College of Management
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CLSG
Consumer Life-course Studies Group

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BOOK OF ABSTRACTS

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Consumer Behavior in Later Life: Insights from the Life Course Paradigm

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Abstract

Understanding the factors promoting consumer well-being later in later life remains a significant theme in aging research. Several studies capture only consumers well-being at their present stage by ignoring the most important context of previous life experience. The purpose of this article was to review the literature with regard to well-being in later life and to identify promising directions for future research of applying LCP into the study of well-being in old age. Research to date supports the adaptation of LCP in studying well-being in later life by taking time and context into consideration in order to list the factors associated with well-being in old age.

Keywords: Well-being, Life Course Paradigm, Social Psychology, Consumer Behavior

Consumers' Purchasing Behavior of Organic Personal Care Products – A Cross-National Comparison from a Consumer Perceived Quality Perspective

Yuanfeng Cai
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Abstract

From a customer perceived quality perspective, this study investigates how consumers' willingness to buy the organic personal care product is influenced by their evaluation on underlying quality cues and attributes of the products in the Chinese and Malaysian cultural settings. The results of the study indicate some similarities among consumers' buying behavior in the two countries. Specifically, in both countries, consumers' beliefs on products' credence attributes play a more important role in influencing their quality evaluation of the organic personal care products than their beliefs on products' experience attributes. In addition, although both of natural content and sensory appeals of the products generate positive effect on consumers' beliefs on credence and experience, sensory appeals of the products appear to play a more important role in forming consumers' beliefs on credence and experience attributes than natural content does in both countries.

The results of the study also indicate some differences among consumers' buying behavior in the two countries. Specifically, compared to their Malaysian counterparts, Chinese consumers rely more on their beliefs on experience attributes of the products to form the quality impression. Chinese consumers are more likely than their Malaysian counterparts to use distinctive packaging to form their beliefs on experience attributes of the

products. Compared to their Chinese counterparts, Malaysian consumers place more importance on sensory appeal in forming their beliefs on both of credence and experience attributes.

Unexpectedly, price does not show any effect on consumers' beliefs on credence and experience attributes in both countries. The cross-national variances might be attributed to the differences in the organic market development level. The findings are expected to provide organic marketers useful insights into developing effective communication strategies.

Natural disaster and life course paradigm: The case of 2011 Japanese earthquake

Pakakorn Rakrachakarn and Florian Kohlbacher
College of Management, Mahidol University

Abstract

The magnitude 9 Japan Earthquake in March, 2011 is one of the most devastated natural disaster events of mankind. The damage was over 300 billion dollars and 20,000 people were killed by both the earthquake and the tsunami. Many studies found that natural disaster affects human psychology, especially psychological distress and depression. Residents whose house were damaged from earthquake were less satisfied with their lives, and tended to have more health problems. This study hypothesizes that by comparing the respondents who experienced the major earthquake in 2011 and those who did not, major earthquake has significant impact on life satisfaction, health, and quality of life. Each hypothesis has sub-hypotheses based on a) gender, b) age, c) SES, d) life events, d) coping behavior, and e) chronic stress, which derived from life course paradigm. Participants were 1,575 Japanese middle aged to older adults (762 men, 813 women) who responded to the mail surveys. The sample size was determined to have sufficient representation from right regions in Japan. Roughly half of the respondents (N = 792) were likely to have completed the survey before March 11, 2011, whereas the other half (N = 783) were likely to have completed the survey after March 11, 2011. The results revealed the main difference is the impact of gender on life satisfaction and quality of life where before earthquake, gender has no impact on life satisfaction and quality of life, but after earthquake men tend to be less satisfied and have poorer quality of life. In addition, when comparing quality of life of the two groups, before earthquake coping behavior has no impact on quality of life, however after earthquake those who possess better coping behavior tend to have better quality of life.

