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AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

SUSTAINABLE MANAGEMENT AND MARKETING CONFERENCE

30 November - 2 December 2009

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AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY

Australian and New Zealand Marketing Academy Conference

30 November - 2 December 2009
Crown Promenade
Melbourne, Victoria

Hosted by

MONASH University
Business and Economics
Department of Marketing

book of abstracts

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FIRST PUBLISHED 2009 by
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PTY LTD for the

ANZMAC 2009 Conference

This booklet contains abstracts of the papers which have been accepted for the ANZMAC 2009 Conference. All papers have been subject to a double-blind peer reviewing process. Full papers are available on the Conference website.

Editor: Dr Sandra Luxton,
Monash University

ISBN: 1 86308 160 7

WELCOME FROM THE PRESIDENT

I would like to welcome you all to ANZMAC 2009 Conference co chaired by Professor Mike Ewing and Professor Felix Mavondo and hosted by the Department of Marketing, Monash University.

This year's conference theme is 'sustainable management and marketing' which reflects contemporary international and domestic concern around the issues of carbon reduction, climate change, and green employment. There is no doubt that these issues will have a comprehensive impact upon our profession and our discipline and it is both timely and opportune for us to engage with this wider debate. I would congratulate the team at Monash for backing up the conference theme with a number of direct activities to reduce the conference carbon footprint. I can only hope that these will become a feature of all future ANZMAC conferences.

You will also notice that the theme makes reference to 'management and marketing' and this year we are coordinating with our sister organisation ANZAM to bring these two academies closer together. I would also like to recognise the work of Professor James Sarros and his team from the Department of Management at Monash University and their role in hosting ANZAM.

This is the first time ANZMAC and ANZAM have held their conferences in the same location and had an overlapping day of proceedings. I see this as a wonderful opportunity to break down discipline barriers and for us both to rise above our discipline boundaries to engage in the bigger issues that can't be solved with a narrow or restricted mindset. Please take full advantage of this wonderful opportunity.

Our academy is in good shape and the quality of the research you will be exposed to over the next few days is testament to the increasing reputation and esteem of marketing research in this region of the world. Please immerse yourself in the programme, and socialise with your colleagues from around the world.

On behalf of the ANZMAC Executive I would like to offer a huge thanks to our hosts for making this conference happen and to recognise the enormous contribution of the staff here at Monash University.

Mark Gabbott
ANZMAC President

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Monash University

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2009 CONFERENCE SECRETARIAT:

Promaco Conventions Pty Ltd
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Phone: +61 8 9332 2900
Fax: +61 8 9332 2911
E: promaco@promaco.com.au

WELCOME FROM THE CONFERENCE CHAIRS

On behalf of Monash University, welcome to Melbourne and to ANZMAC 2009! To the many loyal members and friends of the Academy, welcome back (Monash hosted ANZMAC in 1997). To our overseas visitors (from 33 countries), welcome to Australia. To the >100 ANZMAC 'first-timers', thank you for coming, we hope you have a great conference and we look forward to seeing you at ANZMAC 2010 in Canterbury. Finally, to our colleagues from ANZAM, an especially warm, welcome.

One often hears it said that organising a conference is stressful for the chairs. We did not experience that, thanks to a truly outstanding organising committee. To Paul Loughran, Sandra Luxton, Harmen Oppewal, Steve Worthington, Dewi Tojib, James Tappenden, Yelena Tsarenko and Sally Joy - a huge and sincere thank you! Our thanks also to Promaco Conventions for doing an outstanding job and to Sara Denize, Richard Fletcher and David Low (UWS) for your invaluable guidance earlier on in the process.

Without sponsors it would be difficult to deliver a conference of this calibre. We gratefully acknowledges the generous support from Platinum Sponsor Sony, and the many other sponsors featured on the conference website

Despite the GFC, H1N1 and ERA-inspired changes in conference recognition in Australia, we received an astounding 706 submissions. Following a competitive, double-blind review process, 519 papers were accepted for presentation. As a new initiative this year, we will also feature 13 posters in the main conference foyer area during the Monday lunch break. At this time, the authors will be available to discuss their work.

Of course, none of this could have happened without our wonderful Track Chairs and their 416 selfless reviewers (44 of whom reviewed 5 papers, 2 reviewed 8 and 1 kind scholar reviewed 11!).

This year's conference theme is both relevant and timely. Addresses from distinguished Monash alumni, the Reverend Tim Costello (Monday) and Professor Tim Flannery (Wednesday) promise to challenge the received wisdom surrounding what is undoubtedly one of the most serious issues facing us today.

A series of special interest sessions will run throughout the conference with some of our community's most senior scholars discussing topical issues such as: Marketing, the GFC and future sustainability; Marketing during a recession; Recent progress on best worst scaling; Sustainable management and marketing practices; The interface between industry and academia; Reviewers role in the academic process; Brand management perspectives in 2009; and a Presidents session: Is marketing academia losing it's way?

A big thank you to our Monash management colleagues (James Sarros and his team) for sharing the collaborative vision, and to the two academies' presidents and executive committees for endorsing this vision. Indeed, the key to tackling the challenges of a sustainable future lie in multi-disciplinarily, collaborative research.

We would also like to thank the many HODs and senior staff we approached for help (of one sort of another). To a person, all agreed readily and without reservation. At the risk of evoking hackneyed clichés, ANZMAC 2009 has indeed been a conference by the people, for the people.

In conclusion, we sincerely hope you enjoy yourselves socially, enrich yourselves professionally and leave our fair city happy and fulfilled. Seasons greetings and all the best for a prosperous 2010!

Mike Ewing and Felix Mavondo
Co-Chairs
ANZMAC 2009


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KEYNOTE SPEAKERS

Professor Tim Flannery

Tim Flannery is an internationally acclaimed writer, scientist and explorer who was named Australian of the Year 2007 in recognition of his contribution to the environment and other fields.

Professor Flannery has published more than 130 scientific papers and has written many books, including his recent bestseller *The Weather Makers: The History & Future Impact of Climate Change*.

He is currently Adjunct Professor in the Division of Environmental and Life Sciences at Macquarie University, as well as chairman of the SA Premier's Science Council and Sustainability Roundtable, a director of the Australian Wildlife Conservancy, and the National Geographic Society's representative in Australasia.

He is also an active member of the Wentworth Group of Concerned Scientists, which reports independently to government on environmental issues of concern to Australians.

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Reverend Tim Costello

Tim Costello is recognised as one of Australia's leading voices on social justice issues, having spearheaded public debates on gambling, urban poverty, homelessness, reconciliation and substance abuse.

And since February 2004, as Chief Executive of World Vision Australia, Tim has also been instrumental in ensuring that the issues surrounding global poverty are placed on the national agenda.

His passion for justice and for helping to alleviate the suffering of poor communities in the developing world quickly became evident when the devastating Asia tsunami struck on Boxing Day, 2004. The leadership he showed at the time helped to inspire an unprecedented outpouring of generosity from the Australian public, with World Vision Australia raising more than $100 million for tsunami relief.

Prior to joining World Vision Australia, Tim served as Minister at the Collins Street Baptist Church in Melbourne.

2009 TRACK CHAIRS

The ANZMAC Executive is most appreciative of the time, energy and outstanding commitment made by the following Track Chairs for 2009.

1: B2B MARKETING

Dr Sharon Purchase
The University of Western Australia

Dr Catherine Sutton-Brady
University of Sydney


2: BRANDS AND BRAND MANAGEMENT

Dr Deon Nel
Deakin University

Professor Leyland Pitt
Simon Fraser University


3: CONSUMER BEHAVIOUR

Associate Professor Suzan Burton
Macquarie Graduate School of Management

Associate Professor David Bednall
Deakin University

Dr Ken Hyde
AUT, New Zealand



4: CORPORATE SOCIAL RESPONSIBILITY AND ETHICS*

Professor Michael Polonsky
Deakin University

Professor Janet Hoek
University of Otago


5: INTERNATIONAL MARKETING*

Dr Stephen Saunders
Monash University

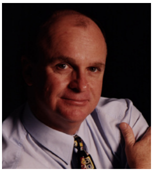
Associate Professor Ian Phau
Curtin University of Technology


6: MARKETING COMMUNICATIONS*


Dr Gayle Kerr
Queensland University of Technology

Professor Doug West
University of Birmingham

7: MARKETING EDUCATION*



Dr Cathi McMullen
Charles Sturt University

Dr Glenn Pearce
University of Western Sydney

8: MARKETING METRICS AND MODELLING


Professor Malcolm Wright
UniSA

Dr Thomas Salzberger
Johannes Kepler Universität

9: PUBLIC SECTOR AND NOT-FOR -PROFIT


Professor Gillian Sullivan Mort
La Trobe University

Professor Adrian Sargeant
Bristol Business School

10: RELATIONSHIP MARKETING


Professor Mike Beverland
RMIT University

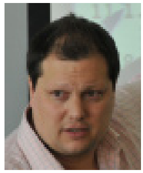
Professor Adam Lindgreen
Hull University Business School

11: RESEARCH METHODS*

Dr Fely Evangelista
University of Western Sydney

Dr Rita Dimascio
University of New South Wales

12: RETAILING, PRICING AND PERSONAL SELLING

Professor Aron Cass
University of Newcastle

Professor John Cadagon
Loughborough University

13: SERVICES MARKETING



Associate Professor Meredith Lawley
University of the Sunshine Coast

Dr Sandra Gountas
La Trobe University

Professor Steve Baron
University of Liverpool

14: STRATEGIC MARKETING

Dr Mark Farrell
Charles Sturt University

Professor Albert Caruana
University of Malta

15: SUPPLY CHAIN MANAGEMENT, LOGISTICS AND e-BUSINESS*

Dr Hugh Pattinson
University of Technology Sydney

Dr David Low
University of Western Sydney

16: SUSTAINABLE AND SOCIAL MARKETING*


Dr Wayne Binney
Victoria University

Dr Matthew Wood
University of Brighton

17: TOURISM, SPORTS AND ARTS MARKETING*


Professor Sara Dolnicar
University of Wollongong

Mr Greg Kerr
University of Wollongong

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17: TOURISM, SPORTS AND ARTS MARKETING*

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PAPER SUBMISSION AND REVIEW PROCESS

The ANZMAC 2009 papers conform with the academic research conference guidelines as set down by Department of Education, Science and Training, Australia (DEST), and other organisations. For Australian delegates, all such papers which have passed the competitive review process have been accepted for presentation at ANZMAC 2009. Proceedings are Category E, Conference Publications: E1 * Full Written Paper * Refereed. ANZMAC 2009 also complies with the requirements of the Performance-Based Research Fund administered by the Tertiary Education Commission and other organisations. For New Zealand delegates the Proceedings are classed as Quality-Assured Conference Papers (Refereed).

All of the papers in this conference have been subjected to a double-peer blind refereeing process. Papers written by academic members of the ANZMAC 2009 Organising Committee and Track Chairs were also double-blind reviewed using the same refereeing process, with particular precautions taken to protect the anonymity of authors and reviewers. We gratefully acknowledge the 416 reviewers who contributed.

