



9th French-Austrian-German Workshop On Consumer Behavior

Encouraging consumers to change for greater well-being: new challenges for consumer behavior research

June 25 - 27, 2025
Montpellier, France

WELCOME TO MONTPELLIER

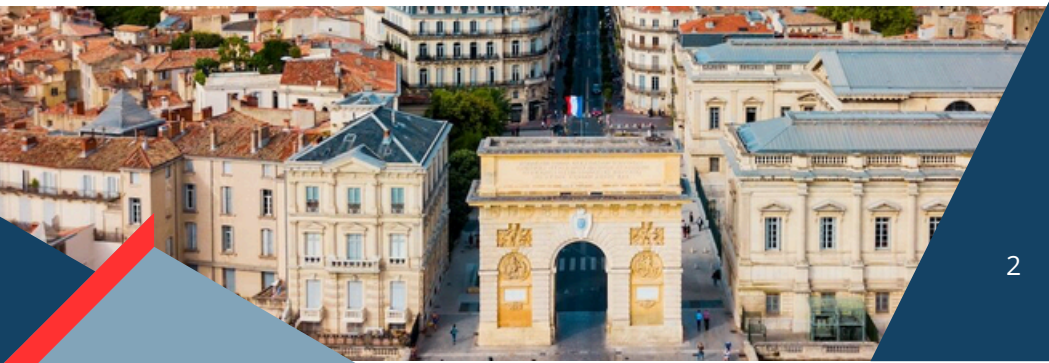
We are delighted to welcome you to Montpellier for this French-Austrian-German Workshop.

Nestled between the Mediterranean Sea and the hinterland of Occitanie, Montpellier is a city that blends history, culture, and innovation. With its medieval architecture, vibrant cultural life, and sunny southern charm, it offers an exceptional setting for both discovery and exchange.

The congress is hosted at MOMA – Montpellier Management, located in the pleasant Richter area. Overlooking the banks of the Lez River, the campus offers a calm and inspiring environment for study and dialogue. With over 4,000 students and more than 50 faculty members, Montpellier Management is a dynamic academic institution at the heart of one of France's oldest and most prestigious university cities.

Montpellier has been a center of knowledge and research since the founding of its university in 1289. Today, it remains a vibrant hub for academic excellence and interdisciplinary innovation, where tradition and progress meet.

We hope you enjoy your time here, both during the conference and while exploring Montpellier.



SCHEDULE ORGANIZATION

You will find all the
addresses you need by
scanning this QR code



WENESDAY, 25TH

Individual arrival in Montpellier Check-in

From 6.30 PM

Welcome dinner

Brasserie Pompette

117 rue des Etats Généraux - 5 place de la révolution - Montpellier

You are invited to enjoy a tasting of distinctive wines from the South of France, known for their rich diversity, sun-kissed grapes, and centuries-old winemaking traditions.



8:00 AM**Welcome coffee / tea and registration**

Montpellier Management

Room B112

Please note that all of our sessions will take place in Building B

8:30 AM**Opening addresses**

Montpellier Management

Room B113

8:45 - 10:05 AM**Session 1 (Plenary session): Communication and sponsorship**

Session Chair: Jean-Luc Herrmann

Room B113

Can consumers distinguish event sponsors from ambush marketers?

Reinhard **Grohs**, Seeburg Castle University

Elisabeth **Wolfsteiner**, FH Wiener Neustadt

Udo **Wagner**, University of Vienna

Raising awareness and encouraging socially responsible behaviours through rhetoric: a content analysis of rhetorical figures in NGO's advertisements

Valentin **Piontek**, University of Montpellier, MRM

Marie-Christine **Lichtlé**, University of Montpellier, MRM

Sarah **Mussol**, University of Montpellier, MRM

10:05 - 10:25 AM

Refreshment break

10:25 AM - 12:25 PM

Session 2 (Plenary session): Responsible behaviors and well-being

Session Chair: Philippe Aurier

Room B113

Buy less, buy better... or buy more? The contradictions of second-hand fashion platforms

Marie **Boudi**, University of Bordeaux, IRGO

Catherine **Viot**, IAE Bordeaux, IRGO

Responsible consumption and production: exploring the consumer perception and influence of legislation in France

Abdul **Azeem**, University of Montpellier, MRM

Gilles **Séré de Lanauze**, University of Montpellier, MRM

Béatrice **Siadou-Martin**, University of Montpellier, MRM

Commute time on fare-free public transport: a time for self-reflection?

