

Book of Abstract



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CLSGBKK002

Multi- Sample Analysis of the Flow Construct

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Abstract

By the multi- sample analysis, this study examines the moderator's role of flow construct in the consumers' on-line information search model. This paper found the moderator's role as follows: flow-moderator 1 (high flow group) and 2 (low flow group). Product knowledge and brand knowledge are important in the high flow group, but they are not as important in the low flow group. The role of knowledge (product knowledge and brand knowledge) in the flow moderator model is clear because knowledge does divide high flow group and low flow group. This is consistent with the flow channel model of the Csikszentmihalyi (1990).

Keywords: multi-sample, moderator, flow, knowledge, information search

CLSGBKK003

Purchasing Intention and How it is Influenced by Perceived Risk of Radioactive Contamination: Using SEM and fMRI

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Abstract

We examined the influence of radioactive food contamination on Japan's food image after the Great Earthquake Disaster in East Japan last March 11, 2011. We investigated the influence by evaluating mental/psychological states. For this purpose, we not only took questionnaires but also measured brain activation by functional MRI (fMRI) to improve the accuracy. Through questionnaires, we found that people started to be more anxious about food safety in the light of the radioactive contamination by using a structural equation modeling (SEM) . In parallel with that, we also found that the insular cortex of the brain, a brain area known as processing anxiety, showed larger activation when participants were reading newspaper articles on radioactive food contamination. Those results prove the participants' anxiety for the radioactive contamination.

Keywords: Perceived risk, Information, Mental/psychological effects, SEM, fMRI, Anxiety, Food safety

CLSGBK004

**The Perceived Image of New York, Tokyo, Paris and Sydney
from Koreans Perspectives: Focusing on City Brand Personality**

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Abstract

Facing with an intensive competition, city marketers should understand how their city is perceived by potential tourists. With deeper understanding of relative perceptions of their city, city marketers are able to position their city and also they can promote a city efficiently. Prior studies have shown that Aaker's (1997) BPS (Brand Personality Scale) can be applied to city marketing with some adjustment. This study aims to measure the personality of four cities using the city personality measurement model (CPS) developed by Lee and Suh (2011). Four cities were measured: New York City, Tokyo, Paris and Sydney using Korean samples. The findings of this study will provide comprehensive understanding of differences or similarities perceived by potential tourists, which will provide city marketers and policy makers with further directions to build their city brand equity.

Keywords: Cities, Branding, City Brand Personality, Korean tourists

CLSGBK006

**Marketing Strategy for Import and Export Business:
A Case of Kossu**

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Abstract

The alcohol beverage industry is one of the interesting areas for import and export marketing since the business has a huge volume of the global market size. The adaptation of product and the creation of the local brand become an aspiration for a "higher-shelf" image, especially in the export markets. This case introduced an alcohol beverage of Finland, named Kossu, which developed marketing strategy to reach the target group in Thai market. Market research and competitive analysis are a crucial part in our marketing strategy process to find out who will we target our product and what are our main competitors in the market. The case present interesting findings, which Kossu need to adapt its product to Thai market needs, need to understand the rules and regulations, and need to invest quite much on advertising of the alcohol product.

Keywords: import and export marketing, product, brand, marketing strategy

CLSGBK007

What are the Factors that can Explain the Resistance of Aging Consumers to Use Technological Innovative Products and Services?

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Abstract

This paper aims to explore the reason why older consumers show less acceptance of technological innovative products or services by using the Control Theory framework, because assuming all non-adopters as homogeneous may be inaccurate. Since many older consumers have rejected technological innovative products, we should learn more by focusing on understanding the reasons for innovation refusal rather than just on the reasons for adoption. The Control Theory framework is well suited to explore the concept of technological innovation acceptance for older consumer behavior because this theory focuses on the individual's goal and development regulation across the life-span. It is expected that goal influences on directions, vigor, energy, persistence of action and finally termination.

This study will also merge Aging Theory effects (moderators) with Control Theory because many aging theories are likely to be maximized under circumstances where primary control is lost.

At the conceptual level, this paper tries to seek a better understanding regarding the differences between primary and secondary control. Knowledge is needed as to whether different types of control strategy might affect aging consumer's behavior regarding technological innovative acceptance.