Keywords: earthquake, life satisfaction, health, quality of life, coping behavior, life events, SES, chronic stress

Developing an Entrepreneurial Mindset through Exploration: An Educator's Perspective

Edward Rubesch and Sakdipon Juasrikul

Abstract

The concept of opportunity is central to the practice and study of entrepreneurship. There is now a large body of work focusing on entrepreneurial opportunity. There remains, however, much debate about where opportunities come from: do entrepreneurs discover opportunities or do they create them? Are opportunity discovery and opportunity creation, contrasting entrepreneurial processes, or are they complementary and part of the same process? More complicated, a number of viewpoints in the academic literature suggest that entrepreneurial opportunities are derived from a process which includes, and is influenced by, interactions and coevolution within a social system.

As important as these questions are, they are not enough. As soon as our human curiosity compels us to explain a phenomenon of human nature, we move to the next step: how can we improve it?

An entrepreneur wants to know, therefore, how can they develop their skills in discovering and creating opportunities. Similarly, a teacher or coach of entrepreneurs wants to know, how can they help entrepreneurs develop their skill in discovering and creating opportunities. This research seeks to understand how the entrepreneurial opportunity process can be developed and taught. It is necessarily exploratory and seeks two outcomes.

First, this research examines the literature of entrepreneurship and entrepreneurship education and seeks to develop a set of research questions

around practices for teaching the process of discovery, through exploration, and creation, through experimentation, of entrepreneurial opportunities.

Second, the research suggests a preliminary experimental design for empirical testing of the framework. This will leads to suggestions for further research.

Application of the Life Course Perspective to the Family Life Cycle and Consumer Behavior: a Multi Country Study

Thuckavadee Sthienrapapayut and Randall Shannon
College of Management, Mahidol University

Abstract

Marketers and academics have long been trying to effectively find ways to segment markets and predict consumer behavior. Various techniques and models have been developed, including the family life cycle, which predicts behavior based on stages people are expected to sequentially experience during their lives. However, demographic variables, such as age, have been found poor predictors of consumer behavior, and there are a range of assumptions held by the family life cycle model which have been challenged, such as homogenous consumption behavior among consumers at each life stage, and whether these stages are sequential. This study explores whether these assumptions hold and offers additional variables from the life course paradigm for consideration, which may enhance the predictive validity of the family life cycle, and other models of consumer behavior.

Key words: Family life cycle, life course, life events, consumer behavior

Critical Reviews of Environmental Reporting on International Airlines from Taiwan

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Abstract

Aviation industry accounts for 2% of global CO2 emissions bases on the surveyed data of United Nations. With the expected increase of CO2 emissions in the coming years, two main international airlines of Taiwan faces pressure of environmental reporting from external stakeholders. Industry associations of world airlines and certain destination markets individually proposed the target of CO2 emission reduction that the airlines were asked to achieve. The airlines also needs to regularly report CSR requested by Taiwan's Securities and Futures Institute in order to list the company stocks in Taiwan's stock market. This research investigated the CSR reports of China Airlines and Eva Air from year 2012 to 2017. They are analysed in the context of legalization of CSR reporting and compared with other industries. The preliminary results indicate that two airlines advance the CSR reporting through widely following GRI standards. Although the disclosure of detailed environmental performance and its credibility required further efforts, the significant improvement was revealed from the diachronic reviews of sustainability report. Both companies propose their sustainability policies, adopt environmental management system, allocate task-forces and commit themselves to global conventions. Moreover, each company provides different innovative plans to communicate with consumers, including carbon offset project and online check-in app, reflecting unlike cultures of organizations.

Keywords: CSR reporting, CO2 emissions, aviation industry

Green Marketing: Its Influence on Purchase Decision and Implications on Customer Loyalty

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Nizar Fauzan
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Abtract

In recent years, concern about the environment has been highlighted in many areas of life, almost every country's government and society have started to be more aware of these issues. The consumers' concerns about the environmental protection have led to the diversification in consumer buying approach towards a green lifestyle. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment.

Color can be one of the most important characteristics to impulse customers to buy certain products. So, organizations have been using green marketing practices, as transforming products into more friendly for the environment. These products are emerging as differentiating products, in order to follow up with these value-conscious customers, whose consumptions patterns and buying-decision have been evolving.

This study aims to give information about the effect of green marketing on customers purchase decision & customer loyalty. This research subject is "Ades" as one of mineral water brand in Indonesia that applied green marketing strategy to differentiate it from other mineral water brands in Indonesia.

