

# LUIS ARANGO

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The University of Queensland  
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## PERSONAL INFORMATION

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Google Scholar: <https://shorturl.at/W9sZb>

## EDUCATION

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PhD in Marketing, The University of Queensland, Australia Thesis: <i>An examination of consumer mindsets in the context of cultured meat</i>	2022 – Present
Master of Marketing, La Trobe University, Australia Thesis: <i>Social Media Privacy Concerns: Trust and risk beliefs of older vs younger adults</i>	2019
Master's in Philosophy, Los Andes University, Colombia Thesis (in Spanish): <i>Manipulation and determination</i>	2015
Bachelor of Psychology (Honours), National University of Colombia Thesis (in Spanish): <i>Freedom and the different concepts of moral responsibility</i>	2015
Bachelor of Arts in Philosophy, National University of Colombia Thesis (in Spanish): <i>Leibniz: Determinism, contingency, and freedom</i>	2013

## RESEARCH INTERESTS

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My main research interest is understanding how consumers respond to different technologies. For example, I have explored how consumers respond to cultured food products, images generated by machine learning algorithms, and service robots in failure settings. Using primarily an experimental methodology, I seek to understand the cognitive and affective mechanisms involved in such responses.

## THESIS

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TITLE: *An examination of consumer mindsets in the context of cultured meat*  
SUPERVISOR: Associate Professor Felix Septianto

Paper 1: **Challenging cultured meat naturalness perceptions: The role of consumers' mindset**  
Cultured meat is typically perceived as unnatural. This research examines the role of a growth mindset in consumer responses to messages that challenge the importance of the naturalness of cultured meat. Study 1 presents findings illustrating that a strategy challenging the importance of naturalness is effective at increasing cultured meat acceptance among consumers with a growth mindset. Study 2 demonstrates how complementing such messaging strategy with a specific form of

creative narrative can make it effective among consumers with a fixed mindset as well. Both studies establish the mechanism behind this interactive effect: reduced disgust.

Status: Published in *Appetite* (Arango, Septianto & Pontes, 2023).

**Paper 2: The role of conventional meat unnaturalness in cultured meat acceptance: A test of holistic mindset**

Cultured meat is perceived as unnatural in contrast to conventional meat which is perceived as natural. This research examines the role of a holistic mindset in consumer responses to messages that challenge the view that conventional meat is natural. By measuring (Study 1) and priming (Study 2) holistic mindset, it is shown that such a counter-messaging strategy is successful at increasing willingness to try cultured meat among holistic mindset consumers and that its effect is explained by positively valenced feelings.

Status: Published in *Appetite* (Arango, Septianto & Pontes, 2024).

**Paper 3: Overcoming the premiumness barrier: How ethical mindset increases cultured meat acceptance**

Along with naturalness, messages focused on the ethicality of cultured meat, or its animal-friendliness as compared to conventional meat, are promising devices to promote the product. However, ethical messages have shown limited success in prior work. Study 1 shows that the ineffectiveness of ethical messages answers to “premiumness” assessments— i.e., highlighting the ethical issues associated with conventional meat and the advantages of cultured meat in this respect, besides inducing guilt, also emphasizes the *authenticity* of conventional meat. Study 2 establishes that premiumness assessments become less relevant when consumers are encouraged to think of themselves as ethical agents, making ethical messages effective at increasing cultured meat acceptance.

Status: Under review in the *Journal of Business Ethics*.