The information contained on our website is correct as best we were able to determine at the time of publishing. Considerable effort was made to include all papers in the proceedings and the accompanying book of abstracts and to the best of our knowledge, all papers accepted for presentation at the conference are included. Author and paper details have been checked and edited with information provided to us by the authors.

Competitive papers submitted to the ANZMAC 2009 conference are required to adhere to style and length requirements. It should be noted that all successful authors were issued with guidelines for the preparation of the final electronic copy. The maximum length of all papers was five (5) pages plus title page and abstract, references (inclusive of all figures, tables, etc.). This guideline was imposed throughout.

By submitting their work for presentation at the 2009 Conference, authors have assigned to ANZMAC and Monash University, a non-exclusive, royalty free copyright licence to use their work and publish it in full or in part on the World Wide Web with the ANZMAC Conference papers or for any other purpose in connection with the ANZMAC Conference.

The ANZMAC 2009 Conference Proceedings have been made available to all delegates via the ANZMAC 2009 website (www.anzmac2009.org) The abstracts for these papers also included in this Book of Abstracts provided to delegates.

SOCIAL PROGRAM

Monday 30 November 2009
WELCOME RECEPTION
Crown Promenade Level 1
1530 - 1700

Renew old acquaintances or make some new friends in a relaxed and convivial environment. Cost included in Fulltime Registration.

Tickets: A$33 per person (inc GST)

Wednesday 2 December 2009
RECEPTION AT THE NATIONAL GALLERY OF VICTORIA
St Kilda Rd 1815 - 2030

The NGV Reception signals the end of the Joint ANZMAC/ANZAM Conference for 2009. Included in Fulltime Registration only.

Tickets: A$55 per person (inc GST)

Tuesday 1 December 2009
CONFERENCE AWARDS DINNER
1900 to late
Palladium Ballroom

This evening's dinner will be the highlight of ANZMAC 2009 with great food, good wine and dancing and the ANZMAC Awards Presentations.

Cost included in Fulltime Registration only.

Tickets: A$135 per person (inc GST)

2009 REVIEWERS

The double-blind review process is an intense and time consuming task and the ANZMAC Executive is most appreciative of the contribution made by the following reviewers for 2009.

A

Abdul Rahim Abu Bakar
Dotun Adebanjo
Jeremy Ainsworth
Rob Aitken
Gerald Albaum
Gareth Allison
Niek Althuizen
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ABOUT ANZMAC

The Academy aims to provide an organisation for educators and practitioners interested in marketing theory and research. More specifically, the Academy has the purpose to:

- Provide an Australia/New Zealand network in the field of research in marketing;
- Provide a forum for research presentations and evaluations;
- Provide publication outlets for high quality research;
- Support young researchers in the marketing field;
- Foster a broad variety of methodological approaches and research issues in marketing, and encourage cross-fertilisation between approaches;
- Develop an agenda of research topics;
- Recognise contributions to the marketing discipline;
- To carry out any activity which the Academy considers to promote any or all the purposes as set out above.

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Email: Kaitlin.Stott@pearson.com.au
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Location of Sessions
The conference sessions will be held in various rooms throughout the Crown Promenade as indicated in the program.

All rooms are within close proximity and all are sign-posted for easy reference. Monash students will be on hand to assist delegates with directions.

The exhibition and internet cafe are located in the Crown Promenade Foyer Level 1, where all catering will be served.

Dress Code
Business or smart casual is suggested for all conference sessions and social functions.

Registration Desk
The registration desk, located in the Foyer on Level 1 will be serviced each day of the conference at the times shown in the program. Major credit cards will be accepted at the registration desk.

Messages
A notice board will be in the registration area for messages to delegates. Urgent messages may be telephoned to the registration desk on 0407 089 103.

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As a courtesy to speakers, mobile telephones are to be turned off within the lecture rooms during all sessions.

Smoking Policy
For the comfort and health of attendees, all venues within the Crown Promenade are non-smoking venues.

Name Badges
Each attendee of the conference will be issued a name badge at registration. The badge is the official pass and must be worn at all times.

ABSTRACTS

KEYNOTE PRESENTATION

SUSTAINABLE MANAGEMENT AND MARKETING

Professor Tim Flannery
(Writer, Scientist, explorer and Australian of the Year 2007)

There is no doubt that the great challenge of the 21st century is living sustainably and trends now underway tell us how great that challenge will be.

Among the key trends are:

- The global population will be 9 billion by 2050.
- Based on current demographics, Australia's population will be 40-60 million by that time.
- Climate change is damaging our agriculture and our oceans and this will increase.
- Environmental degradation, particularly forest destruction, is proceeding apace.

Marketers and managers, from both industry and academia, play a vital role in our battle for sustainability, for they help shape our purchasing patterns, our social norms and our workplaces. With their help, we have a chance of achieving the transformation that this century will require of our societies.

This conference offers a great opportunity to address the issue of sustainability in a unique context, with a powerful group of peers. I hope that you look back upon it as a keystone moment.

COMMITMENT IN REGIONAL STRATEGIC NETWORKS

Edith Andresen (Mid Sweden University), edith.andresen@miun.se
Helene Lundberg (Mid Sweden University), Tommy Roxenhall (Mid Sweden University)

The importance of relationships and networks for business development is now widely acknowledged. As a result, establishment of networks supporting business development among firms within a particular region has become a prevalent international, national, and sub-national strategy for supporting business competitiveness and regional development. The efficacy of these networks is, however, disputed and this paper aims to highlight some important success factors and stimulate further research.

EXPLORING MARKETING TO MARKETERS – A CONTENT ANALYSIS OF ADVERTISEMENTS IN MARKETING NEWS OVER 15 YEARS

Rodney Arambewela (Deakin University), Rodney.Arambewela@deakin.edu.au
Michael Polonsky (Deakin University)

This paper explores advertising to marketers within Marketing News over four periods 1992, 1997, 2002 and 2007. The results identified the types of advertisements, in terms of appeal; products (most of which were for marketing research related activates) and coverage were relatively stable over time. There were increases in the number of advertisements, the appearance of web related services and a slight increase in products with a global focus and a reduction of a regional focus were evident.

A BUSINESS RELATIONSHIP MODEL USING COGNITIVE AND BEHAVIOURAL CONSTRUCTS

Ravi Balasubramanian (Massey University), b.ravi@massey.ac.nz
Philip Gendall (Massey University)

A conceptual model based on multiple theoretical frameworks is proposed for investigating business relationships with customers. Empirical data on relationships is used in a preliminary analysis to show that correlations between constructs generally follow patterns indicated by theory. The proposed model extends existing models by capturing the many facets of a complex business relationship in a way that can be applied in different contexts.

GAINING ACCESS TO CUSTOMERS' RESOURCES THROUGH RELATIONSHIP BONDS

Roger Baxter (AUT University), roger.baxter@aut.ac.nz

This paper notes that a seller needs to access valuable intangible resources such as downstream market knowledge from its customers, in addition to tangible resources such as the payment it receives for its supply of goods or services. The paper therefore reports on a study that assesses how the expected level of input of resources by sellers into business-to-business buyer-seller relationships affects their access to their buyers' resources. The paper proposes a model which includes relationship bonds as a mediator of this access and applies structural equation modelling to survey data to test it. The analysis finds support for the model.

INTEGRATION OF MARKET RESEARCH AND CUSTOMER ANALYTICS: A STUDY OF CRM MANAGER PERSPECTIVES

David Bednall (Deakin University), David.Bednall@deakin.edu.au
Sharman Lichtenstein (Deakin University), Stewart Adam (Deakin University)

The study examined key relationships between two overlapping customer knowledge systems, Market Research (MR) and Customer Analytics (CA). Their integration can provide valuable new marketing insights. However a survey of 286 US CRM and CA managers showed that many organisations do not fully integrate MR and CA. Organisations with a Prospector strategic orientation were more likely to integrate the two to judge the CA system a success. Trust between the two functions enhanced knowledge integration. This in turn was shown to make a strong contribution to the value of CA and a modest indirect contribution to organisations' success.

AN EXPLORATORY RESEARCH ON PERCEIVED VALUE OF PROFESSIONAL BUSINESS SERVICES

Ralitza Bell (Australian Catholoc University), Ralitza.Bell@acu.edu.au

The paper presents an exploratory research on perceived value of advertising services, which are classified as professional business services. Value is most often associated with benefits obtained and sacrifice made to obtain them. However some of the literature on advertising agency services and professional business services seems to ignore the influence of cost factors on value. This leads to ambiguity as to how value of advertising services should be conceptualised, which hampers further advancement of knowledge in this important business area. The presented research intended to address this conceptual ambiguity. The findings indicate that cost factors are important and should be considered in the context of perceived value of advertising services. Additional factors influencing the latter were also identified.

THE IMPACT OF BUYER SPECIFIC INVESTMENTS AND BUYER SPECIFIC CONTROL INVESTMENTS ON HIERARCHICAL GOVERNANCE IN SUPPLIER-BUYER RELATIONSHIP

Arnt Buvik (Molde University College), arnt.buvik@himolde.no
Otto Andersen (Agder University)

Based on transaction costs analysis (TCA) and resource-dependence theory (RDT), this study examines the association between supplier held specific assets, buyer specific assets, buyer specific control investments and hierarchical governance in industrial buyer-seller relationships. Data from a survey of 159 industrial buyer-seller relationships provide support for the hypotheses, and demonstrates that there is a strong and negative association between buyer specific investments and hierarchical buyer control, while the effect of buyer specific control investments is positively associated to hierarchical governance. Finally, in accordance with TCA predictions, the authors a positive association between supplier held specific investments and buyer control in business-to-business relationships.

NOT BEING RADICAL – A CASE EXPLORING THE LOW-TECH, INCREMENTAL INNOVATION AND COMMERCIALISATION PROCESS

Sara Denize (University of Western Sydney), S.Denize@uws.edu.au
Sharon Purchase (University of WA), Doina Olaru (University of WA)

The path to commercialisation is fraught for all businesses. This is as true for businesses developing high-tech innovations as well as low-technology incremental innovations. In this case study we explore the pathway to commercialisation of a low-tech, incremental innovation, comparing it to the extant empirical evidence regarding innovation and commercialisation of high-tech radical innovations. This case shows that like the high-tech innovating business, the firm developing and commercialising a low-technology product relies heavily on the network in which it is embedded and the social capital it is able to accrue. This case suggests that recent work on the “network competencies” of managers (in high-tech innovating businesses) will be applicable to all businesses seeking to develop and commercialise their products.

DEVELOPING DYNAMIC CAPABILITY THROUGH PARTNERSHIP: THE ROLE OF CAPABILITIES

Wei Jiang (Monash University), Wei.Jiang@buseco.monash.edu.au
Felix Mavondo (Monash University)

Partnerships have been adopted by most organizations as a major source of competitive advantage and to manage technological turbulence and dynamic market environments. The paper aims to investigate some key organizational capabilities in partnerships that were proposed to contribute to the improvement of the organization’s agility—a dynamic capability for managing capricious environments. The role of trust between partnering organizations as a moderating variable is examined. A samples (n=300) from Chinese managers in manufacturing industries was used for this study. The results indicate that trust is an important moderator of the relationship between market orientation and learning orientation and organisational agility.