Influence of introspective value on satisfaction

Younes **Bouragba**, University of Montpellier, MRM

Andrea **Gourmelen**, University of Montpellier, MRM

Gilles **N'Goala**, University of Montpellier, MRM

12:25 - 1:30 PM

Lunch Break

La Maison des Etudiants Aimé Schoenig (Hall)

Rue Vendémiaire - Montpellier

1:30 - 2:50 PM

Session 3: Responsible behaviors

Session Chair: Guillaume Le Borgne

Room B217

Carbon conflict: understanding consumer responses towards corporate offsetting and emission labels on restaurant menus

Eileen **Van Dongen**, University of Innsbruck

Oliver **Koll**, University of Innsbruck

Peeter **Verlegh**, Amsterdam Business Research Institute

Influence marketing: a critical review of effectiveness, societal impact, and ethical challenges

Fabio **Antonialli**, PPA Business School, GreMOG

Myriam **Manzano**, University of Paris Cité, CEDAG

Session 4: AI and personalized experience

Session Chair: Madiha Bendjaballah

Room B218

AI-powered personalization in autonomous vehicles: insights from construal level theory and transformative privacy calculus

Vincent **Favarin**, TSM-Research, Toulouse Capitole University, CNRS

Julien **Cloarec**, IAE Lyon School of Management, Jean Moulin Lyon 3 University

Marc **Kuhn**, DHBW Corporate State University, Stuttgart

Lars **Meyer-Waarden**, TSM-Research, Toulouse Capitole University, CNRS

Emotional artificial intelligence as a catalyst for positive user behaviour: evidence from humorous conversational AI

Daphné **Greiner**, Beevi & Université Paris I, Panthéon-Sorbonne, PRISM

2:50 - 3:10 PM

Refreshment break

3:10 - 4:30 PM

Session 5: Dark side of technologies

Session Chair: Gilles Séré de Lanauze

Room B217

The relational impacts following a violation of the general data protection regulation (GDPR)

Pauline **Roques**, University of Montpellier, MRM

David **Vidal**, University of Montpellier, MRM

Anne-Sophie **Cases**, University of Montpellier, MRM

When AI goes wrong: assessing the impact of AI errors on employee experience

Theresa **Pescolderung**, Ingolstadt School of Management / Catholic University of Eichstätt-Ingolstadt / Toulouse School of Management

Session 6: Visual communication

Session Chair: Fatiha Fort

Room B218

Exploring the Role of Typography in Communicating Brand Responsibility

Ludivine **Gandrille**, University of Montpellier, MRM

Marie-Christine **Lichtlé**, University of Montpellier, MRM

Véronique **Plichon**, University of Tours, Vallorem

Branding with letters: the impact of typography on perceived brand longevity

Weixi **Kou**, University of Lorraine, CEREFIGE

Franck **Celhay**, MBS School of Business

Mathieu **Kacha**, University of Lorraine, CEREFIGE

Fabien **Pecot**, TBS Business School, Barcelona

5:30 - 7:30 PM

Cultural activities

We offer two options for cultural discovery in the heart of Montpellier

- **MO.CO Museum guided tour (Contemporary Art):** visit a museum dedicated to artistic creation. This innovative venue hosts internationally renowned exhibitions in a remarkable architectural setting
Exhibition "Sur un os, Françoise Pérovitch" - *1h tour*
Meet at 5:20 PM at the MOCO
- **Guided tour of Montpellier:** come and discover the medieval alleys, private mansions, the majestic Place de la Comédie, and other treasures of Montpellier's rich heritage - *2h tour*
Meet at 5:20 PM at the Tourism Office

7:30 PM

Dinner

Faune Restaurant

13, rue de la République - Montpellier

Faune, located in the left wing of the Hôtel Montcalm in Montpellier, features a shaded terrace overlooking Roblès Park, reimagined by artist Bertrand Lavier as the "Garden of the Five Continents." The venue embodies Mediterranean art de vivre, blending culture, nature, and modernity in a warm and welcoming atmosphere.



