researchers (Ganaie & Ahmad, 2020; Ahmad & Akbar, 2023) believe that relationship marketing practices are a combination of relationship marketing orientation (trust, commitment, empathy, conflict resolution, communication) and relational bonds (financial, social, structural, and customized bonds). The financial bonds refers to the special price discounts or other economic rewards provided to establish and maintain consumer relationships (Berry, 1995). The social bonds refers to the personal connections formed through interpersonal communication, friendship, and the promotion of exchange identity, thereby establishing an exchange relationship between each other (Shanka & Buvik, 2019). The structural bonds refers to consistently meeting customers' expectations through developing innovative service methods, quickly resolving complaints, providing personalized services, promoting integration and diversity of services, etc. (Chen & Chiu, 2009). The customized bonds is mainly achieved through mass customization and customer intimate contact strategies, developing products or services that do not or only require minor adjustments in specifications and can fully meet customers' personalized needs (Wilson et al., 2016).

3.2 Perceived Value

Perceived value is defined as the overall assessment by consumers of the utility of a product (or service), based on their perception of what they receive and what they give (Zeithaml, 1988). Sweeney & Soutar (2001) argue that perceived value refers to consumers' perception of whether a product or service meets their needs and expectations, and they divide perceived value into four dimensions: emotional value, social value, quality value, and price value. Perceived value includes relational benefits and sacrifices (Wu et al., 2014).

3.3 Re-purchase intention

The customer's repurchase intention is a crucial defensive marketing strategy that determines the success of an enterprise (Cronin et al., 2000). Zeithaml et al. (1996) proposed that the repurchase intention is a tendency of customers to decide to continue purchasing the products or services of a certain enterprise in the future, and it is divided into two dimensions: repeat purchase and willingness to recommend. The repurchase intention represents three types of purchases: test purchase, repeat purchase, and long-term commitment purchase (Chen et al., 2009). The repurchase intention refers to the result of customers' attitudes and commitments towards repurchasing a specific product (Abdul, 2014).

3.4 Price sensitivity

Price sensitivity refers to the degree to which an individual perceives and reacts to changes or differences in the price of a product or service (Monroe, 1973). Price sensitivity is the weight and/or influence of price-related factors in consumers' evaluations of services or products (Erdem et al., 2002). Everyone's sensitivity to price varies; some people are very concerned about prices, while others are willing to pay more for high-quality products (Yue et al., 2020).

4. Research Hypotheses and Research Models

Through extensive reading of relevant literature, this paper conducted a review of the variables under study and refined and summarized them based on the existing literature. To clarify the influence pathways of customer relational bonds (financial bonds, social bonds, structural bonds, and customized bonds) on the repurchase intention, this paper, based on the social exchange theory and the perceived value theory, aims to further verify its influence mechanism by providing a comprehensive framework that combines the mediating role of perceived value and the moderating effect of price sensitivity. Therefore, this chapter will focus on conducting logical deductions and formulating relevant research hypotheses based on the relationships between the variables.

4.1 Relational bonds and repurchase intention

The social exchange theory states that if customers feel satisfied, benefit, and receive rewards, they are more likely to remain in the current relationship (Shanka & Buvik, 2019). Therefore, maintaining the relational bonds is an extremely important strategy for enterprises to build brand loyalty and retain customers (Huang et al., 2014; Alagarsamy et al., 2021). More importantly, the theory clearly demonstrates that the relational bonds will enhance customer satisfaction and commitment, which naturally translates into loyalty to the organization (Balci et al., 2019). In perfect complementation to this, when companies provide better guarantees, consumers' concerns about the uncertainty involved in the transaction decrease, and therefore the repurchase intention increases (Amoako et al., 2019). Wang & Lee (2023) conducted a rigorous empirical test using 525 participants with streaming media shopping experience as the sample, directly and powerfully confirming that the relational bonds affect continuous purchasing behavior by influencing consumers' trust in the host and the product (Wang & Lee, 2023). Existing literature also generally supports that the relational bonds is conducive to enhancing customers' purchase intention (Zhang et al., 2024; Yue & Huang, 2024).

Financial bonds refers to the special price discounts or other economic rewards provided to enhance the relationship with consumers (Berry, 1995). Shammout (2020) demonstrated that the financial bonds has a positive impact on both the attitudes and behavioral loyalty. Importantly, Mai et al. (2021) found that the financial bonds is the powerful predictor of customer loyalty, as customer loyalty itself is conducive to increasing the probability of repeat purchases. Wang & Lee (2023) directly verified this, stating that the financial bonds positively influences customer repeat purchase behavior. Zhang et al. (2024) further explained that the financial bonds has a clear positive impact on purchase intention. Wang (2025) indicates that the financial bonds has a positive impact on online purchase intention. Shanka & Buvik (2019) argue that social bonds refer to the personal connections formed through interpersonal communication, friendship, and the promotion of shared identity, thereby establishing reciprocal exchange relationships. Social exchange is the foundation of relationships between groups and individuals, and social exchange behaviors are voluntary actions of individuals, but these behaviors are driven by the expected rewards (Peng et al., 2021). Social bonds have a significant positive impact on customer loyalty because they can establish social relationships with customers, enhance mutual familiarity, and cultivate friendships (Shammout, 2020; Ganaie & Bhat, 2023). Therefore, social bonds are an important influencing factor for purchase intention (Zhang et al., 2022). Wang & Lee (2023) found that social bonds positively influence customers' repeat purchase behavior. Zhang et al. (2024) confirmed that social bonds have a positive impact on purchase intention. The structural bonds is manifested in the form of value-added services, and such services have clear technical content, thus providing stable and predictable economic incentives to customers (Berry, 1995). Therefore, there is sufficient evidence indicating that the structural bonds will prompt consumers to form stronger and more positive commitments towards e-retailers (Hsieh et al., 2005; Huang et al., 2014). More importantly, the structural bonds directly benefits in driving customers' shopping behavior and shopping intention (Xu et al., 2020). In addition, companies, by leveraging the opportunities provided by the structural bonds, can launch services of greater value, which are extremely difficult for competitors to replicate (Ganaie & Bhat, 2023). Zhang et al. (2024) conducted a very clear and rigorous empirical test on this, showing that the structural bonds has a positive impact on purchase intention. Wang (2025) made a perfect supplement to this, stating that the structural bonds has a clear positive impact on online purchase intention. The customized connection is mainly achieved through mass customization and customer intimacy strategies, developing products or services that do not require or only need minor adjustments in specifications and can fully meet the personalized needs of customers. These fall within the scope of the customized connection (Wilson et al., 2016). Customers are willing to pay extra for innovative technologies and actively purchase the same product again due to the innovative technologies adopted in the product (Elvik, 2020). Belhadi et al. (2023) provided a very clear and powerful argument: The customized connection increases the possibility of customers meeting their specific needs, thus being beneficial for customers to remain in the current relationship and naturally enhancing the repurchase intention. Ganaie & Bhat (2024) further systematically explained that the customized connection has direct and positive significance for customer loyalty and the economic efficiency of the service model. In conclusion, based on the social exchange theory, in the reliability testing equipment industry, enterprises provide good services or value-added benefits to customers by implementing relational bonds (financial, social, structural, and customized). These professional service-related relational bonds can enhance customer satisfaction and loyalty, thereby increasing customers' repurchase intention. Thus,

H1a: The financial bonds impacts positively on repurchase intention.
H1b: The social bonds impacts positively on repurchase intention.
H1c: The structural bonds impacts positively on repurchase intention.
H1d: The customized bonds impacts positively on repurchase intention.