INFORMATION TECHNOLOGY AND RELATIONSHIP MARKETING IN AN INTER-FIRM CONTEXT: IMPLICATIONS FOR RESEARCH

Raechel Johns (University of Canberra), raechel.johns@canberra.edu.au
David Low (University of Western Sydney), Deborah Blackman (University of Canberra)

The focus in the relationship marketing literature is often on retaining customers, and the use of face-to-face relationships. Although the use of technology in business is continually increasing and consequently, limited research addresses the impact of technology on relationships. While it is accepted that trust is necessary for relationships (Morgan and Hunt, 1994) there is little evidence to suggest what impact technology has on these relationships, other than value adding (Stone and Woodcock, 1997). This paper reviews the impact of technology on relationships and concludes with a series of research propositions for an exploratory study. Due to the higher perceived risk of purchasing services, and increased importance on trust, this paper particularly focuses on Relationship Marketing in a service context.

MULTI-STAGE MARKETING - OVERCOMING MARKETING MYOPIA IN B2B MARKETS

Michael Kleinaltenkamp (Freie Universitaet Berlin), michael.kleinaltenkamp@fu-berlin.de
Matthias Classen (Freie Universitaet Berlin), Andreas Fischer (Freie Universitaet Berlin)

Customers in b2b markets are sellers of goods and services on their own. Thus, b2b suppliers may exert an influence on their customers' buying decisions if taking marketing activities towards the customers of the customers by choosing the concept of "multi-stage marketing". Although the positive impacts of such activities are known, b2b companies often exclude the further customers in the downstream supply chain from their marketing plans. This paper illustrates the concept of multi-stage marketing and shows that it involves much more than just co-branding and ingredient branding. In the closing section we propose several aspects of multi-stage marketing that need further investigation so that we can better understand and facilitate its application in businesses.

A CONCEPTUAL FRAMEWORK FOR MODELLING THE ANTECEDENTS OF CLIENT LOYALTY IN THE ADVERTISING INDUSTRY CONTEXT

Elizabeth Levin (Swinburne University of Technology), elevin@swin.edu.au
Antonio Lobo (Swinburne University of Technology)

There is no doubt that retention of loyal and committed customers is desirable and profitable in commercial situations. However such relationships are complex and require careful nurturing. This paper develops a model that can be used to determine the key influencers of long term orientation and customer loyalty. In order to contextualise the study, the advertising agency-client relationship has been selected as the focus of the model. A comprehensive conceptual framework is developed which includes variables such as agency offerings incorporating creativity, project management processes and outcome, value, relational bonds, trust, satisfaction, and commitment. All of these are deemed to be important antecedents of loyalty, especially in the business to business context.

FACTORS AFFECTING KEY ACCOUNT MANAGER PERFORMANCE

Tommi Mahlamäki (Tampere University of Technology), tommi.mahlamaki@tut.fi
Olavi Uusitalo (Tampere University of Technology)

In Key Account Management (KAM) a company analyses its customer relationships, prioritizes them, and manages them in a coordinated way. Successful KAM relies on the identification of Key Account Manager responsibilities and roles. Individual performance as a Key Account Manager requires a special set of skills. This paper tries to identify the most important factors affecting the work performance of Key Account Managers. This paper looks into the relevant literature to find common ground regarding Key Account Manager performance, and reports the results of a survey of 180 Finnish Key Account Managers. Conclusions and ideas for future research are discussed.

A NEW WOOL MARKETING MODEL: EXPLORING THE DEVELOPMENT OF A WOOL VALUE CHAIN

Rohan Miller (The University of Sydney), R.Miller@econ.usyd.edu.au
David Gregory (The University of Sydney)

A case from the Australian wool industry is used to evaluate critical success factors pertinent to value chains as an alternative marketing model to the traditional auction system used in Australian agriculture. A conceptual model drawn from the literature on customer value, supply chain management, strategic alliances, relationship marketing and social capital is employed to develop the research tool that examines critical issues in value chain development. Key findings are the importance of customer focus through cooperation and collaboration between the woolgrowers themselves and with people in other businesses through the chain. Ultimately, the success of a value chain is about people working together.

LOVE ME OR LEAVE ME... CUSTOMERS DEFECTING WITH SALESPEOPLE

Chanwook Park (Kyunghee University), cwpark@khu.ac.kr
WoonBong Na (Kyunghee University), Hyung-Su Kim (Hansung University), Roger Marshall (Auckland University of Technology)

This research provides a framework to help businesses understand the loyalty pattern that underlies a supplier-customer relationship. The analysis is couched in terms of the perceived relational benefits received by the customer, and the consequent loyalty attributions made to either the salesperson or the company. Several hundred stock investors provided survey data. Although the hypothesised relationships were mostly justified by the data, the accrual of loyalty favoured salespeople far more than companies for all benefits, against expectations. Senior managers cannot leave key clients purely to account managers, but must also make specific efforts to ensure that clients also develop loyalty to the firm.

SERVICE-RELATED CHALLENGES OF BECOMING A SOLUTION PROVIDER – A CASE STUDY

Olli Pekkarinen (Lappeenranta University of Technology), olli.pekkarinen@lut.fi
Harri Ryynänen (Lappeenranta University of Technology), Risto Salminen (Lappeenranta University of Technology)

Providing solutions is popular in the current business-to-business market. Responding to the customer demand and enabling longer customer relationships are examples of reasons why traditional manufacturers are nowadays interested in solutions. The change towards solution business is not simply a choice of a new strategy for these companies – the companies face various challenges on their path to solution business. Focusing on a single case company, this study names these challenges during three phases of the change process: drafting a new strategy, changing organizationally, and managing the solution business. Based on the findings, the change demands a massive organizational reconstruction in a multi-cultural environment. This causes multiple challenges within the organization, the most relating to the lack of customer-orientation.

MOVING TOWARDS SOLUTION BUSINESS: CHALLENGES FOR INTERNAL COMMUNICATION – A PILOT STUDY

Harri Ryynänen (Lappeenranta University of Technology), harri.ryynanen@lut.fi
Risto Salminen (Lappeenranta University of Technology), Olli Pekkarinen (Lappeenranta University of Technology)

The study concentrates on examining internal communication-related challenges when a company is changing from a traditional industrial material supplier to a customer-oriented solution provider. The phenomenon is approached through the concepts of internal communication and solution business. The qualitative single case study includes empirical evidence from a large multinational supplier of metal-based components and systems and integrated systems for construction and engineering industry. The study offers insights into the change process of a solution provider as well as internal communication -related challenges during the process.

INTRA-ORGANIZATIONAL DETERMINANTS OF CUSTOMER KNOWLEDGE ACQUISITION IN KEY ACCOUNT MANAGEMENT

Hanna Salojärvi (Lappeenranta University of Technology), hanna.salojarvi@lut.fi

The aim in this study is to identify intra-organizational factors that enhance a supplier's acquisition of customer-related knowledge in the management of complex key account relationships. The hypotheses are empirically tested with a survey of 168 respondents representing large industrial firms in Finland. The results of hierarchical regression analysis show that KAM team esprit de corps and investment in CRM software are positively related to knowledge acquisition, whereas there is no significant relationship between the level of acquisition and top management involvement, the use of sales teams, or KAM formalization.

HOW TO FACILITATE THE USE OF CUSTOMER KNOWLEDGE IN KEY ACCOUNT MANAGEMENT?

Hanna Salojärvi (Lappeenranta University of Technology), hanna.salojarvi@lut.fi
Liisa-Maija Sainio (Lappeenranta University of Technology), Anssi Tarkiainen (Lappeenranta University of Technology)

Although customer knowledge management has become a topic of growing interest in the literature during the last ten years, it is not yet understood how firms utilize customer-specific knowledge internally, and what organizational factors promote its utilization in the context of key account management. The collected survey data comprises 169 responses from 97 industrial firms in Finland. The results of the study show that the use of teams, top management involvement, KAM formalization, and investment in CRM systems are positively related to the utilization of customer knowledge.

THE IMPACT OF PRICE SATISFACTION ON SUPPLIER RELATIONSHIP PERFORMANCE

Simon Somogyi (University of Adelaide), simon.somogyi@adelaide.edu.au
Amos Gyau (University of Adelaide)

Price satisfaction is an important factor which influences buyer seller relationships. The literature on industrial buyer seller relationships has provided only limited discussion on the concept of price satisfaction especially from the suppliers' perspective. The aim of this paper is to provide a detailed analysis of the concept of price satisfaction from a suppliers' point of view. We argue that like in consumer markets, industrial suppliers' satisfaction of price is a higher order construct with many dimensions and that each of these dimensions influences the firm's relationship performance.

TRUST IN BUYER-SUPPLIER RELATIONSHIPS: SUPPLIER COMPETENCY, INTERPERSONAL RELATIONSHIPS AND OUTCOMES

Ian Stuart (UBC Okanagan), ian.stuart@ubc.ca
Jacques Verville (UBC Okanagan), Nazim Taskin (UBC Okanagan)

In this paper, we develop a model that links the antecedents of trust, trust itself and outcome success. We test the model using data from a questionnaire and present the path analytical results. The data suggest that performance outcomes are based on both direct affects from objective supplier performance and indirect effects through trust. However, many of the people oriented trust enablers (e.g. engineering personnel exchange) have no bearing on the establishment of trust. Additional discussion and a number of suggestions for future research are provided.

MANAGING RELATIONSHIPS IN B2B FINANCIAL SERVICES

Edwin Theron (University of Stellenbosch), et3@sun.ac.za
Nic Terblanche (University of Stellenbosch), Christo Boshoff (University of Stellenbosch)

This study was conducted in the South African business-to-business (B2B) financial service industry and focus on how financial service providers can manage relationships with B2B clients. The uniqueness of the study is that it simultaneously focuses on the perceptions of both relationship managers and B2B clients. The results provide valuable insights in respect of the way in which financial services are viewed by relationship managers and clients respectively. It was found that relationship managers often over-estimate the number and importance of some of the dimensions of a typical marketing relationship. Furthermore, it became clear that relationship managers appear to doubt the significance of certain dimensions of a relationship, which resulted in resources and energy being wasted.ANZMAC2009-

THE EFFECTIVENESS OF BRAND MANAGEMENT INSTRUMENTS IN BUILDING AND LEVERAGING COMPONENT SUPPLIER BRAND STRENGTH

Stefan Worm (Emory University), worm@hec.edu

While B2B researchers have placed considerable emphasis on the effectiveness of establishing close buyer-supplier relationships, we know only little about the effectiveness of specific brand management activities in the business marketing domain. This paper examines in which ways component suppliers can use various brand management instruments to build and leverage their brand strength among their customers' customers. Survey data from 241 firms indicate that direct and joint communication, visibility, and - to some extent, exclusivity - represent effective brand management instruments. Also, the effects of direct communication and joint communication are found to be mutually reinforcing.