CLSGBK008

Materialism and Subjective Well-being: Causal Relationships and Third Variable Effect

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Abstract

Materialism has been a topic of interest to consumer researchers, with studies focusing on the cause and effect of materialism, often with subjective well-being as the outcome. This paper attempts to explore if materialism is the outcome of life satisfaction as well as tests the influence of third variables on the relationship between materialism and life satisfaction. Based on a large sample from Malaysia, a collectivist country comprising of multi-ethnic and multi-cultural groups, the paper investigate the hypothesized relationships based on extant literature. Employing structural equations modeling, the results suggest that neither stress nor self-esteem moderates the relationship between life satisfaction and materialism, suggesting an absence of third variable effect. In addition, this study finds a direct negative effect of religiosity on materialism that is stronger among the most religious Malays compared to their less religious counterparts. For the influence of third variable, this study finds that stress did not exert an influence as a mediator as results failed to support its mediating role on this relationship. Discussion, limitations and directions for future research are suggested.

Keywords: Materialism, Stress, Life Satisfaction, Religiosity, Self-esteem

CLSGBK009

Diversifying over Ambiguity: How People Evaluate Multiple Uncertain Prospects

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Abstract

It has been well known since Ellsberg (1961) that people generally dislike prospects with imprecisely known probability distributions, i.e., they are averse to ambiguity. However, to the author's knowledge, there have been no experimental studies that investigate the situation where the decision maker encounters simultaneously, multiple sources of ambiguity. Such circumstances arise naturally when investors are selecting assets for their portfolios, when consumers are deciding whether or not to buy bundles of goods, etc. Thus, this study aims to examine how individuals evaluate multiple prospects versus a comparable single one under varying degree of ambiguity. Results from a series of experiments suggest that people perceive less benefit from diversification under ambiguity than under risk, when the probability distributions are precisely known. However, they tend to diversify over a greater number of prospects when the prospects are ambiguous than when they are risky. Managerial implications include prescriptions on how firms should construct financial portfolios and product bundles.

Keywords: behavioral decision making, uncertainty, ambiguity, diversification

CLSGBK010

Conceptualising Persuasive Messages Using Elaboration Likelihood Model in a Social Media Perspective

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Abstract

Elaboration Likelihood Model (ELM) assumes that consumers interpret persuasive messages by applying central and peripheral routes in a particular environment. ELM has not only been used to study social behaviour but also in marketing strategy in the last decade. During recent years, social media has become an important channel of communication. Consequently, companies are trying to maximise the potential of social media in their marketing communication strategies. Therefore this study aims to conceptualise persuasive messages using ELM in a social media perspective, propose a conceptual framework, and systematically review and analyse the extant theories and models. ELM is considered as a feasible and useful approach to elucidate the persuasive information process by consumers in the social media context. Extant literature review of ELM was conducted and a conceptual framework was proposed to depict the associations amongst the constructs of ELM. Findings revealed that there was increasing number of studies using ELM in the social media context. The authors believed that this study shed light on further potential studies in ELM in the social media environment. The proposed conceptual framework underlined critical constructs and parameters of information processing so that marketers could formulate effective communication strategies in the social media environment.

Keywords: persuasive messages, ELM, central route, peripheral route, social media

CLSGBK011**Examining the antecedents of Trust in Social Media Network in Malaysia**

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Abstract

Social media has become the facilitator of social interaction and it is radically changing the way consumers communicate their thoughts and opinions of certain products and services. *Trust* in social media is becoming prevalent in influencing consumer behaviour. Consequently companies have a need to effectively manage their social media strategies and initiatives. This paper sought to examine trust; its antecedents and their relationships within the social media networks in Malaysia. 262 respondents participated in a survey and results showed that *integrity, concern, aligned values* and *communication* were *high level* determinants and strong predictors of *trustworthiness* and *trust*. *Low level* determinants like *consistency* and *competence* were predictors of *trustworthiness* but not *trust*. Nevertheless, *trustworthiness* mediated the relationships between (a) *low level* determinants and *trust*, and (b) *high level* determinants and *trust*.