4.2 Perceived value as mediating variable

The core of Social Exchange Theory is the principle of mutual benefit, which means that when individuals receive favors from others, they make corresponding emotional commitments and return behaviors (Blau, 1964). Sweeney & Soutar (2001) argued that perceived value refers to consumers' perception of whether a product or service meets their needs and expectations, and they divided perceived value into four dimensions: emotional value, social value, quality value, and price value. Perceived value is a key predictor of consumers' preferences and behavioral intention, and this influence has significant individual differences and situational dynamics (Gong et al., 2024). Researchers believe that one of the motivations for customers to engage in relationship exchanges is to save money (Peterson, 1995). Financial bonds refer to special price discounts or other economic rewards provided to enhance the consumer relationship (Berry, 1995). Therefore, it is naturally classified as an incentive marketing strategy for customers (Hu & Chaudhry, 2020). More specifically, financial bonds are generally presented in the form of discounts or promotions (Alagarsamy et al., 2021). Since financial incentives enable customers to purchase the same products at a relatively lower price, it has been extensively studied and proven to increase customers' perceived value (Hu & Chaudhry, 2020). In perfect alignment with this, Li (2024) clearly pointed out that perceived value plays a mediating role between financial bonds and user fit. Liu & An (2024) proposed that the promotional intensity can enhance consumers' decision-making efficiency, and perceived value plays a mediating role in this process.

The fundamental purpose of people's participation in social exchange activities is to obtain some rewards or benefits to compensate for their investments. Therefore, it is natural to analyze from the perspective of individuals as rational actors, that is, individuals will conduct cost-benefit analyses (Nhu-Mai et al., 2024). More importantly, social bonds are conducive to enhancing the intimacy between customers and sellers, and also help to increase consumers' sense of identification (Zhan et al., 2024). And if enterprises can actively and promptly respond to customer issues, it will be easier for them to establish a truly warm and valuable relationship with customers, and customers will thus truly feel trust. Structural bonds refer to the consistent fulfillment of customers' expectations through the development of innovative service methods, rapid resolution of complaints, provision of personalized services, promotion of integration and diversification of services (Chen & Chiu, 2009). Structural bonds usually involve additional value-added services that customers cannot easily obtain through other channels (Hu & Chaudhry, 2020). Existing research has confirmed the positive impact of structural bonds on perceived value. For instance, Li (2024) indicates that the structural bonds between live streaming rooms and customers have a positive correlation with perceived value. Zhang et al. (2024) also provided a good explanation that structural bonds influence customers' purchase intention through the mediating role of perceived value. What is even more remarkable is that for high-end utilitarian brands, existing research (Steiner et al., 2025) clearly and rigorously points out that in addition to objective innovative features, the functional brand value perceived by customers has a substantive impact on the re-purchase intention. Due to the increasing demand from customers for personalized products, the make-to-order (MTO) production model has become very common in the manufacturing industry (Meng et al., 2019). Lu & Wang (2022) proposed that customers' perception of satisfaction with the customization process is closely related to their perception of the value of the customization process. More importantly, retail enterprises are undergoing digital transformation, shifting from being resource (goods, location)-centric to consumer-centric. Therefore, their competitive advantages have naturally expanded from goods and locations to consumers' perceived value and shopping experience (Liu & An, 2024). Yi & Liu (2025) provided excellent empirical verification for this, showing that perceived value has a significant positive impact on consumers' repurchase intention. In conclusion, based on the social exchange theory, in the reliability testing equipment industry, enterprises can make customers feel that they get more value than their money spent by implementing relational bonds (financial, social, structural, customized) with customers. As a result, customers are more willing to make repeat purchases (re-purchase intention). This conforms to the logic of “input-output” in the social exchange theory: enterprises invest in relationship tie resources, and after customers perceive the value, they exhibit reciprocal behavior. Thus,
H2a: Perceived value plays a mediating role between the financial bonds and repurchase intention.
H2b: Perceived value plays a mediating role between the social bonds and repurchase intention.
H2c: Perceived value plays a mediating role between the structural bonds and repurchase intention.
H2d: Perceived value plays a mediating role between the customized bonds and repurchase intention.

4.3 Price sensitivity as moderating variable

The perceived value theory posits that the perceived value of users is determined by comparing the costs and benefits of using a product or service (Lu et al., 2022; Yuen et al., 2023). Price sensitivity refers to the weight and/or influence of price-related factors in consumers' evaluations of services or products (Erdem et al., 2002). The financial bonds bring economic benefits, such as discounts, gifts, free shipping or extended payment periods, in exchange for customer loyalty (Farida & Ardyan, 2018). This financial tie will enhance customer loyalty through price incentives (Berry, 1995). Qi et al. (2021) proposed that as the price decreases, the functional value of smart glasses increases, and the positive attitude towards the adoption of smart glasses will also increase. This indicates that price sensitivity can regulate the influence of perceived value on attitudes, thereby affecting the willingness to use smart glasses. Price is a key determinant of customers' purchase of a certain product (Zuidhof et al., 2024), and the influence of perceived value on attitudes is affected by price sensitivity (Ciunova-Shuleska et al., 2025). Social bonds have a significant impact on customers' re-purchase intention and loyalty (Milan et al., 2018; Balci et al., 2019). The development of social bonds usually requires regular communication with customers, maintaining contact with them, actively responding to their needs during interactions, and showing understanding, recognition, and assistance to customers (Jong et al., 2022). Bhutto et al. (2022) found that price sensitivity has a positive impact on purchase intention, and price sensitivity also plays a moderating role in the relationship between attitude and purchase intention as well as the relationship between subjective norms and purchase intention.

According to the theory of perceived value, consumers will evaluate the overall benefits and costs of a service before making a decision (Singh et al., 2021; Chakraborty et al., 2023). Structural bonds involve enterprises providing strong after-sales guarantees and customized product information (Hu & Chaudhry, 2020). Dorce et al. (2021) have clearly clarified the moderating role of price sensitivity in the relationship between behavioral intention and actual behavior, and this is complemented very well by Brandão & Costa (2021), who regard price sensitivity as a prerequisite for attitude and perceived behavioral control. More importantly, structural bonds can help enterprises establish sustainable and differentiated competitive advantages, and their irreplaceability has been well demonstrated (Jong et al., 2022). Therefore, even customers with a high degree of price sensitivity can truly perceive the functional or economic value of the product in this process. When the price differences among alternative products gradually narrow and the market's demand for customized products shifts from being price-sensitive to being time-delivery-sensitive, customers tend to choose customized products with shorter delivery cycles and higher punctuality (Niu et al., 2019). The customization link can be constructed by providing customized services that meet specific individualized preferences, as well as collaborating with relevant stakeholders to offer comprehensive services (Jong et al., 2022). In conclusion, in the reliability testing equipment industry, perceived value, as a behavioral attitude, is influenced by relational bonds (financial, social, structural, customized) and price sensitivity. When enterprises enable customers to perceive the emotional, functional, social and economic values of the products through relational bonds, even for customers with high price sensitivity, they will still feel that the product is worth more than its price. Thus,
H3a: The price sensitivity has a positive moderating effect on the influence of financial bonds on perceived value; if the price sensitivity level is high, then the relation between financial bonds with perceived value will be positive and stronger.
H3b: The price sensitivity has a positive moderating effect on the influence of social bonds on perceived value; if the price sensitivity level is high, then the relation between social bonds with perceived value will be positive and stronger.
H3c: The price sensitivity has a positive moderating effect on the influence of structural bonds on perceived value; if the price sensitivity level is high, then the relation between structural bonds with perceived value will be positive and stronger.
H3d: The price sensitivity has a positive moderating effect on the influence of customized bonds on perceived value; if the price sensitivity level is high, then the relation between customized bonds with perceived value will be positive and stronger.