UNDERSTANDING THE ADDITIONAL VALUE CREATED BY CUSTOMER SOLUTIONS AND HOW IT IS CONTINGENT UPON SOLUTION COMPLEXITY

Stefan Worm (HEC Paris), worm@hec.edu
Wolfgang Ulaga (HEC Paris), David Zitzlsperger (University of Kaiserslautern)

Many suppliers in business markets are turning towards customer solutions in an attempt to better differentiate their offers. The outcomes of this strategy are, however, mixed. One considerable shortcoming of the present literature on solutions lies in its lack of customer focus. This study uses a combination of qualitative and quantitative methods to (1) derive the dimensions of the additional value provided by a solution from the customer's perspective, (2) test how these dimensions impact overall solution evaluations, and (3) test for moderating effects of solution complexity.

THE ROLE OF PARTNERSHIP CHARACTERISTICS, RELATIONSHIP QUALITY, AND ORGANISATIONAL CAPABILITIES ON ALLIANCE OUTCOMES

Manir Zaman (Monash University), Manir.Zaman@buseco.monash.edu.au
Felix Mavondo (Monash University)

Empirical research suggests failure rates of alliances at a very high level. While studies on alliances recognise the influence of partnership characteristics and relationship quality on alliance outcomes, but the role of organisational capabilities of the partnering firm in the implementation of alliance strategy is not delineated in the literature. We argue that since alliances are formed to pursue corporate strategies, alignment between alliance activities with organisational capabilities would increase alliance performance. The paper tests the effects of organisational capabilities on alliance outcomes using data from Australian firms. The results indicate that organisational capabilities of the partnering firm significantly affect alliance outcomes. Accordingly, organisational capabilities are seen as moderators of the relationship between alliance outcome, partnership characteristics and relationship quality.

THE UNIVERSAL COLOUR GRID: COLOUR RESEARCH UNBIASED BY VERBAL LABELS AND PROTOTYPICAL HUES

Charles Areni (The University of Sydney), c.areni@econ.usyd.edu.au
Catherine Sutton-Brady (The University of Sydney)

Colour research in marketing, as it relates to branding, is limited by reliance on verbal labels to identify and categorise colours. For example, discussing associations with the colour "green" for branding food products makes little or no sense because numerous relevant associations would depend on the specific shade of green used. Cultural differences exacerbate these issues. Kelly green might evoke national pride, religious devotion, a major sporting event, or a political party, depending on the country where one is collecting data. The Universal Colour Grid (UCG) is a method in the preliminary stages of development, which can be used for investigating the relevance of colour associations for branding decisions. The UCG overcomes many shortcomings of contemporary approaches to colour research.

THE PROBLEMS OF BRAND DEFINITION

Mark Avis (University of Otago), mark@markavis.org

Whilst the word brand is used widely in marketing, it is a word which has multiple meanings, and can not be clearly defined. This lack of any clear definition presents significant problem in brand theory, creating confusions and significant problems in the way in which research is formulated and undertaken. The paper examines the use of term in the study of brand equity and brand personality, and highlights how lack of clear definition might cause disagreement and confusion in research.

THE EFFECT OF BRAND EXTENSIONS ON PARENT-BRAND RELATIONSHIP QUALITY

Thamer Baazeem (Queensland University of Technology), tbaazeem@gmail.com
Larry Neale (Queensland University of Technology), Ursula Bougoure (Queensland University of Technology)

Prior studies in branding have investigated the impact of brand extensions on the parent brand in different areas, such as brand image and corporate image. This study focuses on the quality of the relationship customers have with a parent brand, and how brand extensions may affect this relationship. Using the brand relationship quality (BRQ) model as a framework, the results of a survey (N=261) questioning Dove and Apple brand customers, suggest brand extensions play a significant role in parent brand relationship quality. A related brand extension positively influences the parent brand relationship, whereas an unrelated brand extension negatively influences the parent brand relationship.

ANALYZING THE EFFECTIVENESS OF REFINED PREMIUM PRINTED ADS

Hans Bauer (University of Mannheim)
Daniel Heinrich (University of Mannheim), daniel.heinrich@bwl.uni-mannheim.de
Stefan Hampel (University of Bayreuth), Hajo Hippner (University of Bayreuth)

Although marketers are increasingly using premium printed ads, yet no empirical study has addressed their effectiveness. Therefore our (2x2) experimental study investigates the effects of premium printed ads on key behavioral constructs of advertising impact. The results show a more unique and prestigious perception of the premium printed ad in comparison to a non-premium printed version. The use of premium printed ads further boosts consumers' attitudes toward the ad as well toward the brand. Moreover premium print leads to higher purchase intention, positive word of mouth, and consumers' willingness to pay a price premium.

NAMING BRANDS: IMPLICATIONS FOR CHILDREN'S BRAND AWARENESS

Stacey Baxter (University of Newcastle), stacey.baxter@newcastle.edu.au
Cynthia Webster (Macquarie University)

Many marketers aim plant the seed of brand recognition into the mind of young consumers. This paper examines whether brand name characteristics influence children's brand awareness. Brands were assessed by three judges on the five name characteristics of simplicity, distinctiveness, meaningfulness, emotion and semantic appropriateness. Brands also were evaluated with respect to the use of twenty-two specific linguistic devices. In total 192 children between the ages of eight and eleven years of age were asked whether they recognised six brand names. Results showed higher levels of recongition for brand names evaluated as the most representative for all name characteristics, with the exception of Emotion. Higher levels of brand recognition were also identified for brands that employed several linguistic devices.

RETAIL BRAND ARCHITECTURE AND CONSUMER STORE LOYALTY

Karen Brunsø (Aarhus University), kab@asb.dk
Klaus Grunert (Aarhus University)

During the last decades the fight between manufacturer brands and retailer brands has intensified. While there seems to be several immediate benefits for a retailer to increase the number of own private labels, the impact on future store image and loyalty should also be considered. Our aim is to investigate the relationship between consumers perceived retail brand architecture, their store satisfaction and loyalty. Furthermore we use perceived store image as a mediating factor in our framework. In total 772 Danish households participated in a telephone interview and returned questionnaires by mail. The major contribution of this research is to conceptualise and empirically investigate the role of brand architecture for perceived store image, store satisfaction and loyalty.

RELATING TO THE BRAND: USING NARRATIVE ANALYSIS TO EXPLORE THE INTERNAL BRAND WITHIN A LARGE ORGANISATION

Margo Buchanan-Oliver (University of Auckland), m.buchanan-oliver@auckland.ac.nz
Sandy Bennett (University of Auckland)

That brands can be viewed in terms of relationships is a premise employed by Fournier (1998) in relation to product branding. We extend this premise to an internal brand context. Our research provides insight into the way three employees of a large service organisation construct the employee-brand relationship through the stories they tell. We use an interpretivist approach, whereby we frame the brand as a socially constructed text comprised of employee narratives. Such an approach acknowledges the materiality of language and the usefulness of narrative in providing the researcher with access to people's lived experiences, particularly within a complex organizational setting. The resulting employee narratives are divergent and reveal the complexity of the employee-brand relationship.

BRANDS, BRAND COMMUNICATIONS AND NATIONAL IDENTITY

Sandy Bulmer (Massey University), s.l.bulmer@massey.ac.nz
Margo Buchanan-Oliver (University of Auckland)

There is clear evidence from literatures outside the marketing discipline that advertisements affect the nation and national identity, but it is unclear from a marketing perspective what the relationship is between national identity and the brands that are advertised. This paper briefly reviews the social context of brands, marketing communications and brand narratives, self and social identity and marketer generated materials, national identity and consumer research and offers an alternative lens to provide a richer view of the role of brands in consumers' lives than has been reported to date. We argue that brands affect national identity, offer an agenda for research into the relationship between brands and national identity, and discuss the implications for branding research.

PLACE BRANDING: REPRESENTING SENSE OF PLACE

Adriana Campelo (University of Otago), acampelo@business.otago.ac.nz
Rob Aitken (Otago University), Juergen Gnoth (University of Otago), Maree Thyne (University of Otago)

Branding theory and techniques have been applied to places in order to promote economic development and to enhance the cultural differentiation of places. This research aims to identify attributes for developing a co-created place brand model. The attributes that people attach to place create the sense of place and the interactions between them are fundamental to developing a sustainable brand, enhancing authenticity and embracing place identity. Very little research has been done in terms of understanding the constructs that determine the sense of place in the marketing domain. This paper presents the constructs that determine the sense of place on the Chatham Islands, New Zealand.

EXAMINING THE EFFECTS OF THE OFFLINE CORPORATE BRAND AND ONLINE E-SERVICE DELIVERY ON CONSUMER TRUST IN E-RETAILING

Jamie Carlson (University of Newcastle) jamie.carlson@newcastle.edu.au
Aron O'Cass (University of Newcastle)

The objective of this study is to examine the influence of brand image-website image congruency and corporate brand strength together with consumer perceptions of e-service quality on the development of online consumer trust. We propose a conceptual framework and perform an empirical analysis of responses from 414 consumers of e-services in the sport and leisure retail sector using structural equation modelling. Data were gathered via an online questionnaire and the results indicate that corporate brand strength, followed by e-service quality and brand image congruency were found to be the strongest determinants of online trust.

FUNCTIONAL VERSUS EMOTIONAL DIMENSIONS IN GREEN BRANDING FOR IT COMPANIES: A STUDY OF CORPORATE WEBSITES

Anthony Chan (Luleå University of Technology), anthonyc@sfu.ca

This paper attempts to uncover the reasons behind the discrepancies between perceived “greenness” of an IT brand and an objective evaluation of the company’s sustainability practices through the study of corporate websites as brand positioning tools. Different elements of a corporate branding strategy are examined. Key findings include: 1) Corporate websites of all studied companies are similar in terms of content and design, indicating websites are not a differentiating factor. 2) IT company websites appeal to the functional dimension of green brand positioning strategies and less on the emotional dimension. 3) IT companies are mindful of accusations of greenwashing and are careful about their environmental claims. Areas for further research are suggested.

CORPORATE BRANDING: TOWARD INTEGRATING CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE SUSTAINABILITY

Holly Cooper (Griffith University), holly.cooper@griffith.edu.au
Dale Miller (Griffith University), Bill Merrilees (Griffith University)

Stakeholders are demanding more of corporate brands and are less forgiving when faced with shallow and erroneous claims. While some corporations take a minimalist approach others recognise the value of cultivating responsible yet sustainable values. Despite the plethora of academic research addressing corporate social responsibility (CSR) there is fragmentation and no consensus. The current paper proposes using corporate branding firstly to integrate the fragmented CSR literature and secondly to integrate the fragmented sustainability literature. In turn, further conceptual refinement is suggested by harmonising both integrations.