Keywords: High Level determinants, Low level determinants, Trust, Trustworthiness, Social media Networks

CLSGBK012**Marketing Strategies Based on Consumer Behavior and Market Segmentation on Telecommunication In Tanzania.**

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Abstract

The present study is carried out to determine the indicators or factors of market segmentation and consume behaviors that contribute to the shaping of marketing strategies of Tanzanian telecommunication sector (VODACOM, AIRTEL, TIGO, TTC and ZANTEL). The results of this research were used as basis for the target marketing. Besides descriptive statistics such as percentages and frequencies, a cluster analysis was conducted to determine the differentiation among respondents of the groups (four) of the sample. The findings revealed the possibility of explaining customers' buying behaviour through the market segments, attitudes towards telecom companies and towards the services provided by these companies. The results also emphasized that the four clusters of consumer groups differ from one another in regards to general characteristics such as: fewer users, light users, medium users and heavy users. Finally, the study also recommended that Tanzanian mobile telecom services providers need to reshape their marketing strategy, to plan marketing activities and to improve the marketing strategies on telecoms in Tanzania base on product, price, place and promotion.

Key words: Marketing Strategy, Marketing Segment, Marketing Position, Consumer Behavior.

CLSGBKK013**Transforming well-being through self-reliance: consumption as symbolic violence?****Benjamin Ellway**

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Abstract

Transformative consumer research (TCR) and transformative service research (TSR) are both based upon the central principle of improving well-being. It has also been recognised that TCR should adopt a sustainability perspective, but it remains unclear precisely how sustainable consumption influences well-being. This paper explores the connection between sustainable consumption and well-being by examining the philosophy and self-reliance training services offered by Pun Pun sustainable living and learning centre. The analysis is based upon the concept of symbolic violence and theory of practice developed by the critical social theorist Pierre Bourdieu. The training at Pun Pun is conceptualised as a process of attempting to reveal the symbolic violence of consumption and contemporary life by introducing the alternative of self-reliance and its outlining its relative benefits for well-being. It is suggested that TCR should consider that the very notion of consumption is a form of symbolic violence that may threaten people's well-being since it classifies people as consumers and normalises the activity of consumption as necessary, desirable, and beneficial.

Keywords: symbolic violence, well-being, practice theory, self-reliance, transformative consumer research (TCR)

CLSGBKK014**Relationship between the Context of a Purchase and the Consumer's Information-Seeking Behavior based on Computational Neuroscience****Morokami Shigemitsu**

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Abstract

The consumer's choice behavior has been argued to be uncertain because the context of a purchase can change a consumer's decision-making strategy. However, the specific mechanism of this context has been a black box. Therefore, this study examines how products with abundant attributes can have their information represented from a neuroscience perspective. In this study, we have also developed a model to mathematically explain the mechanism wherein a consumer's evaluation process of a product is situationally changed by applying the "selective desensitization method." The validity of proposed mathematical model is demonstrated by measuring the viewing habits of experimental subjects when selecting the products under contextual conditions by using an eye-tracking system. The experimental results indicate the validity of the proposed numerical model and suggest that the presence of contexts would inhibit the information-seeking time or processing cost of certain attributes selectively.

Keywords: context, consumer's decision-making, neuroscience, selective desensitization, mechanism

CLSGBK015**Linking service characteristics and customer characteristics to customer satisfaction**

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Abstract

Customer satisfaction has been widely discussed in marketing and consumer behavior literatures. Recently, an argument has been made to consider both the service concept and customer characteristics for a parsimonious model of customer satisfaction (Anderson, Pearo and Widener, 2008). However, effects of service components toward customer satisfaction may depend on service characteristics, as well as on customer characteristics. Based on three survey studies, we found that customers' approach-avoidance orientations (Carver & White, 1994) have different effects on customer satisfaction between services with two different types of communication styles: high vs. low-context (HC vs. LC) communication (Hall, 1976). The results showed that higher the customers' avoidance orientation, higher the customer satisfaction for LC communication service than HC communication service; higher the customers' approach orientation, higher the customer satisfaction for HC communication service than LC communication service. The findings contribute to the theory of customer satisfaction especially when service-dominant logic view is increasing its popularity. Our findings provide new insights about co-creation of value. The key managerial implication of this research is that a service business cannot satisfy all customers. The managers should have a clear understanding of their service characteristics and select customers who are well-suited with their services.