8:30 - 10:30 AM**Session 7 (Plenary session): Immersive experience****Session Chair: Reinhard Grohs****Room B113****Does the type of augmentation affect Internet users' reactions in a virtual try-on situation? A qualitative study**

Jean-François **Lemoine**, Paris 1 Panthéon-Sorbonne University, ESSCA School of Management, PRISM Sorbonne

Sarra **Msakni**, Paris 1 Panthéon-Sorbonne University, PRISM Sorbonne

Safe space or insecure place? – consumer's motives for escaping in immersive virtual realities like the metaverse

Timo **Koch**, Chair for Marketing & Consumer Behavior, University of Bayreuth

Michael **Stangner**, Alumnus at the Chair for Marketing & Consumer Behavior, University of Bayreuth

Claas Christian **Germelmann**, Chair for Marketing & Consumer Behavior, University of Bayreuth

The impact of social familiarity and network size on social influences and trust in metaverse adoption: a SEM analysis

Léonie **Principe**, TSM, Toulouse Capitole University

Vincent **Favarin**, TSM-Research, Toulouse Capitole University, CNRS

Lars **Meyer-Waarden**, TSM-Research, Toulouse Capitole University, CNRS

10:30 - 10:50 AM**Refreshment break**

10:50 AM - 12:10 PM

Session 8 (Plenary session): BtoB and selling

Session Chair: Myriam Belaouaied

Room B113

When technology is imposed on salespeople: between compliance, identification and internalization

Madiha **Bendjaballah**, University of Lorraine, CEREFIGE

Sandrine **Heitz-Spahn**, University of Lorraine, CEREFIGE

Christian **Dianoux**, University of Lorraine, CEREFIGE

The effect of pride on B2B deciders' willingness to buy

Sam **Schweickhardt**, Aalen University

Alexander **Grohmann**, Aalen University

Christophe **Fournier**, University of Montpellier, MRM

12:10 - 1:30 PM

Lunch Break

Brasserie Pompette

117 rue des Etats Généraux - 5 place de la révolution - Montpellier

1:30 - 3:30 PM

Session 9: Food marketing

Session Chair: Justine Estarague

Room B218

Consumer Information Processing in Food-Decoding Applications: An Investigation into Aggregation and Evaluation of Health Scores

Guillaume **Le Borgne**, INRAE, UMR MOISA - Savoie Mont Blanc University, IREGE

Caroline **Morrongiello**, Savoie Mont Blanc University, IREGE

Marjolaine **Bezançon**, Savoie Mont Blanc University, IREGE

Consumption Experiences of Food Aid Beneficiaries: Using Brands as Symbolic Resources in Identity Negotiation

Anis **Jounaid**, University of Reims Champagne Ardenne, CRIEG-REGARDS

Abdelmajid **Amine**, Paris-Est Créteil University, IRG

Consumer Acceptance of Fungus-Resistant Varieties in Red Wines Blends : Insights From The Consumer Rejection Threshold Method

Caroline **Paire**, MoISA, University of Montpellier, Institut Agro Montpellier

Foued **Cheriet**, MoISA, University of Montpellier, Institut Agro Montpellier

Olivier **Geffroy**, PPGV, University of Toulouse, Ecole d'Ingénieurs de PURPAN

Alain **Samson**, INRAE, Unité expérimentale de Pech Rouge

Christian **Chervin**, LRSV, University of Toulouse, INP-ENSAT

Gabriel **Ruetsch**, Les Vignobles Foncalieu, Domaine de Corneille, Arzens

Estelle **Ithurralde**, Les Grands Chais de France, Domaine de la Baume, Servian

Session 10: New technologies and digital assistants

Session Chair: Mathieu Kacha

Room B217

Mighty, buddy or body tracker? A qualitative analysis of relationship typologies between users and their smartwatch using a fine-tuned LLM

Oussama **Nachit**, Toulouse Capitole University, TSM-research

Laurie **Balbo**, Grenoble Ecole de Management

Towards clarifying terminologies and proposing a new definition of an intelligent conversational tool: the case of chatbots