THE DILUTION EFFECTS OF A LINE EXTENSION ON THE BRAND PORTFOLIO

Mark Glynn (Auckland University of Technology), mark.glynn@aut.ac.nz
Lars Sandhaug (Auckland University of Technology)

We investigate the dilution effects of an inconsistent line extension on the brand portfolio including the flagship product. This experiment replicates and extends the study conducted by John, Loken and Joiner (1998) in a different product category. Three hypotheses predict the dilution of beliefs of the parent brand, the flagship product and two other products (also under the parent brand) following the introduction of an inconsistent line extension. The results show that both the parent brand and individual product beliefs were diluted when subjects were given information about the inconsistent extension. However the flagship product beliefs were not diluted. Furthermore the beliefs of two other individual products within the portfolio were also diluted but only one was statistically significant.

THE IMPACT OF BRAND PERSONALITY AND MARKETING COMMUNICATIONS ON BRAND EQUITY: AN EXPLORATORY SEGMENTATION APPROACH

Haythem Guizani (Wesford Business School), haythem.guizani@gmail.com
Pierre Valette-Florence (University Pierre Mendes France), Imène Becheur (Wesford Business School)

This research assesses the relative impact of brand personality dimensions and perceived marketing actions on brand equity formation. The relative impact of these two elements may vary by consumer segment, so the authors apply a finite mixture–partial least squares procedure to analyse the data. The results reveal that consumers can be segmented into four groups, for which the relative impact of the two independent constructs vary. These exploratory results indicate that brand equity management should be adapted to specific consumer segments according to brand personality dimensions and marketing mix elements.

COOL BRANDS: A DISCURSIVE IDENTITY APPROACH

Lauren Gurrieri (University of Melbourne), gurrieri@unimelb.edu.au

This paper argues that ‘cool’ is maintained in part by language and seeks to understand how identities of coolness for brands are constructed in consumer culture discourses. These discourses are constructed within a cultural production system, which comprises three sets of actors: marketers, cool hunting agencies and consumers. The preliminary findings of the research suggest a cool brand identity is constructed through the aforementioned actors drawing on discourses of value, social networks, progressiveness and unconventionality. Although all drew on the same thematic discourses, marketers and cool hunters constructed identities of coolness for brands in similar ways whilst consumers varied in their articulated language and meanings. However, across all actors a meta-narrative of elusiveness pervaded the articulations of cool brand identities.

BRAND COMMUNITY AS A STRATEGY FOR CONQUERING VIRTUAL WORLDS

Wade Halvorson (Luleå University of Technology), wadeh@bigpond.com
Peter Steyn (Luleå University of Technology)

Brands that have successfully conquered the 'real-world' are having difficulty with operations in online 'virtual worlds'. Brand locations, shops, malls and other business operations in virtual-worlds can be desolate wastelands into which very few customers venture and even less return. At the same time there are many sites in Second Life that are attracting and sustaining large numbers of regular participants. What keeps participants in Second Life coming back to some businesses and not others? Five successful Second Life sites are reviewed and Oldenburg's Theory of Third Place applied to gain insight into the reasons for success. The potential for Brand Communities in three dimensional, fully immersive virtual worlds is then discussed as a possible strategy for 'virtual' success.

BRAND COMMUNITIES AND THE ROLE OF LOCAL DEALERS

Vivian Hartleb (Curtin University of Technology), V.Hartleb@curtin.edu.au
Heiner Evanschitzky (University of Strathclyde), David Woisetschläger (University of Dortmund), B. Ramaseshan (Curtin University of Technology)

This article reveals the importance of integrating distribution partners into a brand community management (BCM) and investigates how distribution partners can profit from the economic potential of BCs. Within this study a mixed-method approach combining qualitative and quantitative market research is used. Study I focuses on analyzing the relationship between car manufacturers, their local dealers, and the car brands' communities from the point of view of both local dealers and BC members. Based on the findings of the first study, study II investigates the profitability of a dealer's engagement in the BC. Results indicate a need for integrating local dealers in a network-orientated BCM and that local dealers can economically benefit from their BC engagement.

ASSESSING THE FIT OF TWO BRAND PERSONALITY SCALES IN A CHINESE CONTEXT AND REVISITING THE PREDICTIVE VALIDITY OF TWO METHODS OF MEASURING SELF-CONGRUITY

Yun Jie (Southwest Jiaotong University), jieyun1984@163.com
Ting-Jui Chou (Renmin University of China), Fangfang Li (Southwest Jiaotong University)

In literature, Aaker et al created different brand personality scales (BPS). In this article the authors compared two brand personality scales, namely American BPS (USBPS) and Japanese BPS (JPBPS), to measure three brands in a Chinese context. We used them to measure both the brand personality and respondents' own personality (human personality). It was found that USPBS yielded better fit indices than JPBPS. In addition, after calculating the traditional self-congruity scores by using whole USBPS inventory, the authors compared the predictive validity of traditional measure and new measure of self-congruity, and confirmed the new way's predictive validity over and beyond the traditional method.

CAN UNCERTAINTY AVOIDANCE EXPLAIN ACCEPTANCE AND REJECTION OF FAMILIAR AND UNFAMILIAR BRANDS? A CROSS-CULTURAL RESEARCH ON AMERICAN AND FRENCH ATTITUDES

Eliane Karsaklian (EDC Paris), karsak@club-internet.fr

With the globalization of markets and the large array of known and unknown brands consumers from all countries are exposed to, it seems relevant to consider the Uncertainty Avoidance Index, as one of the cultural dimensions stated by Hofstede that can have an impact on consumers' acceptance of unfamiliar brands. Therefore, this paper aims at understanding in which measure te articulation between brand familiarity, celebrity endorsement and cultural differences can have an influence on consumers' attitudes towards familiar and unfamiliar brands. Evidence from this research demonstrated that while worldwide celebrities are well-known, they do not have the same impact on consumers' attitudes from different countries.

REGIONAL BRANDING: PERSPECTIVES OF TOURISTS IN AUSTRALIA

Uraiporn Kattiyapornpong (Deakin University), ping.kattiyapornpong@deakin.edu.au
Deon Nel (Deakin University)

This paper aims to explore the overlap and gap between the communication efforts of destination marketing organisations (DMO)'s and consumer perspectives of tourism destination within Australia. This paper applies qualitative and quantitative methodologies. Three stages of analysis are discussed. The web site content of state tourism authorities are analysed using Leximancer. The results show that states are using differing perceptual dimensions to portray characteristics of state tourism destinations. It is also found that consumers can recall the slogans and positioning of some states to a much greater extent than others. Finally it was shown that there was little correspondence and consistency between state positioning slogans and the destination promise and actual content on the web site.

A SHORT SCALE FOR MEASURING BRAND PERSONALITY

Sven Kuenzel (University of Greenwich Business School), S.Kuenzel@gre.ac.uk
Klairoong Phairor (University of Greenwich Business School)

A brand personality scale is developed and tested with a large and carefully selected sample of car owners in Germany. Exploratory and confirmatory factor analyses were used to validate the actual structure of the brand personality scale. Recent research has swiftly leapt ahead to cross–cultural brand personality research without paying very much attention to the correct application of brand personality scales to single brands. This paper shows the usefulness of the scale and highlights the importance of vigorous scale testing. The presented scale may be a viable alternative to Aaker's (1997) popular scale. The focus was on one country and on one industry and therefore offers potential for further testing.

TRUST AND COMMITMENT RELATIONSHIPS IN VIRTUAL BRAND COMMUNITY

Sony Kusumasondjaja (Airlangga University), s_kusumasondjaja@yahoo.com

Due to the increasing level of influence of online communities in the digital marketing environment, it is highly important to understand how customer participation in virtual brand community relates to trust and commitment. Most studies in virtual brand community are devoted towards brand loyalty without measuring whether or not customers' attachment to the community mediates the interaction. Based on the trust-commitment theory, a research framework is proposed to examine these untested relationships between customer participation in virtual brand community, customer trust and commitment to the community, and trust and commitment to the brand. Potential contributions of the study are also discussed.

THE EFFECTS OF THREE AND FOUR YEAR OLD CHILDREN'S FAST FOOD BRAND KNOWLEDGE IN THEIR BRAND PREFERENCE

Claire Lambert (Newell Office Products), clairelambert@iprimus.com.au
Dick Mizerski (The University of Western Australia), Doina Olaru (The University of Western Australia)

This paper reports on the measurements, method and analysis used on n=181 three to four year old children to obtain their brand knowledge about McDonalds and two competitors. The model is 85% correct in identifying the 51% of children that preferred McDonalds. Children's knowledge about McDonalds was largely based on their having little knowledge of the imagery of the competitors to McDonalds, rather than a deeper or broader knowledge of the McDonald's brand.

FACTORS INFLUENCING EFFECTIVE REBRANDING STRATEGY

Shuk Woon Liu (The Hong Kong Polytechnic University), 08900715r@polyu.edu.hk
Esther Tang (The Hong Kong Polytechnic University)

Scholars and marketers have tried to formulate effective rebranding strategies to expand target markets and retain loyal customers. Yet, advice from scholars seems largely based on qualitative studies rather than on research evidence. To fill the gap, this study, using a quantitative approach, sets out to examine how rebranding evaluation can be affected by consumer innovativeness, brand loyalty and perceived brand image fit. The findings demonstrate that brand equity can be improved when rebranding is evaluated positively. Innovative customers tend to evaluate rebranding more positively than others. Furthermore, customers who were more loyal to the initial brand may pay more attention to brand image fit before and after rebranding when making evaluations.

WHAT'S IN A NAME? ASYMMETRY OF FOREIGN BRANDING EFFECTS IN HEDONIC VERSUS UTILITARIAN PRODUCT CATEGORIES

Valentyna Melnyk (Waikato Management School), vmelnyk@waikato.ac.nz
Kristina Klein (Universit of Cologne), Franziska Völckner (University of Cologne)

Foreign branding (spelling a brand name in a foreign language) can direct consumers to desirable product associations. Nowadays, consumers are faced with products with a brand name suggesting a developed country of origin (CoO) while its actual CoO is a developing country. We apply justification theory to demonstrate that a foreign branding strategy increases the purchase likelihood if product's name is compatible with the product category. However, incongruence between the actual developing CoO and the country implied by the foreign branding backfires for products in hedonic categories. Thus, while a Chinese company may get away with exporting electric appliances (utilitarian products) under German brand names, it may have a harder time selling decorative cosmetics (hedonic products) under French brand names.

POSITIVE WORD OF MOUTH: DOES GENERATIONAL MEMBERSHIP AND PSYCHOGRAPHIC CHARACTERISTICS MATTER?

Ann Mitsis (Swinburne University of Technology), amitsis@swin.edu.au
Patrick Foley (Victoria University)

The specific question that this paper seeks to answer is: are psychographic culturally-anchored values antecedents to positive word of mouth intention independent of an individual's generational (Generation Y rather than Generation X) membership? This question has important implications specifically for university leaders and more generally to service-based industries. Results suggest that positive word of mouth intention is influenced by psychographic characteristics. Generation Y's positive word of mouth antecedents were: high collectivism, high uncertainty avoidance, and high power distance; whereas Generation X's was only high collectivism. This paper concludes by outlining the implications for future research of Generation Y for university leaders tasked with enhancing positive word of mouth in current students and alumni.

IS BRAND PERSONALITY AN ANTECEDENT TO QUALITY PERCEPTIONS?