The research initially undertakes a comprehensive literature review on green marketing to develop the purchase decision & customer loyalty. The research study took place in Yogyakarta Province, Indonesia. The sampling used was purposive sampling with some criteria. The sample size was 200 Ades customer. The data was collected using a survey method by conducted a questionnaire and has analyzed them using structural equation modeling. The results indicated that green marketing directly has a significant effect on the purchase decision, green marketing directly has a significant effect on customer loyalty, purchase decision has a significant effect on customer loyalty, and green marketing indirectly has a smaller effect on customer loyalty through purchase decision.

Keywords: Green Marketing, Purchase Decision, Consumer Loyalty

Understanding the Young Tourists and the Future Visit Intention to Cultural Tourism Destination

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Patcharee Yoopetch
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Abstract

Young tourists represented the fastest growing group of freely independent travelers around the world. In their search for the unique destination and to explore the world, this group of tourists usually searches for the new destinations, especially the lesser known ones. The premise of the current study is to identify the perception of the young tourists in cultural tourism, which has been promoted for domestic tourists in the past decades. The research applied the qualitative approach with the interviews with the college students to explore their viewpoints on the cultural destinations. The findings indicated that these tourists have interests in visiting cultural destination sites. However, there are some important issues, such as lack of awareness about cultural tourism destination and limited available time to travel. In addition, the study provided marketing implications, which can be useful for the tourism authorities to consider for further tourism marketing activities. Directions for future research are also provided.

Exploring the Influence of Extrinsic Cues on Consumers' Purchasing Decisions of Thai and Myanmar Consumers in Thailand.

Yurapong Ovatsatit
College of Management, Mahidol University

Abstract

This paper aims to explore consumption cues used by Myanmar consumers. The two countries share many common cultural values, traditions, and beliefs due to adhering to strong Buddhism, and Confucian values. Sawyer, Worthing, and Sendak (1979) and Akshay, Kent, Monroe (1988) found that extrinsic product cues can be more important than intrinsic cues, especially in initial buying where intrinsic cues are unavailable or when assessment of the intrinsic cues takes time and effort. Thailand is comparatively a more developed market and categorized as upper middle income economy (World Bank, 2011) where consumers are more experienced and have enjoyed massive influx of goods whether from domestic or imported producers. On the other hand, Myanmar has just recently opened its door to foreign investment and trades after a long period of junta-government ruling and the country is classified as lower middle income economy (World Bank, 2011). Little is known about how Myanmar consumers approach to buying situations, especially when little information is available in light of extrinsic cues.

There has been a great lack of academic research in marketing, particularly consumer insights among Myanmar consumers for all marketing sub-disciplines. The current study aims to explore Myanmar consumer's perspectives amid engaging in buying situation where product information is unavailable and that they are required to make judgments and purchase products that they know little about. In contrast to its counterpart, given decades of consumerism, Thai consumers are expected to handle ambiguous buying situation better than Myanmar and rely more personal experience and are more likely to be more proactive in information search and rely less on price point alone (extrinsic cues).

Financial Institutions and Reputational Risk Management: A Holistic Approach

Simon Zaby and Thanachai Phoopatana
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This research identifies reputation risk-relevant factors for financial institutions, and the main focus will be placed on the development of an indicator-based model for the assessment of reputation. On this basis it is indicated as how the control measures can be prioritized and controlled in the area of reputational risks. Requirements and insights shall be based on a survey of credit institutions in countries which have been predominantly affected during the financial crisis by aptly nascent risks and which are thereby also partially affected even today.

Reputation level can be considered as a temporally dynamical phenomenon which predominantly develops depending on the changes in the reputation drivers and expectations of the groups of stakeholders. This control parameter can be determined with the aid of Reputation Index Points (RIP).

A basis for inclusion of reputational risks in the comprehensive controlling cycle of a financial institution can be developed with the aid of an indicator-based model. The comparison between the target and actual results and thus the efficient implementation of the model are particularly important in this process for the perception of the reputation of financial institutions in the public.

Efficient reputational risk management can, in the future, help prevent negative spillover effects from financial institutions which face difficulties from the society or the taxpayers.