5. Proposed Theoretical Model

Based on the literature review and summary of the theoretical basis and related variables of this study, this chapter is based on the social exchange theory and the perceived value theory, proposes relevant research hypotheses, constructs a theoretical model of the relationship between bonds and repurchase intention, studies the mediating role of perceived value, and examines the moderating effect of price sensitivity.

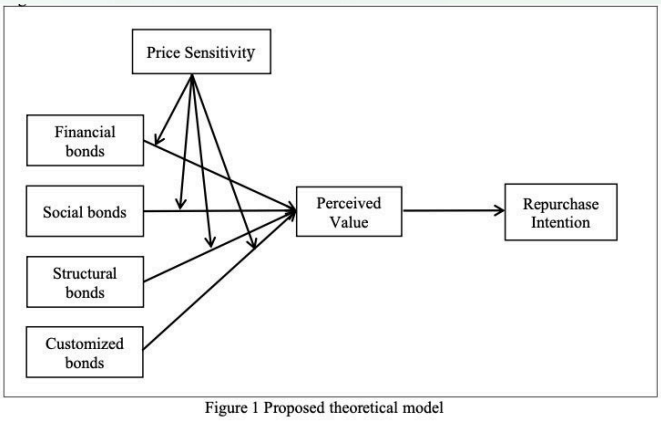


Figure 1 Proposed theoretical model

6. Research Design

6.1 Measures of constructs

We adapted all of this study's items from established measures and adjusted them to fit the context of the reliability testing equipment industry. The financial bonds was operationalized with three items and adapted from (Hsieh et al., 2005; Gu et al., 2016). The social bonds was adapted from the scale by (Hsieh et al., 2005). The structural bonds included four items taken from (Hu & Chaudhry, 2020). The customized bonds was adapted from the scale by (Ganaie & Bhat, 2024). Perceived value included thirteen items borrowed from (Sweeney & Soutar, 2001; Wang et al., 2004); it is divided into four dimensions: emotional value, social value, quality value and price value. Repurchase intention was operationalized with three items and adapted from (Tsai & Huang, 2007). The five items for price sensitivity were derived from the existing literature (Graciola et al., 2018). We used a five-point Likert scale for all items for the seven constructs, ranging from 1 (strongly disagree) to 5 (strongly agree). This study selects gender, age, educational background, working years, and job type of the population as control variables. It fully considers the influence of these variables on the relational bonds and repurchase intention.

6.2 Sample and data collection

Nunnally (1978) indicates that the sample size should be 5 to 10 times the number of scale items to ensure the stability and statistical validity of factor analysis. Since the total number of scale items in this study is 35, 450 questionnaires are planned to be distributed, and it is expected that around 400 valid samples will be obtained. This study will adopt the method of judgment sampling, where the investigators determine the most representative samples from the overall sample based on subjective experience. Based on the purpose of this study, the participants in this study are the managers of reliability testing equipment enterprises in the Pearl River Delta and Yangtze River Delta regions, which is convenient for having a more accurate understanding of the connotation and extension of the relevant variables of this study. Before the formal distribution of questionnaires in this study, researchers in the field of English will be invited to translate and verify some of the original scales that have not yet been translated into Chinese. To ensure the quality of responses and the response rate, the distribution and collection of this study's questionnaires will utilize the resources of peer experts and practitioners. Finally, the questionnaire link and QR code will be sent directly to the managers in the reliability testing equipment industry via WeChat or email for filling out the questionnaire.

6.3 Sample design / Data analysis software

This study employed SPSS Statistics 27.0 statistical analysis software, SPSS PROCESS 4.2, and Amos 30.0 for statistical analysis. The relevant data and processing mainly involved basic descriptive statistical analysis, reliability and validity analysis, homogeneity method deviation test, correlation analysis, regression analysis, mediation effect test, and moderation effect test.

7. Summary

This study constructed a model of the influencing factors of relational bonds on the repurchase intention in the reliability testing equipment industry. It focused on the theories of perceived value, relational bonds, perceived value, repurchase intention, price sensitivity, and related research results. It sorted out and reviewed the influencing mechanism of "relational bonds - perceived value - repurchase intention" in the reliability testing equipment industry context. It also explored the boundary conditions of how relational bonds affect perceived value from the perspective of price sensitivity characteristics, proposed the hypotheses of this study, and selected the appropriate scales to compile the survey questionnaire for this study. In the selection of peripheral path information, factors such as relational bonds, perceived value, and price sensitivity were fully considered. It explored which peripheral information in the reliability testing equipment industry would affect customers' repurchase intention. The research results of this study will provide valuable reference basis for enterprise managers to make efficient customer marketing decisions and create differentiated competitive advantages, and also provide theoretical support when responding to changes in price sensitivity.

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Invited Experts and Reviewers

APMA 2026 Invited Experts (A–Z by Surname)



Sandeep CHANDUKALA

Tenured Associate Professor and Area Coordinator of Marketing at Singapore Management University. His research interest lies in new technologies in marketing, retail analytics, and digital transformation. He has published in top-tier journals such as *Journal of Marketing* and *Marketing Science*. He currently serves as an Associate Editor for *Journal of Retailing*.



Yaping CHANG

Professor (Level 2) and Chair of the Marketing Department at Huazhong University of Science and Technology. His research focuses on smart marketing and digital transformation, with publications in leading journals such as *Journal of the Academy of Marketing Science*.



Fangyuan CHEN

Associate Professor and Assistant Dean at the University of Macau. Her research interests include AI anthropomorphism, consumer well-being, digital persuasion, and disadvantaged consumers. She has published in leading journals such as *Journal of Consumer Research* and *Journal of Consumer Psychology*.



Xingyu CHEN

Vice Dean, Distinguished Professor and Doctoral Supervisor at the School of Management, Shenzhen University. She is a recipient of Shenzhen Overseas High-level Talent Program (Peacock Plan). He is also a national-level talent. Her research focuses on social media marketing models and big data marketing. Her works have been published in top-tier journals such as *Journal of Marketing Research* and *Marketing Science*.



Yubo CHEN

Coca-Cola Chair Professor at Tsinghua University and Director of the Center for Internet Development and Governance. He is also a national-level talent. His research focuses on digital economy, digital transformation, digital platforms, big data and business innovation, and sustainability strategy. He has published extensively in *Management Science* and *Marketing Science*. He also serves as the Editor-in-Chief of *Journal of Marketing Science* and Department Editor of *Journal of Management Sciences in China*.