Ann Mitsis (Swinburne University of Technology), amitsis@swin.edu.au
Patrick Foley (Victoria University), Dionysis Skarmeas (University of Leeds)

The specific question that this exploratory paper sought to answer within the globally competitive higher education context was: do the basic brand personality perceptions of sincerity, excitement and competence, once location and aspirational brand personality perceptions of sophistication and ruggedness are controlled for, explain variation in perceptions of quality? The results from this study suggest that quality is influenced by an individual's perceptions of the university's competence. Such initial research as this should be seen as providing early insights that need further replication. For managers responsible for creating university brand images it seems that for postgraduate business students studying in Australia and in the UK, messages of dependability and achievement, that is competence, are more important than those of sophistication.

MECHANISMS THAT SHAPE AND PERPETUATE THE EMPLOYER BRANDING PROCESS

Lara Moroko (University of New South Wales), lara.moroko@unsw.edu.au
Mark Uncles (University of New South Wales)

Reported is an investigation of the mechanisms that shape and perpetuate the employer branding process. Various mechanisms have been suggested in the employer branding literature, mainly based on normative principles. This empirical study of employer branding is used to validate these mechanisms. The empirical investigation is based on in-depth qualitative case analysis of four contrasting firms. Some 58 process staff and 41 general staff were interviewed in order to identify a range of firm/macro-level and individual/micro-level processes. Additionally, previously neglected sector/industry-level mechanisms are also identified and explored.

EXAMINING THE VALIDITY OF THE COUNTRY BRAND PERSONALITY CONSTRUCT

Steven Murphy (Carleton University), murphy@sprott.carleton.ca
Alia El-Banna (Carleton University), José Rojas-Méndez (Carleton University), Nicolas Papadopoulos (Carleton University)

Examining the validity of the country brand personality construct at this juncture in the nascent field's development is critical to ensure that future research is on solid footing. This paper analyzes the extent to which human personality scales are appropriate in conceptualizing and measuring country brand personality.

INTEGRATING FIRM STRATEGY AND BRAND MANAGEMENT THROUGH BRAND ORIENTATION

Simon M'zungu (Griffith University), s.mzungu@griffith.edu.au
Bill Merrilees (Griffith University), Dale Miller (Griffith University)

This paper develops a conceptual model that integrates firm strategy and brand management. The model is process-based and includes the following stages: strategic front end, bridge/ interface, operational / brand management, performance outcomes and environmental feedback. While the model does not introduce new concepts, it synthesises the extant concepts and mindsets to develop a coherent integrative framework. Successfully integrating firm strategy and brand management could contribute to superior customer value and consequently brand equity and sustainable competitive advantage. The model is iterative and includes an environmental feedback component to facilitate brand renewal. The model contributes to strategy and brand management knowledge.

HOW CONSUMERS SEE DIFFERENT TIERS OF PRIVATE LABELS

Magda Nenycz-Thiel (Ehrenberg-Bass Institute, UniSA), magda.nenycz-Thiel@marketingscience.info
Jenni Romaniuk (Ehrenberg-Bass Institute, UniSA)

This study looks at how consumers see different tiers of Private Label (PL) brands. We use binary logistic regression to examine the informational cues consumers use to categorise PLs into premium and value PLs. Results suggest that premium PLs do form a subgroup in consumers' memories. Categorisation in the UK market was stronger and based on a wider rage of attributes than in the Australian market. In four out of five categories, good quality was the strongest or second strongest driver of categorisation. The finding suggests that by improving extrinsic product cues, PL marketers are able to influence and change the perceptions towards their products.

BRAND CITIZENSHIP BEHAVIOUR IN FRANCHISING

Munyaradzi Nyadzayo (Monash University), munyaradzi.nyadzayo@buseco.monash.edu.au
Margaret Matanda (Monash University)

This paper provides a conceptualisation of the role of brand relationship management and franchisor competence in enhancing brand relationship quality and brand citizenship behaviour in the franchising context. The study extends the retailer's perspective of brand value by arguing that franchising as a special form of retailing calls for its own separate models different from the typical buyer-seller relationships. A conceptual framework is proposed to help understand how a well-managed brand relationship system and highly competent franchisors enhances brand relationship quality and eventually brand citizenship behaviour. The paper explores the behavioural aspects of the franchise relationship from the franchisee's perspective as brand relationship representatives in the channel. Research propositions, proposed methodology and analyses, managerial implications and research limitations are provided.

ACHIEVING CUSTOMER SATISFACTION VIA MARKET ORIENTATION, BRAND ORIENTATION, AND CUSTOMER EMPOWERMENT: EVIDENCE FROM AUSTRALIA

Aron O'Cass (The University of Newcastle), Aron.Ocass@newcastle.edu.au
Liem Ngo (The University of Newcastle)

The strategic importance of effective branding and customer management has been the focus of much recent research in marketing. This study posits that the ultimate pursuit of market orientation requires brand focused and customer empowerment practices, which enhance customer satisfaction. The results of a survey of 524 firms in Australia show that brand orientation and customer empowerment mediate the effect of market orientation on customer satisfaction. Moreover, brand orientation enhances customer satisfaction indirectly via customer empowerment.

USING THE BRAND MOLECULE CONCEPT TO GUIDE THE MANAGEMENT AND MARKETING OF A PROFESSIONAL SPORTS TEAM

Alan Pomering (University of Wollongong), alanp@uow.edu.au
Dirk Melton (Sydney Bulldogs), Greg Kerr (University of Wollongong)

The sports industry important. It is estimated to be the 11th largest industry in the United States. Within this industry, individual sports, at both the amateur and professional levels, compete for talented players, supporters, government funding, and sponsorship dollars. It is therefore important for sports to manage their sports brands. We use Lederer and Hill's (2001) brand molecule concept to explain the brand management implications for a professional, national sports team, the Bulldogs, a Sydney-based team in Australia's National Rugby League competition. The brand molecule highlights for the brand manager the positive and negative atoms that comprise and give shape to the overall brand molecule, detailing the potential impact, negative or positive, and relative strength of each.

VERTICAL BRAND EXTENSIBILITY: A CONCEPTUAL FRAMEWORK

Nicolas Pontes (Monash University), nicolas.pontes@buseco.monash.edu.au
Colin Jevons (Monash University)

Brand extension have been discussed to a great extent during the past two decades, however, most of the work has focused horizontal extensions and little attention has been payed to vertical brand extension. To fulfil this imbalance of existing knowledge, in this article, we propose a conceptual framework that integrates existing brand extension knowledge with insights from the pricing literature. The conceptual framework shows that core-brand evaluations are affected by the step size. Moderating factors that influence this relationship are also identified, namely fit perception and direction of the extension. The framework is subsequently used to develop concrete research propositions to guide further research in the area.

EXPLORING RISK PERCEPTIONS BETWEEN PIONEER AND ME-TOO BRANDS OF MP3 PLAYERS

Vanessa Quintal (Curtin University of Technology), Vanessa.Quintal@cbs.curtin.edu.au
Ian Phau (Curtin University of Technology), Daniel Sims (Curtin University of Technology)

The current study examines perceived quality for its differential impacts on the dimensions of perceived risk between the pioneer and me-too brands of MP3 players. To achieve this, a pen and paper survey was administered to students at three Australian universities, since young adults are considered to be lead users of MP3 players. Existing scales were selected for their tested reliability in buying situations and adapted to suit the context of the current study. The constructs demonstrated reliability and convergent and discriminant validity. The perceived equivalent quality of the MP3 players produced significant positive effects on perceived social/physical, financial/performance, time and psychological risks for the pioneer brand and a significant negative effect on perceived financial/performance risk for the me-too brands.

XPRESSIONS OF GENERATION Y: PERCEPTIONS IN MOBILE PHONE SERVICE INDUSTRY IN PAKISTAN

Salma Rahman (Iqra University, Gulshan Campus), sal_haider@yahoo.com
Sarwar Azhar (University of Management and Technology, Pakistan)

This research aims at verifying the consumer preference and choice behavior, the speculative low loyalty behavior of consumers belonging to Generation Y (age 18 – 25) and their perceptions regarding various brands through a survey conducted with 100 university students. The results of this study indicate that stated preference set and actual choice behavior are dissimilar. The Generation Y contra-indicates loyalty characteristics as high in a developing market context. The perceptual maps of brands in the business context of mobile phone service providers indicate no distinct personality characteristics necessitating marketers to rethink their strategies in this service industry. Finally, this research reconciles the gap between loyalty, stated preference and distinctiveness of brand personalities.

DO YOU SEE WHAT I SEE? THE ACCEPTANCE OF BRAND PERSONALITY BY INDIVIDUALIST AND COLLECTIVIST CULTURES

Yasmin Raja Abdul (Monash University), yasmin.raja.abdul@buseco.monash.edu.au
Harmen Oppewal (Monash University), Colin Jevons (Monash University)

The objective of this research is to investigate perceptions of brand personality and how these differ between individualistic and collectivist cultures. The study proposes that brand personality is recognized differently by the two cultures, people from individualistic cultures - tending to have higher preference for using brand personality terms than people from the collectivist cultures. This idea is explored in a survey among a convenience sample of students from different cultures, who are asked about their perceptions of the APPLE iPhone. The results contradict the hypothesis and it is observed that respondents from individualistic cultures who have high preference for the APPLE brand are least likely to use brand personality attributes.

BRAND TRUST: AN AUSTRALIAN REPLICATION OF A TWO-FACTOR STRUCTURE

Philip Rosenberger III (University of Newcastle), timber_wolf_clanwolf@yahoo.com

A replication was conducted of Delgado-Ballester, Munuera-Alemán and Yagüe-Guillén's (2003) brand-trust study to determine if their two-factor brand-trust scale as conceptualised generalises to the Australian context. A self-administered questionnaire that focused on consumer brand-trust shampoo perceptions was completed by 154 respondents. Exploratory and confirmatory factor analysis provided initial support for the two-factor structure of the brand-trust scale (BTS) as conceptualised. The relationship of the BTS dimensions with satisfaction and loyalty was also supported.

BRAND ARCHITECTURE FOR BUSINESS SCHOOLS: IS THE UNIVERSITY OR THE BENEFACTOR THE BRAND?

Zullina Shaari (University of Sydney), zhus4477@uni.sydney.edu.au

This research highlights the branding strategies employed by the top 30 business schools listed in the Financial Times 2008 Global MBA programs. Based on a content analysis of brand elements and website content, each business school is classified according to Aaker and Joachmisthaler's (2000) brand relationship spectrum. Results indicate that these business schools adopt brand architectures across the relationship spectrum, but certain regional differences are apparent. In addition, business schools associated with prestigious universities tend to emphasise the university brand, whereas those named after a benefactor are more likely to emphasise the school brand.