Meriem **Ouerghi**, Paris 1 Panthéon-Sorbonne University, PRISM Sorbonne

Jean-François **Lemoine**, Paris 1 Panthéon-Sorbonne University, ESSCA School of Management, PRISM Sorbonne

Exploring psychological determinants of technology acceptance for ANN-based financial advisory applications

Kirsten **Meyer**, Toulouse School of Management

3:30 - 3:50 PM

Refreshment Break

3:50 - 5:10 PM

Session 11: AI and ethics

Session Chair: Jean-François Lemoine

Room B217

AI morality: the impact of AV settings on perceived morality of AV's actions

Thomas **Teychenié**, TSM-Research, Toulouse Capitole University, CNRS

Julien **Cloarec**, Jean Moulin Lyon 3 University

Marc **Kuhn**, Duale Hochschule Baden-Württemberg Stuttgart

Lars **Meyer-Waarden**, TSM-Research, Toulouse Capitole University, CNRS

Sustainability on autopilot: consumer responses to AI and human sustainability management decisions

Philipp **Jaufenthaler**, University of Innsbruck

Eileen **Van Dongen**, University of Innsbruck

Session 12: Website design

Session Chair: Franck Celhay

Room B218

Web merchants site design: the influence of menu breadth and depth on user reactions

Jean-François **Lemoine**, Paris 1 Panthéon-Sorbonne University, ESSCA School of Management, PRISM Sorbonne

Thomas **Sender**, Paris 1 Panthéon-Sorbonne University, PRISM Sorbonne

Digital eco-design applied to websites: towards an understanding of users' perceptions and expectations

Alizée **Roux**, University of Lorraine, CEREFIGE

Mathieu **Kacha**, University of Lorraine, CEREFIGE

Sandrine **Heitz-Spahn**, University of Lorraine, CEREFIGE

5:15 - 5:30 PM

Best Paper Award and final remarks

5:30 PM

FAG Scientific Committee Meeting

6:30 - 7:30 PM

Cocktail

L'Arbre Blanc

Place Christophe Colomb - Montpellier

L'Arbre Blanc is a striking 17-story architectural landmark, born from a fusion of Japanese and Mediterranean influences. Overlooking the Lez River, it embodies the spirit of contemporary Montpellier.

Take a private elevator to the rooftop bar and enjoy a breathtaking 360° view of the city and region — the perfect spot to unwind with a selection of fine wines from near and far.

8:00 PM

Dinner

The Effet Mer Beach

Please, catch the bus at 7.40 PM - Avenue de la Mer, near Place Christophe Colomb - Montpellier

L'Effet Mer isn't just a private beach — it's a feeling. From the gentle light of morning to the vibrant energy of midday and the enchanting calm of evening, it offers a timeless, sun-kissed escape.

Rooted in freshness and inspired by the moment, its global cuisine is generous, colorful, and homemade with care. Every dish tells a story, every cocktail hums with Mediterranean flair and tropical twists.

Set by the sea, it's a place to savor, unwind, and come back to — again and again.



SCIENTIFIC COMMITTEE

Abdelmajid Amine, Université Paris-Est Créteil, IRG
Philippe Aurier, University of Montpellier, MRM
Christophe Fournier, University of Montpellier, MRM
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REVIEW COMMITTEE

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LOCAL ORGANIZATION COMMITTEE

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Abdul Azeem

Younès Bouragba

Mathilde Felga

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Pénélope Nicolleau

Valentin Piontek

Virginie Saco

Administrative support: Yamina Benabdellaziz and Radia Kelai

SPECIAL THANKS TO UNIVERSITÉ FRANCO-ALLEMANDE / DEUTCH-FRANZÖSISCHE HOCHSCHULE



Université
franco-allemande
Deutsch-Französische
Hochschule

Thanks to the financial support of the Université Franco-Allemande / Deutsch-Französische Hochschule (www.dfh-ufa.org), the organizing committee was able to take in charge all French, Austrian and German PhD students and early post-docs (doctors attending who defended their Ph. D after 2022) attending the conference. This support has covered the workshop fee as well as travel and accommodation expenses.