Zengxiang CHEN

Professor, Doctoral Supervisor, Assistant to the Dean and “Hundred Talents Program” scholar at the International School of Business & Finance, Sun Yat-sen University. He is also a national-level talent. His research interests include brand management, consumer psychology, and interdisciplinary studies at the intersection of psychology and finance. His work has been published in top-tier journals such as *Journal of Marketing* and *Journal of Consumer Psychology*.



Filippo CHIARELLO

Associate Professor of Management Engineering and Vice Director of the Teaching and Learning Centre at the University of Pisa. His research centers on generative AI applications in education, natural language processing, and the circular economy. He also contributes to interdisciplinary research bridging engineering design and sustainability.



Xianchi DAI

Associate Professor of Marketing at The Chinese University of Hong Kong. His research interests lie in judgment and decision making, motivation and self-control, intertemporal choices, and subjective well-being. His research has been published extensively in top-tier journals such as *Journal of Marketing Research* and *Journal of Consumer Research*.



Gongxing GUO

Vice Dean and Professor of the School of Business at Shantou University. His research focuses on cross-cultural consumer behavior, tourism consumer behavior, and organizational behavior. His work has been published in journals such as *Journal of Business Ethics* and *International Journal of Hospitality Management*.



Zeya HE

Professor and Chair of the Department of Culture and Tourism at Shandong University. Her research focuses on digital marketing, service innovation marketing, consumer behavior, and big data analytics. Her work has appeared in leading journals such as *Tourism Managemen*t and *Journal of Travel Research*.



Yuansi HOU

Associate Professor in the Department of Integrated Resort and Tourism Management at the University of Macau. Previously, she was a Reader in Marketing at Queen Mary University of London. Her research interest lies in consumer psychology in new-technology environments, algorithmic ethics, sustainable behavior, and sensory marketing. Her work appears in journals such as the *Journal of Consumer Psychology*, *Tourism Management*, and *Annals of Tourism Research*, where she serves as the Social Media Editor.



Jia JIN

Deputy Dean of the School of Business and Management at Shanghai International Studies University. She specializes in basic and applied research using cognitive neuroscience tools such as ERP, eye tracking, tDCS, fNIRS, and fMRI. Her work has been published in journals such as *Internet Research* and *European Journal of Marketing*.



Thomas KRAMER

Professor of Marketing and Associate Dean of the Undergraduate Business Programs, University of California, Riverside. His research interests focus on examining factors that influence preference construction and subsequent decision-making. His research has appeared in top-tier journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, and *Marketing Science*. He currently serves as Associate Editor at *Journal of Consumer Psychology*.



Leonard LEE

Professor of Marketing at National University of Singapore and Director and Lloyd's Register Foundation Professor of the Lloyd's Register Foundation Institute for the Public Understanding of Risk. His research explores consumer psychology and risk perception. His work has been extensively published in *Journal of Consumer Research* and *Journal of Marketing*. He currently serves as Associate Editor of *Journal of Consumer Psychology* and *Journal of Public Policy and Marketing*.



Ruby (Pui Wan) LEE

Bob Sasser Professor and Director (Dept Head) of the School of Marketing at Florida State University. Her research centers on marketing strategy, product innovation management, and multinational business operations. Her work has been published in leading journals such as *Journal of Marketing* and *Journal of the Academy of Marketing Science*. She currently serves as Co-Editor-in-Chief of *Journal of Product Innovation Management*.



Chunqing LI

Professor and Doctoral Supervisor at the Department of Business Administration, Northwest University. Her research interests include marketing strategy, relationship marketing, brand growth, stakeholder identification, business model innovation, and entrepreneurship education. She has published numerous papers in renowned domestic and international journals.



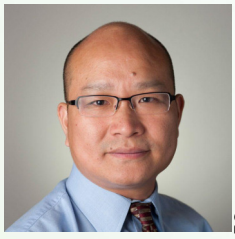
Krista J. LI

The Blanche "Peg" Philpott Professor, Professor of Marketing, and Doctoral Program Coordinator at Kelley School of Business, Indiana University. Her research focuses on consumer behavior and new technology in marketing. She has published numerous papers in leading journals such as *Marketing Science, Journal of Marketing Research,* and *Journal of Marketing*. She currently serves as the Guest Associate Editor of *Management Science*, Associate Editor of *Journal of Marketing*, Senior Editor of *Production and Operations Management*, and Associate Editor of *Decision Sciences*.



Mimi LI

Professor and Associate Director of the Research Centre for Digital Transformation of Tourism at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University. She is specialized in tourism and hospitality marketing, tourist behavior, and tourism planning, with a recent emphasis on children and family tourism. She has published in journals such as *Tourism Management* and *Journal of Travel Research*.



Shibo LI

John R. Gibbs Professor of Marketing at the Kelley School of Business, Indiana University. His research focuses on consumer dynamics, analytical customer relationship management, and interactive marketing, appearing in premier journals such as *Marketing Science*, *Journal of Marketing Research*, and *Journal of Marketing*.



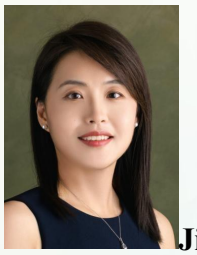
Xiang (Robert) LI

Fung King Hey Memorial Professor of Tourism Management and Director of the School of Hotel and Tourism Management at the Chinese University of Hong Kong Business School. His research focuses on destination marketing and tourist behavior. His work has been published in leading tourism journals such as *Tourism Management*. He currently holds various editorial responsibilities for 14 journals.



Jianping LIANG

Professor, Doctoral Supervisor, "Hundred Talents Program" scholar and Director of the Asia-Pacific Case Development and Research Center at Sun Yat-sen University. His research interests include cognition and emotion, socially facilitative behaviors, marketing and emerging technologies, brand management, as well as cultural and social influences. His work has been published in top-tier journals such as *Journal of Consumer Research* and *Journal of Consumer Psychology*.



Jia LIU

Associate Professor of Marketing at the Hong Kong University of Science and Technology. Her research leverages AI and big data analytics, spanning marketing intelligence, generative search optimization, and supply chain intelligence. Her work has appeared in top-tier journals such as *Marketing Science*, *Journal of Marketing Research*, and *Nature Human Behaviour*.



Alexandre LOBO

Vice-Rector for Research and Innovation and Professor at the University of Saint Joseph. His work centers on neuroscience applied to management, as well as business analytics and artificial intelligence. He is the founder of the Laboratory of Applied Neurosciences at USJ and a board member of the Macau Spin Incubation Center.



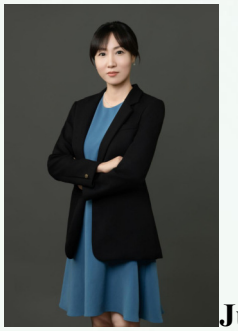
Shijie LV

Howard J. and Geraldine F. Korth Associate Professor of Marketing at the University of Notre Dame. His research examines the interaction between firms and consumers on digital media, including online advertising and user-generated content. His work has appeared in top-tier journals such as *Marketing Science* and *Journal of Marketing Research*. He currently serves as an Associate Editor of *Marketing Science*, *Journal of Marketing*, and *Journal of Interactive Marketing*.



Shuang MA

Professor and Doctoral Supervisor in the Department of E-Commerce at the School of International Trade and Economics, University of International Business and Economics. She is also a national-level talent. Her research focuses on the platform economy, emerging digital technologies, and digital marketing. Her work has appeared in journals such as *Journal of Marketing* and *Information Systems Research*. She currently serves as an Associate Editor of *Nankai Business Review International* and Guest Editor-in-Chief of *Foreign Economics & Management*.