UNDERSTANDING AND PREDICTING BRAND ATTRIBUTE FREQUENCY DISTRIBUTIONS

Lara Stocchi (Unisa Ehrenberg-Bass Institute), lara.stocchi@marketingscience.info
Jenni Romaniuk (Unisa Ehrenberg-Bass Institute)

Frequency distributions have played an important role in marketing research. In this paper we examine if the number of attributes associated with the brand is best described by a Negative Binomial Distribution (NBD) or a Beta-Binomial Distribution (BBD). In analysis across 113 brands in 10 categories, we generally found that while both distributions provide reasonable estimations, the NBD provides a better fit with lower errors (average of 0.7 compared to 1.1 percentage points). This provides insights in the underlying mental processing used by respondents when replying to the survey invitation to link a brand to an attribute. It suggests that when answering these brand attribute questions, respondents are probably assessing each attribute separately, rather than selecting the brands.

CAN POLITICAL BRANDS BE SUCCESSFULLY EXTENDED – THE CASE OF THE CONGRESS PARTY IN INDIA

Srinivasan Subramani (Idea Cellular)
Ajit Parulekar (Goa Institute of Management), ajitp@gim.ac.in

Purpose: Examine applicability of the concept of brand extensions to political parties. Case used is of Indian National Congress (INC) and other parties containing the word 'congress' in their names. Methodology: Qualitative research and review of literature resulted in a questionnaire containing 11 items. Respondents rated 8 political parties on each dimension. Correlation was run between INC and other parties. Findings: Positive correlations on all 'party image' dimensions and low correlation on 'candidate image' dimensions - confirming the existence of a brand extension type of phenomena. Implications: National political parties across the world are witnessing a drop in party membership resulting in mushrooming of regional/ niche parties. Results indicate that national parties can compete in local markets through brand extensions.

UNDERSTANDING SOCIAL NETWORKS IN CONSUMER BRAND RELATIONSHIP THEORY: EVIDENCE FROM CHINA

Theresa Teo (University of NSW), t.teo@unsw.edu.au
Mark Uncles (University of NSW)

The influence of social networks on consumer brand relationships (CBR) is investigated in a Chinese context. A qualitative research design is employed. From a larger study, two cases are described in detail. Our cases reveal that social networks have a role in CBR, as both direct and indirect influences over individuals. Our study thus starts to offer a richer understanding of CBR than hitherto (Fournier, 1998; Sweeney & Chew, 2002; Chang & Chieng, 2006; Fournier, 2009). In particular, the Chinese context shows that notions of guanxi, reciprocity, exchange and face may carry over from business to personal lives. Finally, we begin to show what an "augmented framework of CBR" that takes account of these influences might look like.

DO QUALITY, VALUE, SATISFACTION AND LOYALTY DIFFER AMONGST DIFFERENT CULTURAL GROUPS OF KFC CUSTOMERS?

Nic Terblanche (University of Stellenbosch), nst@sun.co.za

This study reports on the empirical findings in respect of the relationships between various dimensions of a loyalty model for KFC and considers differences amongst different culture groups in respect of perceived quality, value, satisfaction and loyalty. The respondents are all customers of KFC and they were required to respond to items from (mostly) the American Customer Satisfaction Index (ACSI) scales. The empirical findings provide support for the theoretical model proposed but there are little differences in how the various culture groups' loyalty intentions are shaped.

LEMON-AID: BRAND AS A SIGNAL FOR QUALITY – A CLASSROOM GAME

Hsiu-Yuan Tsao (Takming University of Science and Technology), jodytsao@gmail.com
Colin Campbell (Simon Fraser University), Mana Farshid (Lulea University of Technology),
Ronika Chakrabarti (Lancaster University)

Lemon markets occur in situations when prior to purchase buyers are unable to observe the product and sellers consequently skim on quality. This phenomenon is potentially exacerbated when buyers and sellers trade in electronically mediated environments, where the product quality often cannot be assessed in advance of purchase. While economists explain the use of brands by firms in terms of monopolistic competition, marketers justify brands for performing various important value added functions. We describe a classroom exercise that tests whether the brand can serve as an effective signal of quality where asymmetric information prevails. Based on past experiments and games in economics it proposes a design for an online simulated posted-offer market institution to identify a lemons market.

MARKET ORIENTATION, BRAND ORIENTATION AND BRAND PERFORMANCE IN SMES: RELATED CONSTRUCTS?

Sasu Tuominen (University of Joensuu), sasu.tuominen@joensuu.fi
Tommi Laukkanen (University of Joensuuu), Helen Reijonen (University of Joensuuu)

The objective of this study is to test whether the three commonly referred elements of market orientation, namely customer orientation, competitor orientation and interfunctional coordination, affect the rather new construct of brand orientation, and how does brand orientation, in turn affect brand performance in the context of small and medium-sized enterprises (SME). An online questionnaire was sent out to 4502 SMEs in Finland and 498 effective responses were received. A model with hypotheses of the relationships between the constructs was built. The results of the structural equation model suggest that customer orientation, followed by interfunctional coordination, has the strongest effect on brand orientation, while competitor orientation has a non-significant effect. Moreover, brand orientation has a substantial impact on brand performance.

ADDICTION....OR A SECOND CHANCE FOR A 'THIRD PLACE'?

Joe Vella (Lulea University of Technology), vellajoe1@gmail.com
Gene van Heerden (Lulea University of Technology), Maria Styvén (Lulea University of Technology)

Are we living in isolation? Ray Oldenburg postulates that busy schedules impede people from socializing as much as they should; consequently traditional third places have almost disappeared. however there may be a second chance for a new "Third Place ". Our aim is to explore two questions conceptually. Has Facebook become the new "Third Place", furthermore is Facebook really a "Third Place"? The theory of the third place is briefly described and this is followed by a description of Facebook. Oldenburg's nine attributes that qualify a third place are then applied to this social networking site to show that Facebook could possibly be regarded a third place. Managerial implications and suggestions for future research conclude this paper.

WHAT'S IN A NAME: USING A CUE DIAGNOSTICITY FRAMEWORK TO UNDERSTAND CONSUMER PRODUCT SEARCH BEHAVIOUR

Andrea Vocino (Deakin University), andrea.vocino@deakin.edu.au
Harmen Oppewal (Monash University)

Drawing from the cue diagnosticity framework, this study investigates consumer preference for gathering information about different product attributes. We predict that more specific attributes are more diagnostic and hence will be of greater value to a consumer who is in the process of undertaking a product selection. We test this hypothesis in an online product selection task where respondents can access four different product attributes: brand name, store name, price and warranty. We find that respondents choose to first obtain, almost equally, either brand or price information. We also find part confirmation for the hypothesis that an attribute is more likely to be chosen if it is perceived as having a greater variability in the market.

WHY CONSUMERS BUY MANUFACTURER BRANDS – DOES QUALITY REALLY MATTER?

Gianfranco Walsh (Univesity of Koblenz-Landau), walsh@uni-koblenz.de
Louise Hassan (Heriot-Watt University), Edward Shiu (University of Strathclyde)

The branding literature holds that consumers buy branded products because of the expected higher quality compared to non-branded products. However, as private label brands improve in quality and deliver value to their customers, a reassessment of consumers' intention to buy manufacturer brands is pertinent. This study examines antecedents of consumers' intention to buy manufacturer brands. The authors show that the perceived quality of manufacturer brands, brand involvement and attitude toward private label brands drive consumers' buying intentions. In addition, consumers' perceived product similarity and consumers' age moderate the relationship between perceived quality and the intention. Path analysis is used to test the hypotheses based on data from more than 600 consumers.

EXPLORING BRAND EXTENSIONS IN THE CONTEXT OF FRANCHISING

Scott Weaven (Griffith University), s.weaven@griffith.edu.au
Debra Grace (Griffith University), Ryan Jones (Griffith University)

Although the brand concept is at the very core of franchising success, as it allows for the franchisor's reputation and goodwill to be transferred, there has been minimal literary discussion on the importance and use of the brand leverage as a growth mechanism. More specifically, there has been no direct primary research involving franchise brand extensions and consumers' perceptions of these. This study explores and compares consumer perceptions of brand extensions within the non-franchise and franchise sectors. Fifteen semi-structured interviews were conducted and analysed. Results reveal three unique findings that are categorised under (1) quality perceptions transfer; (2) difficult extensions, and (3) brand extension attitude override. In doing so, the foundation for further research in this important area is laid.

DIFFICULT TO EVALUATE PRODUCT FEATURES: WHY CREDIBLE BRANDING MATTERS

Chelsea Wise (University of Technology, Sydney), chelsea.wise@uts.edu.au
Paul Burke (University of Technology, Sydney)

This paper examines how difficulty in evaluation affects the role of features in consumer choice. Hsee's (1996) work on evaluability of attributes suggests that hard-to-evaluate features become more (less) important in joint (separate) evaluation tasks where other feature levels are (not) present. Extending this, we examine what happens when difficulty in evaluating features remains even when the benchmark of another feature level is present. Using signalling theory, we argue that consumers utilise brand information, but the extent to which this occurs depends on feature evaluability. Preliminary data shows support for the hypothesised effects, suggesting credible branding generates value in terms of an overall effect on product assessment, but can additionally counteract the effects of hard-to-evaluate features being discounted in choice.

EFFECTIVE CORPORATE REPUTATION MAINTENANCE: THE IMPORTANCE OF CODIFICATION

Raisa Yakimova (Monash University), raisa.yakimova@buseco.monash.edu.au
Felix Mavondo (Monash University), Susan Freeman (Monash University)

Previous studies have found a lack of empirical research to examine brand management practices. This study examines how the brand management practice of codification supports the maintenance of a favourable corporate reputation. A case study research design is used to examine the codification of eight corporate brands. Social identity theory and social categorisation theory are used to examine how codification enables organisational members to produce consistent corporate communications. The findings show that when organisational members use effective codification, they are able to embody clearly articulated attributes. As a result, they have the ability to implement consistent corporate communications. The findings of this study will permit managers to use codification to support effective corporate reputation maintenance.

TRACK 03: CONSUMER BEHAVIOUR

AN EMPIRICAL INVESTIGATION OF FREQUENCY OF INTERNET BANKING USAGE BY AUSTRALIAN CONSUMERS

Sujana Adapa (University of New England), sadapa@une.edu.au
Jennifer Rindfleish (University of New England),Ray Cooksey (University of New England),Fredy Valenzuela (University of New England)

The goal of this study was to investigate the dimensions to consumers' frequency of usage of internet banking in Australian context. Quantitative data were collected using a cross-sectional mall intercept survey in Sydney comprising a sample of 372 internet banking users. Final factors identified were entered in hierarchical logistic regression analyses. The substantive findings emerged from the study reveal that level of education and level of income were significantly and positively associated to frequency of internet banking usage. Technology (attraction to usability and attraction to trialability), channel (perceived safety) and value dimensions significantly and positively impact consumers' frequency of internet banking usage. Social dimensions systematically do not relate to the frequency of internet banking usage.

AN INVESTIGATION INTO THE ANTECEDENTS OF CUSTOMER SATISFACTION OF ONLINE SHOPPING

Syed Alam (National University of Malaysia (UKM)), shahalam@ukm.my
Norjaya Yasin (National University of Malaysia (UKM))

The aim of this study is to identify the key factors influencing customer satisfaction through online shopping. In this study four key dimensions of customer satisfaction of online shopping are identified. It is found that website design, reliability, product variety and delivery performances are the four key factors which influence consumers' satisfaction of online shopping. However, there is no significant relationship between saved time and satisfaction. Recommendations are presented which may help foster growth of Malaysian online retailing in the future.