Keywords:

customer satisfaction; service characteristics; customer characteristics; service-dominant logic; communication

CLSGBK016**Is Animation Good for Offensive Product Advertising?**

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Abstract

This study investigated the effects of animation in offensive product advertising. An experiment was conducted to collect consumer responses toward animated and static ads of offensive and non-offensive products. The results indicated an interaction between ad design and offensive product. In particular, when used in offensive product advertisements, animation was not effective for consumer attention, but yielded positive response in terms of attitude toward product. The findings support that information processing model (IPM) is accurate in predicting consumer cognitive response towards offensive product advertising. In practical, these findings can be used to guide ad designers in determining the ad designs that are suitable for offensive product advertising.

Keywords:

Animation, animated ads, offensive product, advertising, banner advertising

CLSG BKK017**Getting the Click: A Quantitative Analysis of Factors Affecting the Acceptance of Click-able Mobile Display Advertisements****Jeffrey Milidantri¹ Randall Shannon²**¹Webster University, ²Mahidol University, Thailand
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Currently the \$30 billion dollar per year (Meeker, 2012a) Internet advertising industry is being threatened by the migration of users toward a mobile first Internet. Compounding this trend, new Internet users from developing countries are skipping over the PC generation and are going straight to mobile. This presents a problem for online content providers, whom must now move their operations to mobile platforms, because click-through rates on mobile are abysmal compared to the PC Internet. We have used a questionnaire based on constructs from the Theory of Reasoned Action, the Technology Acceptance Model, Diffusion of Innovations, Optimum Stimulation Level, and the Theory of Cognitive Dissonance to quantitatively measure consumer's intention to adopt (repeatedly click-through) display advertisements on mobile devices. For both the U.S. and Thai samples, perceived utility was by far the most important factor related to intention. The Americans sampled view clicking through as a high risk, low reward activity, while risk is of minor importance to the Thai sample. The subjective perceptions of social norms were a net negative for both data sets, while other factors were not important predictors of intention. Implications are that the use of pay-per-click advertising on mobile phones is an unsustainable monetization model.

CLSG BKK018**Toward sustainability marketing practices: antecedent environmental practice indexes and effect on green marketing practices of green industry firms****Angsaya Siepong**University of East Anglia, The United Kingdom
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Although concern about sustainable development among industries in Thailand has significantly changed their perception toward environmentally-friendly actions. It is still unclear what mechanisms drive firms toward such environmental practices to achieve performance goals; and by what means they would effectively implement. This paper follows a call by Kotler's research imperatives of sustainability marketing practices (Kotler, 2011) to understand what changes in marketing practices would be required. It investigates causal relationship between firms' environmental practices that designate their initiatives to adopt green marketing practices by conducting an initial qualitative in-depth interview with firms' upper-level executives in green industry across sectors. Drawing attention on corporate's dominant environmental orientation and responsive motivations, it posits environmental practice indexes in which classify firm's environmental actions toward performance in three distinctive features: competitiveness, legitimation and social responsibility. Additionally, sustainability marketing practices can be achievable by focusing on environmental practices combining with green marketing activities. Therefore, it develops a theoretical model to test the relationship between environmental practice indexes and the applicability of green marketing toward performance outcomes. Lastly, research propositions and recommendations for future research are discussed.

Keywords: environmental practices, competitiveness, social responsibility, legitimation, green industry

CLSGBK019

**Factors Affecting Thai People's Attitudes towards Downloading Digital Music
both Legally and illegally**

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Abstract

Motivation/Problem statement/Objective of study – In the digital age, the Internet has changed the business model for the music industry. New technology has provided an illegal means to obtain and reproduce music; moreover, Internet file-sharing has provided a means for music distribution as well. In addition, digital services have expanded the global audience for recorded music. The purpose of this study is to examine the factors that affect people's attitudes toward downloading both legal and illegal music online in Thailand. In addition, it will explore whether or not the attitudes toward downloading digital music are different when segmented by age and gender.

Research methodology – A sample of 230 respondents were interviewed in this study. A quantitative approach allows for the analysis of the relationship between potential variables and people's attitudes toward downloading digital music legally and illegally. Data was collected using self-administered online surveys and paper-based questionnaires.