Jun PANG

Professor at the Business School, Sun Yat-sen University. She is also a national-level talent. Her research focuses on consumer psychology and behavior in new-technology environments, brand management, and sensory marketing. Her work has appeared in top-tier journals such as *Journal of Marketing*, *MIS Quarterly*, and *Journal of the Academy of Marketing Science*.



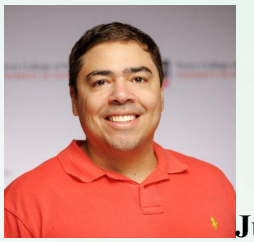
Ian PHAU

John Curtin Distinguished Professor in the School of Management and Marketing, Curtin University, and Director of the Luxury Branding Research Cluster. His research focuses on luxury branding, brand counterfeiting, and advertising appeals, with work published in journals such as *Journal of Business Research* and *European Journal of Marketing*. He is the Editor-in-Chief of *Asia Pacific Journal of Marketing and Logistics*.



Sally Hill RAO

Associate Professor of Marketing at the University of Adelaide. Her research interests include services marketing, consumer sustainable consumption behavior, social media influencer marketing, and technology adoption (AI and Blockchain). She has published extensively in *European Journal of Marketing* and *Internet Research*.



Julio SEVILLA

L. Edmund Rast Chair of Business and Professor in the Department of Marketing at the University of Georgia. His research specializes in consumer behavior, retailing and packaging, numeric cognition and pricing, and multicultural marketing. His work has been published in journals such as *Journal of Marketing* and *Journal of Marketing Research*.



Yanzheng TUO

Associate Professor and Master's Supervisor in the College of Tourism and Service Management, Nankai University. Her research focuses on artificial intelligence and tourism, destination marketing, virtual influencers, and Belt and Road tourism. Her work has appeared in leading journals such as *Tourism Management*.



Danny T. WANG

Associate Professor and Associate Head of the Department of Marketing in the School of Business at Hong Kong Baptist University. His research focuses on artificial intelligence applications in business, digital business strategy, B2B marketing strategy, and international business. His work has been published in premier journals such as *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of International Business Studies*.

**Haizhong WANG**

Professor and Chair of the Department of Marketing at the School of Management, Sun Yat-sen University, and Director of the China Brand Research Center. His research focuses on brand management and brand strategy, marketing strategy, and national brand strategy. His work has been published in premier journals such as *Journal of Marketing* and *Journal of the Academy of Marketing Science*.

**Liangyan WANG**

Professor (with tenure) and Chair of the Marketing Department at Antai College of Economics and Management, Shanghai Jiao Tong University. Her research focuses on brand management and consumer behavior. Her work has appeared in premier journals such as *Journal of Marketing Research* and *Journal of Consumer Research*.

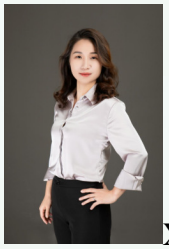
**Chen YANG**

Associate Professor and Doctoral Supervisor in the Marketing Department at the School of Business Administration, South China University of Technology. Her research draws on psychological and behavioral theory to study brand management and consumer psychology, with particular focus on trust in healthcare artificial intelligence, sensory marketing, and pro-environmental behavior. Her work has appeared in top-tier journals such as *Journal of Consumer Research* and *Journal of Travel Research*.



Cheng YI

Associate Professor (with tenure) at the School of Economics and Management, Tsinghua University. Her research centers on human-computer interaction and e-commerce. Her work has appeared in leading journals such as *MIS Quarterly* and *Management Science*. She currently serves as the Associate Editor of *MIS Quarterly*, *Electronic Commerce Research*, and *Electronic Commerce Research and Applications*.



Xiaoying ZHENG

Professor and "Hundred Talents Program" scholar in the Department of Marketing at the Business School, Sun Yat-sen University. Her research focuses on consumer psychology and behavior, branding and advertising, and product design and retailing. Her work has appeared in journals such as *International Journal of Research in Marketing* and *Journal of Retailing*.



Zhimin ZHOU

Professor and Doctoral Supervisor in the Department of Marketing at the College of Management, Shenzhen University. His research focuses on brand management, with particular emphasis on brand communities and brand relationships. His work has appeared in journals such as *Journal of the Academy of Marketing Science* and *Journal of Business Research*. He serves as an Associate Editor for *Journal of Global Marketing*.

Final Review Experts for Conference Regular Papers (A–Z by Surname)

**Xiaoling LI**

Professor, Chair of the Marketing Department, and a national-level talent at the School of Economics and Business Administration, Chongqing University. Her research focuses on online platform market innovation, online advertising, and social network influence, with work published in premier journals such as *Journal of Marketing Research*, *Information Systems Research*, and *Journal of the Academy of Marketing Science*.

**Hao SHEN**

Professor of Marketing in the Department of Marketing at the CUHK Business School, The Chinese University of Hong Kong. His research focuses on the effects of mood and procedural knowledge, culture, and sensory marketing. His work has appeared in top-tier journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Personality and Social Psychology*.

**Yacheng SUN**

Professor (with tenure) and Chair of the Department of Marketing at the School of Economics and Management, Tsinghua University. He is also a national-level talent. His research focuses on big data marketing, internet platforms, pricing strategy, and customer relationship management. His work has appeared in premier journals such as *PNAS* and *Marketing Science*. He serves as an Associate Editor for *Journal of Marketing Science*.

Final Review Experts for Doctoral Forum Papers (A–Z by Surname)



Fengyan CAI

Distinguished Professor, Doctoral Supervisor, and Chair of the Marketing Department at the Antai College of Economics and Management, Shanghai Jiao Tong University. She is also a national-level talent. Her research focuses on prosocial consumer behavior, green marketing, pricing, and digital marketing. Her work has appeared in premier journals such as *Journal of Marketing*, *Journal of Consumer Research*, and *Journal of Marketing Research*. She currently serves as a Subject Editor of *Journal of Marketing Science*.



Yitian LIANG

Assistant to the Dean and Associate Professor (with tenure) at the School of Economics and Management, Tsinghua University. He is also a national-level talent. His research focuses on big data marketing analytics and marketing decision modeling. His work has appeared in leading journals such as *Journal of Marketing Research* and *Management Science*. He currently serves as Vice Chair of the Editorial Board of *Journal of Marketing Science*.



Fu'e ZENG

Professor in the Department of Marketing and Tourism Management at the Economics and Management School, Wuhan University. He is also a national-level talent. Her research focuses on marketing ethics, organizational marketing, industrial marketing, consumer behavior, and online marketing. Her work has appeared in several top-tier journals.