This is the first research which develops a holistic approach to reputational risk management to be implemented in financial institutions in practice and includes empirical surveys carried out with the financial institutions in this approach as well.

The Impact of IMC on Agency Business

Tutiya Disphanurat
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Abstract

This study is to revisit the impact of Integrated Communications Marketing (IMC) on Communication Planning and Advertising Agency's business.

IMC is now turned to be one of the critical issue to study once again. Not because of nowadays, there are many consumer touched points we need to cope up with, but offline and online business and media business seem to live with no boundaries. This change causes marketers to revisit module of work among their Agencies which can yield more effective & efficiency results.

Looking at IMC in deeper side, we have found that it impacts the ways we plan communication strategy, content dissemination, budget allocation, and ways of working amongst Brand Agency, Media Agency, and Digital Agency. There are no straight lines to limit role of each Agency. Digital can be media and it can be considered as creative tactics that fuel creative idea. Therefore, it creates hybrid-communications.

When technology has forced us to work smarter, more seamless, and simpler – relook at the ways we plan our work today – it's now turning in the opposite way. Currently Agency business becomes more fragmented to suit marketer demand, as creative specific, media specific, digital specific, but all different agencies are forced to work as one team. This is as like the Agency Business Module in 20 years ago. This study identifies Agency Business trend

in a near future as when the role of communications are narrow with no boundaries, roles of Agency also get this impact too. Fragmented Agency model nowadays starts to migrate to become under the same business roof by embracing specialized units into one single Agency which in fact can truly serve marketers from A to z.

Recallability, Learnability, and (In) Effectiveness in Corporate Training: an overlooked perspective.

Rath Dhnadirek
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Abstract

Corporate Training has been and will always be an essential part of personnel development in organizations. Organizations that adopt performance measurement indices as part of the improvement and development mechanism usually use the participants' satisfaction index and usefulness-practicality rating as measures of training success. Yet, do those measures really reflect the success that the programs intend to achieve? Will the concepts and insight covered in the training-seminar really be applied to help the participants improve and/or develop the organization according to the seminar organizer's and trainer's objectives? Before even thinking about adopting the learned-concepts to practice, how much can the participants recall the key insight despite giving high satisfaction, usefulness, and practicality rating to the subject?

This working paper provides an evidence that despite the participants' high satisfaction score and strongly positive attitude towards the practicality and usefulness of the subjects (namely strategic thinking and planning and strategic persuasion), the participants' ability to recall the key insights of the subject was low. Although some organizations attempted to remedy the problem by using project assignment and authority involvement in evaluating and assessing the project quality, the presentation format or the "appearance

of the assignment" was better recalled than the key insight. In fact, the evidence (collected across 90 seminars in the past two years) show that, in seminars that contain the delivering of project assignments and authority evaluation, lower number of participants was able to recall the key insight than seminars that didn't require the delivery of project assignment and authority evaluation.

The finding above provides some interesting questions towards personnel development programs. Should companies adopt the participants' satisfaction score and usefulness rating as measures of training success? Would project assignment and authority involvement in evaluating the quality of the project really support the true learning objectives and ultimately lead the participants to apply what was learned at work? Or, is it just to promote the compliance to deliver paper-works? More research efforts should be made to not only understand and clarify the root cause of the problem, but also develop a solution to promote and enhance the learners' ability to recall the key insight, adopt, apply, integrate and extend it to improve their performances at work, and finally sustain what was learned for further application.

Sustainable Brand Building via Virtuous Culture Development: A Perspective from Thai SMEs

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Abstract

Sufficiency Economy philosophy often adopted by sustainable Thai enterprises, regards employees as a prime asset which can always be developed. In turn, these affectively engaged employees form a culture that represents a corporate brand. Eventually, such a sustainable leadership practice leads to enhancing integrity of brand and reputation (Avery and Bergsteiner, 2010, 2011).

In the present study, the Sufficiency Economy philosophy is introduced as an Asian approach to corporate sustainability. The study aims to identify culture management practices that supposedly being about an affectively engaged workforce which represents corporate brand. Relevant literature, methodology, and findings are discussed below.

Keywords: Sufficiency economy, Sustainable brand building, Thailand, corporate sustainability

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