Findings – The results showed that trust and ethics have a positive effect on attitudes toward downloading digital music legally; while lack of fear of consequences has a positive effect on attitudes toward downloading digital music illegally. Other results indicated that male is more likely to buy digital music than female because of time saving even though female has social influence from others who download legal digital music. In addition, the results showed that there were significant differences in terms of perceived ease of use and enjoyment when segmented by age.

Discussion and conclusion – The paper contributes to provide the useful information to music companies as a guideline in order to develop the marketing strategies that are appropriate for the Thai market.

Keywords: Music download, Digital music, Consumer behavior

CLSGBK020

**Exploratory Research on Gender Differences in Shopping Behaviors, Shopping Satisfaction
and Tourist Loyalty Intentions among International Tourists in the Floating Market:
The Case Study of the Amphawa Floating Market**

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Abstract

The purpose of this study was to explore gender differences in three factors (e.g. shopping behaviors, shopping satisfaction and tourist loyalty) among tourists visiting the floating market. Due to limited number of research studies in the area of floating markets in Thailand, the authors aimed to understand the dimension of gender differences among international tourists with shopping experience at the Amphawa floating market. The sample was comprised of 413 international tourists and data was collected via self-administered questionnaires. The results indicated that gender differences existed across many items of measurements. Conclusions and directions for future research are provided.

CLSGBK021

The Moderating Role of Point-of-Purchase Sales Promotion on the Shopping Satisfaction of Fashion Apparel Shoppers

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Abstract

With young adult shoppers reflecting high interest in the purchase of fashion apparel products, a better understanding of this large segment of fashion apparel shoppers is currently in the forefront of most retail strategies. The threat of online retailing has contributed to the salient development and adjustment of in-store sales promotion strategies to establish and maintain the consumer satisfaction from shopping at the physical retail store. The current study was built on this concern and aimed to examine the influences of both utilitarian and hedonic shopping motivations on satisfaction from shopping at the store in the fashion apparel context. Next, the moderating effect of point-of-purchase (POP) sales promotion on the link between motivations to shop and shopping satisfaction were investigated. A sample of young adult consumers was surveyed using a self-administered questionnaire. Structural equation modeling (SEM) using AMOS was used to analyze the data. Findings indicated the positive significant relationships between shopping motivations and fashion apparel store shopping satisfaction. Though POP sales promotion was found having significant moderating effects on these relationships, they exert stronger influence on satisfaction among utilitarian shoppers, vis-à-vis on the hedonic shopping motivation and shopping satisfaction relationships. It appears that different promotional campaigns are required to be distinctively designed in order to best serve specific desires of each group of fashion apparel shoppers.

Keywords: Utilitarian, Hedonic, Satisfaction, Sales Promotion, and Fashion Apparel

CLSGBK 022

The Adoption of Online Shopping Among Thais: The Case of Fashion and Apparel

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Abstract

The rapid increase of Internet shopping has drawn increasing attention to online shopping behavior. Despite the rapidly increase of penetration and Internet usage and being ranked the 6th most shopaholic country in the world (Thai – The Shopaholic, 2013), only 11.5% - much lower many leading Asian countries – of the total Thai population are online buyers (among 43% of online users) (Mastercard Worldwide, 2008). This research aims to examine the adoption of online shopping among consumers in Thailand, where the culture is unique, under the value-behavior concept (Kahle, 1980). Fashion and apparel shopping was set as a framework due to its popularity, both from consumer's and retailer's perspectives. Personal values were measured by four dimensions of the Schwartz value scale (Schwartz, 1992, Schwartz & Bilsky, 1994). Innovativeness, impulsiveness and subjective norm were proposed as characteristic mediators. All hypotheses proposed that the personal values and characteristics shaped by Thai culture would have a significant influence on behavior. The study's results supported the valid role of innovativeness driven by self-enhancement. Social influence showed a strong support to online shopping adoption. Self-transcendence was seen to not only influence online shopping indirectly through subjective norm, but it played a direct effect role as well. Apart from reconfirming the valid relationship of the value-behavior relationship, this study showed that online shopping adoption can be influenced by innovativeness, cross-cultural characteristics, subjective norms, and local culturally-based characteristics.

Keywords: Online shopping; Personal values; Personal characteristics; Domain Specific Innovativeness (DSI); Subjective norm