Review Experts for Conference Regular Papers (A–Z by Surname)

- Rui CHEN, Xiamen University
- Yuetao GAO, Xiamen University
- Feifei HUANG, The Hong Kong Polytechnic University
- Yunhui HUANG, Nanjing University
- Fang JIA, Shenzhen University
- Jianping LIANG, Sun Yat-sen University
- Ling PENG, Lingnan University (Hong Kong)
- Liping QIAN, Chongqing University
- Xingyao REN, Nankai University
- Song SU, Beijing Normal University
- Zelin TONG, Hainan University
- Ying WANG, Beijing Normal-Hong Kong Baptist University
- Xuehua WANG, Tongji University
- Yi XIE, Beijing Normal University
- Lan XU, Wuhan University
- Qian XU, Fudan University
- Li YAN, University of Macau
- Jin ZHANG, Jinan University
- Haichuan ZHAO, Shandong University
- Xiaoying ZHENG, Sun Yat-sen University

Review Experts for Doctoral Forum Papers (A–Z by Surname)

- Yanli JIA, Xiamen University
- Xing LI, Peking University
- Yixia SUN, Zhejiang University
- Xue WANG, Renmin University of China
- Yunlu YIN, Fudan University
- Mengzhou ZHUANG, The University of Hong Kong

Sponsor/Partner Introduction

珠海大横琴发展有限公司
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Zhuhai Da Heng Qin Development Co., Ltd. |珠海大橫琴發展有限公司

Zhuhai Da Heng Qin Development Co., Ltd. is the core enterprise of the industrial technology sector under Zhukuan Group. The company firmly implements the decisions and plans of the Zhuhai Municipal Party Committee and municipal government, closely aligns with the strategic deployment of the Guangdong-Macao In-depth Cooperation Zone，and adheres to the dual headquarters strategy of Zhukuan Group. Committed to market-oriented and professional development, the company provides one-stop and comprehensive services for enterprises and talents, focusing on the Zhuhai-Macao-Hengqin region while extending its influence across the Greater Bay Area.
The company currently operates five wholly-owned subsidiaries, managing over 8 million square meters of industrial park space. It has attracted nearly a thousand enterprises and ten thousand talents, establishing a distinctive development model characterized by “one park, one policy; one park, one specialty.” The company has earned more than 40 national, provincial, and municipal honors and qualifications, including National Science and Technology Enterprise Incubator, National-level Mass Innovation Space, National Advertising Industry Park, and National Demonstration Base for Small and Micro Enterprises' Entrepreneurship and Innovation. Its main credit rating stands at AA+.

珠海大橫琴發展有限公司是珠光集團產業科技板塊板主企業。公司堅決貫徹落實珠海市委、市政府決策部署，緊扣橫琴粵澳深度合作區「澳門＋橫琴」的戰略部署，圍繞珠光集團雙總部戰略定位，堅持市場化、專業化發展，為企業和人才提供一站式、全方位服務，深耕珠澳琴、輻射大灣區，持續擴大和深化粵澳合作，全力助推區域一體化高品質發展。

公司現有五家全資子公司，營運管理園區總面積超過 800 萬平方公尺，吸引了近千家企業入駐和萬名人才辦公，形成了「一園一策、一園一特色」集聚發展優勢，獲得國家級科技企業孵化器、國家級眾創空間、國家廣告產業園區、國家小型微型企業創業創新示範基地等 40 多項國家和省市榮譽資質。公司主體信用評級 AA+。

Credamo 丨見數

Credamo is a professional all-in-one data platform for research and modeling, offering global academic institutions and enterprises a comprehensive solution that integrates survey design, sample collection, and statistical analysis. The platform has access to over 3 million verified local respondents in China and covers international samples from more than ten countries, supporting large-scale, multi-region targeted research. To date, Credamo has served over 3,000 universities and 4,000 enterprises worldwide, building deep expertise in fields such as management and psychology. It has also been recognized as a default data collection platform on AsPredicted, a globally trusted pre-registration platform.
The platform integrates advanced features such as eye-tracking, EEG, and AIQ assessment, continuously expanding the frontiers of human-computer interaction and intelligent research. At the same time, Credamo actively fosters its academic ecosystem by launching the journal JABBS, managing six major academic competitions, and building OPENS—open science data platform, driving deep integration of industry, academia, and research.
Credamo has established Credamo Inc. in Seattle, USA. Through long-term partnerships with top international conferences such as AOM, ACR, and ANZMAC, the company continuously building a global ecosystem network to create value for global partners and researchers.

「Credamo 見數」是專業的調研與建模一體化資料平台，為全球院校及企業提供一站式問卷設計、樣本採集與統計分析服務。平台擁有 300 萬＋國內實名樣本，並覆蓋十餘個國家的海外樣本，支援大規模、多區域的精準調研。目前，平台已服務 3000 餘所全球高校及 4000 餘家企業，在管理學、心理學等學科累積了深厚的學術服務經驗，並已成為全球權威預註冊平台 AsPredicted 的預設資料平台之一。

平台整合眼動追蹤、腦電 EEG、AIQ 測評等前沿功能，持續拓展人機互動與智慧研究的邊界。同時，公司積極建構學術生態，創辦學術期刊 JABBS，深耕六大賽事，打造 OPENS 開放科學資料平台，推動產學研深度融合。

秉承國際化發展戰略，公司在美國西雅圖設立 Credamo Inc.，與 AOM、ACR、ANZMAC 等國際頂級會議建立長期合作關係，持續建構全球化生態網路，為全球合作夥伴與研究者創造價值。」

YONYOU SOFTWARE (MACAO) CO., LTD. | 用友澳門

Yonyou (full name: Yonyou Network Technology Co., Ltd.) was founded in 1988. After 38 years of development, it has grown into a global leader in enterprise digital intelligence software and services. Yonyou Software (Macau) Co., Ltd. (shortened as "Yonyou Macau") is a wholly-owned subsidiary of Yonyou , established in 2009. Over the past decade, Yonyou Macau has introduced advanced management practices and digital technologies to Macau, serving more than 200 local clients and extending its services to regions including Hengqin, Guangdong. Going forward, it will continue to lead enterprises in the Hengqin-Macau area toward steady progress and high-quality development in their digital and intelligent transformation journey.

「用友」（全稱「用友網絡科技股份有限公司」）創立於 1988 年，歷經 38 年已發展成為全球領先的企業數智化軟體與服務提供商。用友軟件（澳門）有限公司（簡稱「用友澳門」）是用友全資子公司，成立於 2009 年。十多年來，用友澳門將優秀的管理實踐和數位技術帶入澳門，服務本澳客戶超過 200 多家，服務範圍輻射廣東橫琴等地區，未來將繼續引領琴澳企業在數智化轉型的道路上穩健前行與高品質發展。

EVERLOYAL | 恆摯科技

Beijing EverLoyal Technology Co., Ltd. (EverLoyal) is an innovative high-tech enterprise focusing on cutting-edge technologies. We have been deeply engaged in the interdisciplinary fields of Brain Science & BCI, Neuromanagement, Human Factors Engineering, Biomechanics, Mimetic Environment, XR Simulation Reality and so on. We have built an integrated operation system of "R&D, production, sales and technical services", and can provide one-stop, high-quality and customized technology solutions. With its continuous innovation capacity, EverLoyal has obtained a number of invention patents, software copyrights and registered trademarks, been selected as a "National High-Tech Enterprise", and participated in the formulation of national and group standards.

EverLoyal has long served universities and research institutes, and maintained in-depth cooperation with national-level societies such as the Chinese Ergonomics Society, Chinese Society of Technology Economics and the Chinese Psychological Society, so as to promote technological exchanges and industrial development. In the future, adhering to the core philosophy of "Contributing to Scientific Research", EverLoyal will strive to become a leading research-supporting technology enterprise in the industry. It will boost national scientific and technological progress and high-quality social development through technological innovation, and join hands with partners from all walks of life to embrace a future empowered by technology.