## RESEARCH

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### ABDC-A Journal Articles

1. **Arango, L.**, Septianto, F. & Pontes, N. (2024) The role of conventional meat unnaturalness in cultured meat acceptance: A test of holistic mindset. *Appetite*, 203, 107656.
2. **Arango, L.**, Conroy, D., Errmann, A. & Septianto, F. (2024) Cultivating curiosity: Consumer responses to ethical and product benefits in cultured foods. *Appetite*, 196, 107282.
3. Jin, F., **Arango, L.**, O'Rourke, A.M., Septianto, F. (2024) Innovation from Inclusivity: The Effect of Team Diversity on Clean Meat Acceptance. *Australasian Marketing Journal*, 0(0).
4. Goyeneche, D., Singaraju, S. & **Arango, L.** (2024) Linked by age: a study on social media privacy concerns among younger and older adults. *Industrial Management & Data Systems* 124(2), 640-665.
5. Azizi, P., Japutra, A., **Arango, L.** & Kim, J. (2024) The Dark Side of Brand Community: The Role of Brand Identification, Community Identification, Brand Passion and Shopping Motivation. *Journal of Product and Brand Management*, Vol./No. ahead-of-print.
6. **Arango, L.**, Singaraju, S. & Niininen, O. (2023) Consumer Responses to AI-Generated Charitable Giving Ads. *Journal of Advertising*, 52(4), 486–503.
7. **Arango, L.**, Chaudhury, S. & Septianto, F. (2023) The role of demand-based scarcity appeals in promoting cultured meat. *Psychology & Marketing*, 40(8), 1501–1520.
8. **Arango, L.**, Septianto, F. & Pontes, N. (2023) Challenging cultured meat naturalness perceptions: The role of consumers' mindset. *Appetite*, 190, 107039.
9. **Arango, L.**, Singaraju, S., Niininen, O. & D'Souza, C. (2023) Consumer biases in the perception of organizational greed. *International Journal of Consumer Studies*, 47(2), 767-783.

10. Post, R. A. G., Blijlevens, J., Hekkert, P., Saakes, D. & **Arango, L.** (2023) Why we like to touch: Consumers' tactile esthetic appreciation explained by a balanced combination of unity and variety in product designs. *Psychology & Marketing*, 40(6), 1249-1262.
11. Brouwer, A. R., D'Souza, C., Singaraju, S., & **Arango, L.** (2022). Value attitude behaviour and social stigma in the adoption of veganism: An integrated model. *Food Quality and Preference*, 97, 104479.

### Other Journal Articles, Book Chapters, and Conference Proceedings

12. Sinha, A., Hine, D., **Arango, L.**, Farr, J., Gaudry, J., Korale Gedara, P., Magor, S., Nalatu, S. & Smith, A. (2024) AI for improved food logistics and distribution. In McColl-Kennedy, J.R., & Hine, D.C. (Eds.) *Food AI: A game changer for Australia's food and beverage sector*, 36-44.
13. **Arango, L.**, Karjaluoto, H., Lievonen, M., Muhonen, M., Niininen, O., Singaraju, S., Spickett-Jones, G., Sundermann, G., & Valentini, C. (2024) Future Trends in Social Media and Public Relations. In Niininen Outi (Ed.) *Social media for progressive public relations*. Taylor & Francis: London.
14. Niininen, O., Singaraju, S. & **Arango, L.** (2024) Check for updates The Human RFID Implants Introduce a New Level of Human-Computer Interaction: Twitter Topic Detection Gauges Consumer Opinions. Welcome to The New Normal: Life After The Chaos: *Proceedings of the 2023 AMS Annual Conference*. New Orleans, LA, USA.
15. Singaraju, S., Rose, J., **Arango, L.**, D'Souza, C., Khaksar, S. & Brouwer, A. (2022) The Dark Age of Advertising: An Examination of Perceptual Factors Affecting Advertising Avoidance in the Context of Mobile Youtube. *Journal of Electronic Commerce Research*, 23(1), 13-32.
16. Arango, J., **Arango, L.** & Bernal, C. (2022) Repercusiones del COVID-19 en el personal de salud: análisis desde la prensa colombiana (Repercussions of COVID-19 on health personnel: Colombian media analysis). *Revista Española de Comunicación en Salud*, 13(1), 46-57.
17. **Arango, L.** Ballesteros, A. & Ramirez, A. (2007) Efectos de la magnitud del reforzador sobre la conducta de elección (Reinforcer's magnitude influence on choice behavior). *Laberinto*, 6(1), 8-11.

### HONOURS AND AWARDS

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- Tuition Fee Offset and Research Training Scholarship (Ph.D.) University of Queensland. Oct 2022 – Sep 2026.
- Excellence Scholarship (GPA: High distinction: 81.19/100). La Trobe University. March 2018 – Dec 2019.
- Spanish Center Scholarship. Los Andes University. Jan 2014 – May 2015.
- Graduate Scholarship. National University of Colombia. Resolution No. 356, October 18th, 2013. Foregone.
- Valedictorian. Bachelor of Arts (Philosophy). GPA: 4.7/5. National University of Colombia, 2013.
- Best Undergraduate Thesis: *Leibniz: determinism, contingency, and freedom*. Available at: <https://repositorio.unal.edu.co/handle/unal/11615>. Philosophy Department, National University of Colombia, 2012. Advisor: Professor Fernando Zalamea (included in the book *100 Global Minds. The Most Daring Cross-Disciplinary Thinkers in the World*).

### TEACHING EXPERIENCE

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- Research seminar. La Trobe University Sep, 2024
- Research seminar. Auckland University of Technology Sep, 2024
- Research seminar. Plant & Food Research (New Zealand) April, 2024
- MGTS3606, MGTS7604: Facilitation. The University of Queensland Aug, 2024

- Teaching Assistant, Fundamentals of Psychology. Los Andes University 2014 – 2015
- Academic Writing Fundamentals. Los Andes University.
  - 2014, Semester 1. Evaluations: 92%
  - 2014, Semester 2. Evaluations: 96.2%
  - 2015, Semester 1. Evaluations: 91.2%.

## RESEARCH EXPERIENCE

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- Research Assistant, The University of Queensland. 2022 – Present
- Research Assistant, The Royal Melbourne Institute of Technology (RMIT) 2021 – 2022

## PRESENTATIONS

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- Southeast Queensland Marketing Research Group, 2024. University of Queensland. Mind Over Meat. The Role of Mindsets in Cultured Meat Acceptance.
- UQ Business School. HDR Colloquium, 2024. Mind Over Meat. The Role of Mindsets in Cultured Meat Acceptance.
- The Australian and New Zealand Marketing Academy (ANZMAC), 2023. University of Otago. Challenging cultured meat naturalness perceptions: The role of consumers' mindset.
- The Australian and New Zealand Marketing Academy (ANZMAC), 2023. University of Otago. Linked by age: a study on social media privacy concerns among younger and older adults.
- Australian Postgraduate Philosophy Conference, 2018. Monash University. Manipulation and determination.
- VII Encuentro Nacional de Estudiantes de Filosofía, UPTC, 2015. Un enfoque Wittgensteiniano de la filosofía experimental. (A Wittgensteinian approach to experimental philosophy)
- I Foro Latinoamericano Saga-Versiones, 2012. La teoría de los nombres propios de Searle. (John Searle's proper names theory)
- Jornadas psicológicas del GEPU, 2010. La psicología del deporte en Colombia. (Sports psychology in Colombia)
- Encuentro en Ciencias del Comportamiento, UNAL, 2008. Efectos de la magnitud del reforzador sobre la conducta de elección. (Reinforcer's magnitude influence on choice behavior)

## PROFESSIONAL SERVICE

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- **Arango, L.** & Xiaotian, L. (2024) EQUIS Accreditation Submission Student Report. UQ Business School 2024.
- Ad Hoc Journal Reviewer (verified on Web of Science): *Journal of Business Ethics, Frontiers in Psychology, Psychology & Marketing, Appetite, International Journal of Consumer Studies, Australasian Marketing Journal, and Humanities and Social Sciences Communications.*
- Volunteer ANZMAC 2023, University of Otago.
- PALS Volunteer. *Mind*. Aug 2018 – Jan 2020.