北京恆摯科技有限公司（以下簡稱「恆摯科技」），是專注前沿科技的創新型高新技術企業，深耕腦科學與腦機接口、神經管理、人因工程、生物力學、擬態環境及 XR 仿真現實等多學科交叉領域。公司構建「研發－生產－銷售－技術服務」一體化營運體系，可提供一站式、高品質客製化科技解決方案；憑藉持續創新能力，累計獲得多項發明專利、軟件著作權及註冊商標，入選「國家高新技術企業」名單，並參與國家標準與團體標準編制。

恆摯科技長期服務高校及科研院所，與中國人類工效學學會、中國技術經濟學會、中國心理學等十多個國家級學會深度合作，推動技術交流與行業發展。未來，恆摯科技將繼續秉持「為科研事業盡一份力」的核心理念，致力於成為行業領先的科研支援型科技企業，以技術創新助力國家科技進步與社會高品質發展，攜手各界夥伴共赴科技賦能未來。

ESAVVO

ESAVVO

ESAVVO is a brand company who develops next-generation extended reality (XR) systems, smart wearables, and ecosystem accessories that span AR/VR/MR devices and beyond. We bring clarity and intelligence to the rapidly evolving world of human–AI interaction. Our mission is to create precise, beautifully designed technologies that feel natural and alive—sharpening how people perceive, connect with, and navigate an increasingly intelligent digital world.

ESAVVO 是一家立足北美、面向全球的高端 AI 智能硬件品牌公司。我們致力於重構人類與物理世界的互動體驗，專注於開發新一代擴增實境（XR）系統、智能穿戴設備及配套生態產品。從極限運動的高性能裝備，到工業與服務場景的智能化終端，ESAVVO 將前沿 AI 交互與機能主義美學完美融合。以「感官延伸」為核心使命，我們旨在打造精准、優雅且具備生命力的智能技術，幫助用戶在高度互聯的數字世界中，以更直觀、更高效的方式感知與探索未來。

PASTELARIA YENG KEE ｜英記餅家

Established in 1928, Yeng Kee under Future Bright Group is an iconic time-honored souvenir brand of Macau. Equipped with an independent standardized production plant in Macau, all our products are 100% locally made in Macau. We adhere to international food safety standards and have obtained a range of certifications, earning widespread recognition for product quality. Our core product lineup includes almond cookies, phoenix egg rolls, dried meat and various festive pastries. While inheriting traditional pastry-making techniques, we keep innovating to cater to market trends.The brand also actively engages in cross-border collaborations. We have partnered with renowned IPs such as Snoopy to launch themed pastries and gift boxes, and opened exclusive co-branded stores, bringing trendy vitality to this century-old brand. With outlets across major commercial districts in Macau, our products sell well at home and abroad. We stand as one of the representative food brands showcasing authentic Macau flavours.

澳門佳英食品有限公司旗下澳門英記餅家始創於 1928 年，隸屬佳景集團，是澳門歷史悠久的老牌手信企業。公司在澳門擁有獨立標準化生產廠房，百分百澳門製造，嚴格執行國際食品安全規範，並獲得多項認證，品質廣受認可。品牌主營杏仁餅、鳳凰卷、手工蛋卷、肉乾及各類節慶糕點，堅守傳統製餅工藝，同時持續推陳出新。品牌積極開展跨界合作，攜手史努比等知名 IP 推出主題糕點、禮盒系列，並打造特色聯名門店，為百年老字號注入潮流活力。目前門店網路遍布澳門各大商圈，產品暢銷海內外，是彰顯澳門本土風味的代表性食品品牌之一。

格焱澳門香鋪 GAKYIM MACAO INCENSE

GAKYIM MACAU INCENSE | 格焱澳門香鋪

[GAKYIM MACAU INCENSE] — Illuminate Your True Nature Through the Way of Incense
Gakyim is dedicated to preserving China's intangible cultural heritage of incense-making. We honor ancient techniques while embracing the Eastern philosophy and wisdom of life inherent in this tradition. Rooted in classical incense formulas, we blend modern aesthetics and craftsmanship to transform incense into a contemporary way of living — a holistic experience that integrates health, art, style, and spiritual practice. The brand's founder, Hu Hanyin, is a certified incense master with deep knowledge of natural aromatic materials. She insists on using precious natural ingredients blended with pure essential oils to elevate both the aromatic complexity and the wellness benefits. All Gakyim products are crafted from natural materials such as agarwood, sandalwood, ambergris, and musk, following the principle that "incense and medicine share the same origins," carefully formulated for different moods and individuals.
Gakyim offers a full range of incense products, including:

- Classical incense sticks, modern Chinese incense sticks, and cones
- Incense plaques, pills, and balms
- Agarwood, incense powders, essential oils, and scented candles
- Incense burners, holders, and elegant incense tools
- Cultural and creative collections

We also offer intangible cultural heritage incense workshops and professional incense studies courses, guiding you step by step into the art of incense making and the way of scent appreciation.

【格焱澳門香鋪 GAKYIM MACAU INCENSE】—— 以香明德，煥發本真

格焱，源自中國澳門的香道美學品牌。其名寓意「品格如焰」——「格」為內在修養，「焱」為生命之光，靈感取自《尚書·君陳》「明德惟馨」之精神：真正悠遠的芬芳，源自美好的德行。我們相信，每人皆有獨特的性格與經歷，而香，是引領您回歸初心、照見自我，最終綻放獨特光芒的寧靜路徑。
格焱致力傳承中國非遺香文化，不只延續古法技藝，更重視其中蘊含的東方哲學與生命智慧。我們以傳統香方為根基，融匯現代美學與製香工藝，將香化為一種當代生活態度——融合健康養護、藝術品味、時尚氣質與精神修行的完整體驗。
品牌創始人胡瀚尹，身為深諳天然香材的和香師，堅持以珍貴天然香料與純質精油相融，提升香韻層次與身心益處。所有香品皆嚴選沉香、檀香、龍涎、麝香等天然原料，遵循「香藥同源」理念，精心調配出適合不同情境與個人的香氣篇章。
格焱香品系列完整，涵蓋：

- 古典線香、新中式線香、塔香
- 香牌、香丸、香膏
- 沉香、香粉、精油、香薰蠟燭
- 香爐、香座、雅緻香具
- 文創主題

我們亦提供非遺香藝工作坊與專業香學課程，由淺入深，帶領您感受製香之藝、品香之道。
格焱 GAKYIM – THE POWER OF INCENSE
讓香氣，喚醒您內在的寧靜綠洲；
讓品格，如火焰般溫暖而明亮。

片仔癀

橫琴片仔癀博物館

Pien Tze Huang | 片仔癀 (横琴片仔癀博物馆)

Zhangzhou Pien Tze Huang Pharmaceutical Co., Ltd. (600436), a renowned Chinese time-honored brand and National Technology Innovation Demonstration Enterprise, integrates pharmaceutical research, development, and manufacturing. Its brand name, trademark, and stock name are uniquely unified under the same identity. Its flagship product, Pien Tze Huang, is protected as a state-level "top secret" traditional Chinese medicine formula, with both its prescription and manufacturing process classified as highly confidential. With a heritage spanning nearly 500 years, Pien Tze Huang has long ranked first in market value among traditional Chinese patent medicines and has consistently remained the top single-product champion in China's pharmaceutical exports, becoming a symbolic representation of China along the Maritime Silk Road.

The Hengqin Pien Tze Huang Museum is located within the Guangdong-Macau Traditional Chinese Medicine Science and Technology Industrial Park. Covering a total floor area of over 1,000 square meters, the museum officially opened in December 2024. It pioneers an innovative "Three-in-One" model integrating a museum, traditional Chinese medicine clinic, and herbal pharmacy. Combining aesthetic design, digital technology, and historical culture, the museum offers an immersive exhibition experience that systematically showcases the heritage of traditional Chinese medicine and the development of the Pien Tze Huang brand. Against the backdrop of the "Healthy China" initiative and the Greater Bay Area development strategy, the museum has already welcomed over 60,000 visitors, becoming an important platform for promoting traditional Chinese medicine culture and fostering connections between Eastern and Western cultures.

漳州片仔癀藥業股份有限公司（600436）為中華老字號與國家技術創新示範企業，集醫藥研發與製造於一體，品牌、商標與股票「三名合一」。其核心產品片仔癀為國家「絕密級」中藥配方，且工藝與配方「雙絕密」，傳承近五百年，長期穩居中成藥市值第一，並蟬聯外貿出口單品種冠軍，成為「海上絲綢之路」的中國符號。

橫琴片仔癀博物館落地於粵澳合作中醫藥科技產業園，總建築面積逾千平方米，於2024年12月開館，創新打造「博物館＋國醫館＋國藥堂」三館合一模式，結合美學設計、數位科技與歷史文化，打造沉浸式展陳體驗，系統呈現中醫藥文化與品牌發展。在「健康中國」與大灣區戰略背景下，已接待公眾逾6萬人次，成為傳播中醫藥文化、連結中西的重要平台。

About APMA 2026

Organizational Structure and Governance of The Alliance for Marketing & APMA

Overview

The Alliance for Marketing

The Alliance for Marketing, officially named the Guangdong–Hong Kong–Macao University Alliance for Marketing, was jointly founded by higher education institutions within the Guangdong-Hong Kong-Macao Greater Bay Area in accordance with the Greater Bay Area Development Plan. It was endorsed by the Guangdong–Hong Kong–Macao University Alliance and registered with relevant educational authorities in 2023. The Alliance for Marketing strives to boost the development of marketing discipline through innovative academic research, and elevate the quality of marketing education and talent development.

Current member institutions in alphabetical order include: Beijing Normal University at Zhuhai, Chinese University of Hong Kong, City University of Hong Kong, Guangdong University of Technology, Guangzhou University, Hang Seng University of Hong Kong, Hong Kong Baptist University, Lingnan University, Jinan University, Macau University of Science and Technology, Peking University HSBC Business School, Shantou University, Shenzhen University, South China Normal University, South China University of Technology, Southern University of Science and Technology, Sun Yat-sen University, Tianjin University, Tsinghua University School of Economics and Management at Shenzhen, University of Hong Kong, University of Macau and University of Saint Joseph.

Asia-Pacific Marketing Academy (APMA)

The Annual Conference of the Asia-Pacific Marketing Academy (APMA), initiated and established by the Alliance for Marketing and recognized by the International Congress and Convention Association (ICCA), upholds the core values of integrity, progressiveness, innovation and openness. It is dedicated to facilitating the high-quality development of the Asia-Pacific market and promoting diverse academic exchanges and cooperation across the region. Its goals include exploring regional marketing rules, boosting the sound development of the Asia-Pacific market, and strengthening the contributions of Asia-Pacific marketing academia to the global academic knowledge system.



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- Jin ZHANG, Jinan University
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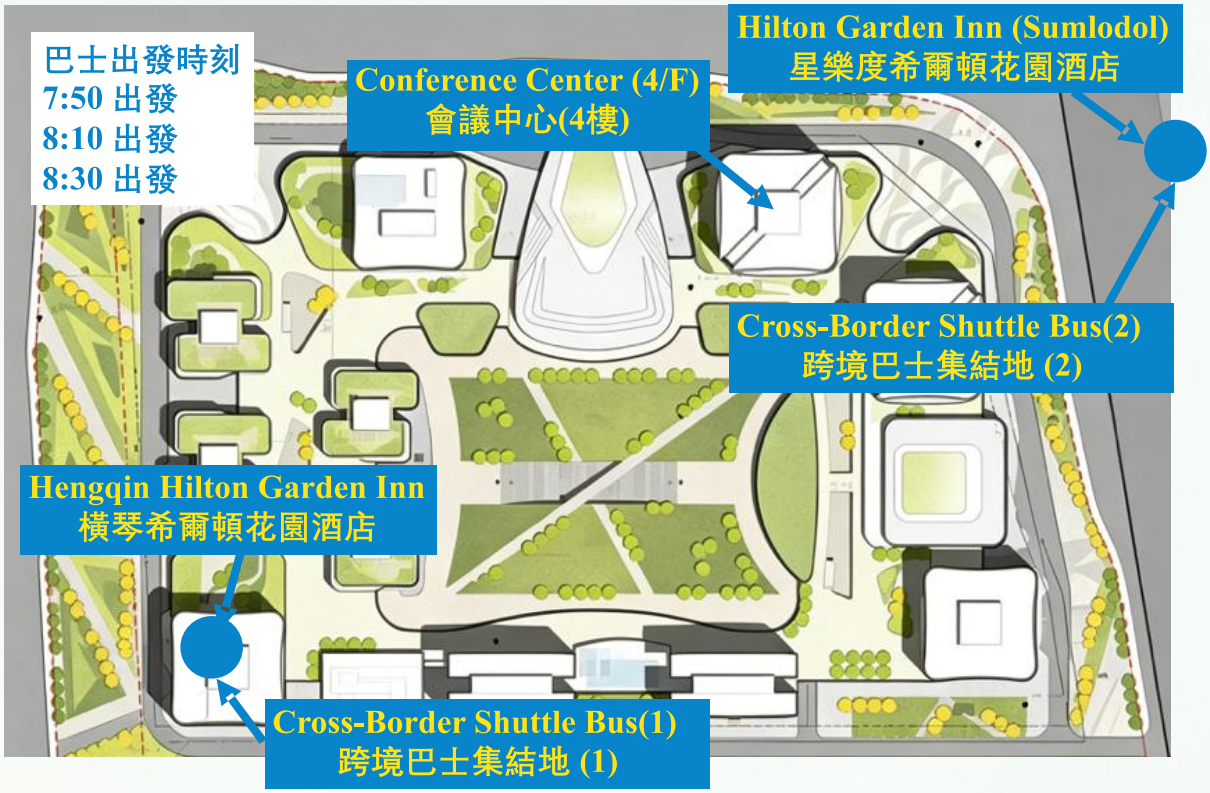
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- Chuang WANG, South China University of Technology
- Yingjie ZHANG, Peking University
- Jianqiang ZHANG, Jiangnan University

Hengqin Venue Map

Conference Center, 4/F, Building 7, Hengqin International Hi-Tech Innovation Park
會議中心, 横琴国际科技创新中心 7 号楼 4 層(横琴粤澳深度合作區厚朴道 398 號)



Macau Venue Map

D Hall and O Block, Macau University of Science and Technology, Main Campus
D 座禮堂和 O 座分會場, 澳門科技大學主校區



Organizers:

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