MEASURING THE LOVE FEELING TO A BRAND WITH INTERPERSONAL LOVE ITEMS

Noel Albert (Wesford Business School, France) noelalbert@yahoo.fr
Pierre Valette-Florence (IAE de Grenoble & CERAG)

This manuscript focuses on efforts to measure the brand love construct. By identifying the conceptual limitations of existing consumer love scales, this research develops, tests, and validates a new scale that can measure the feeling of love toward a brand, composed of items from four interpersonal love scales. This study also compares the nomological validity of the proposed scale with that of two other brand love scales.

HOW DO MEN AND WOMEN PROCESS ANTI-ALCOHOL ADS WHICH STIMULATE NEGATIVE EMOTIONS?

Imène Becheur (Wesford School of Business), imene_becheur@yahoo.fr
Pierre Valette-Florence (University Pierre Mendes France), Haythem Guizani (Wesford School of Business)

In this research, we investigate the differences between men and women in processing three anti-alcohol ads respectively stimulating fear, guilt and shame. We experimentally test three distinct messages, each one focusing on one of the three negative emotions using a total sample of more than a thousand students. Results show that the impact of affect intensity on threat perceptions is greater for all scenarios among women. Moreover, fear, shame and guilt proved to be more effective on women than men.

THE EFFECT OF PAIRED COMPARISONS AND INCOME ON CHOICE

Mike Brennan (Massey University), m.brennan@massey.ac.nz
Selwyn Watkins (Massey University)

This study reports three experiments that tested the assertion of Simonson, Nowlis and Lemon (1993) that consumers who make paired comparisons of alternatives that vary in price and quality before selecting from a triple set of the same options, are more likely to choose the cheapest option than those who choose directly from the triple set. The study also tested the suggestion of Brennan and Laafai (2003) that these context effects may be moderated by respondent income. Since none of the observed differences in choice were statistically significant, the results of the present study provide no support for either of the hypothesised context or income effects on choice.

CONCEPTUALISING COMPUTER GAME EXPERIENCE: NARRATIVES, PLAY, AND HYPERMEDIA

Margo Buchanan-Oliver (University of Auckland), m.buchanan-oliver@auckland.ac.nz
Yuri Seo (University of Auckland)

Computer games are now an important aspect of consumer culture. However, there is little known about the experiential aspects of their consumption. Informed by interdisciplinary studies of computer game theory, hypermedia literature, and theorisations of consumers' experience in computer-mediated environments, we conceptualise computer game experience as a hypermedia activity that immerses consumers in storytelling and at the same time engages them in play. For scholars, our conceptualisation provides insight into the experiential aspects of computer games that have not been previously addressed in the literature. For practitioners, the developed model provides insight into consumer preferences of computer games that could be useful in the development of even more appealing computer games.

ETHICAL INTENTIONS, UNETHICAL SHOPPING BASKETS: UNDERSTANDING THE INTENTIONS-BEHAVIOUR GAP OF ETHICALLY-MINDED CONSUMERS

Michal Carrington (University of Melbourne), m.carrington@pgrad.unimelb.edu.au
Ben Neville (University of Melbourne), Greg Whitwell (University of Melbourne)

Despite their ethical intentions, ethically-minded consumers rarely purchase ethical products (Auger & Devinney, 2007). This intentions-behaviour gap is important to researchers and industry, yet poorly understood (Belk, Devinney, & Eckhardt, 2005). To push the understanding of ethical consumption forward, we draw upon what is known about the intentions-behaviour gap from the social psychology and consumer behaviour literatures and apply these insights to ethical consumerism. We bring together three separate insights – implementation intentions (Gollwitzer, 1999), actual behavioural control (Ajzen & Madden, 1986; Sheeran, Trafimow, & Armitage, 2003), and situational context (Belk, 1975) – to construct an integrated, holistic conceptual model of the intentions-behaviour gap of ethically-minded consumers and move the understanding of ethical consumer behaviour forward.

THE INFLUENCE OF CONSUMER INNOVATIVENESS ON REALLY NEW PRODUCT ADOPTION

Chih-Wei Chao (Monash University), fredchao2001@yahoo.com.tw
Mike Reid (RMIT University), Felix Mavondo (Monash University)

This research draws on the call by Im, Mason and Houston (2007) and Hauser, Tellis and Griffin (2005) for further investigation on consumer innovativeness, its measurement, and its link to new product adoption. Specifically, this research examines the relationship between consumers' innate innovativeness, domain specific innovativeness, vicarious innovativeness, and the adoption of "really new" consumer electronic products. The result finds that adoption of such products is primarily influenced by Domain Specific Innovativeness rather than Consumer Innate Innovativeness. However, the relationship between DSI and product adoption was positive but weak and further research needs to be done to really understand what drives or explains adoption of really new products.

INCORPORATING THE EFFECTS OF COUNTRY OF OWNERSHIP: A STUDY OF AUSTRALIAN BRANDS

Isaac Cheah (Curtin University of Technology), isaac.cheah@cbs.curtin.edu.au
Ian Phau (Curtin University of Technology)

The paper investigates the impact of consumer economic nationalistic and consumer ethnocentric tendencies towards product judgement and purchase intention of Australian brands. The research framework incorporates country of ownership and discusses its discriminatory effects and utility as a contemporary marketing tool. Categorization theory, confirmation bias and schema congruity principles form the theoretical bases. Symbolic and functional brand concepts are anticipated to reflect consumer schematic tendencies. Consumer knowledge is proposed to moderate the relationship between country cues and consumer's willingness to buy Australian brands. The hypotheses will be tested with structural equation modeling. The main contributions of the proposed research are also delineated.

TASK FACTORS AND COMPROMISE EFFECT IN CONSUMER CHOICE

Junsong Chen (China Europe International Business School), cjunsong@ceibs.edu
Sally Rao Hill (the University of Adelaide)

The compromise effect has received much research attention recently. Much research has been conducted to find out the factors which could weaken or strengthen the compromise effect. So far the research effort and findings could be primarily concluded into two categories - consumer characteristics and product characteristics related factors. While there has been limited research on the effects of task influences. We argue that task factors may significantly moderate the compromise effect in consumer choices. Specifically we hypothesise the influence of two task factors, task focus and task definition on compromise effect. The experimental design to test hypotheses was also proposed. Results will be available in October 2009.

CAN EMERGENCY DEPARTMENT PATIENTS BE CLUSTERED BY THEIR ATTITUDES AND BEHAVIOURS?

Lily Cheung (University of the Sunshine Coast), lcheung@usc.edu.au
Meredith Lawley (University of the Sunshine Coast)

This study explored differences between patients visiting the Emergency Department (ED) in a regional hospital and to reveal the factors associated with ED use for patients with non-acute medical presentations. A survey was developed from the literature on factors leading to presentations at the ED. The instrument contained demographic, behavioural and attitudinal questions. Two items measured ratings of self-rated overall health and health compared to last year. Questions from the ABS National Health Survey 2006 were included along with a validated Health Orientation Scale (Snell, 1998). Four distinct groups emerged from the data. Using this method to interrogate population differences may be a useful adjunct to directing patients to more appropriate services for non-acute medical presentations.

SUPPORTING THE BRAND COMMUNITY: BUYING GAY

Kelly Choong (University of the Sunshine Coast), kchoong@usc.edu.au

The pink dollar market is a lucrative market that many organisations are keen to pursue. Research has shown that the gay community are more likely to purchase from gay owned or gay friendly companies and brands (Kates, 2002). Companies need to know how to market to the gay community besides merely identifying themselves as gay friendly. In understanding the consumers system of values, companies can more effectively deliver the emotional branding and relationship to the gay community. In this paper, data collection involved online interviews with four gay male couples. Findings show that the gay couples will purchase brands that support the gay community if the purchase is equitable in its tangible attributes and benefits.

THE DARK SIDE OF CONSUMER FANATICISM

Emily Chung (RMIT University), emily.chung@rmit.edu.au
Michael Beverland (RMIT University), Francis Farrelly (Monash University), Pascale Quester (University of Adelaide)

Research has shown that some products and brands have 'fanatical' followers who remain highly enthusiastic, devoted, and whose loyalty remains unwavering despite counter-supportive facts / information, or persuasive arguments to switch. While many organisations would benefit from having such devoted 'fans' within its customer base, some authors have pointed to the detriments associated with such rigidity, inflexibility, and dogmatism. This paper explores this 'darker' side of consumer fanaticism and its potential negative consequences. Data was collected via long in-depth interviews with six highly loyal consumers and their significant others. The findings revealed potential personal and social detriments, most notably in relation to negative feelings associated with struggles of self-control, financial issues, and negative impact on relationships with others.

OPERATIONALISING CO-CREATION: SERVICE DOMINANT LOGIC AND THE INFINITE GAME

Nathalie Collins (University of Western Australia), iomede@gmail.com
Jamie Murphy (University of Western Australia)

This paper approaches conceptualising the operationalisation of consumer co-creation of value through the metaphor of an infinite game. The authors discuss Service-Dominant Logic (S-D Logic), and specifically the consumer co-creation of value, using a philosophical metaphor in order to develop a richer understanding of the relationship between the producer and consumer in value production and sustainable marketing practice. Other major marketing theories are also discussed in reference to the same metaphor to further enhance the picture. The paper also proposes the use of metaphor as valuable in communicating of concepts and ideas, specifically in an academic and industry setting.

CUSTOMER EVANGELISTS: A CONCEPTUAL MODEL

Nathalie Collins (University of Western Australia), iomede@gmail.com
Jamie Murphy (University of Western Australia)

While internet and social networking media wrest control of brand messages from product producers, marketers and brand managers, Customer Culture Theory and Service-Dominant Logic rise in importance. These frameworks can describe why unpaid armies of Brand Enthusiasts, Brand Community members, Consumer Tribes, Brand Cult members and Customer Evangelists (CEs) engage in unpaid, unsupervised brand activity and comment — online and offline. This paper constructs a theoretical model of CEs, the most extreme form of Brand Enthusiasm, and then contextualises CEs in Brand Communities and Brand Cults. The paper concludes with a proposed way forward for testing the theoretical model.

USING NARRATIVE TO EXPLORE CONSUMER CONFUSION WITH GENERIC MEDICINES

Liz Gill (The University of Sydney), lgil9930@uni.sydney.edu.au
Anu Helkkula (Hanken School of Economics), Nicola Corbelli (University of Verona),
Lesley White (University of Sydney)

The experiences of consumers and pharmacists regarding generic medicine substitution in Australia, Italy and Finland are explored using narrative and metaphor. Consumer confusion; suspicion; annoyance; and exasperation are identified, along with pharmacists' experiences of professional challenge and frustration in offering consumers generic substitutes. The study evidences that doctors, pharmacists, and consumers are co-creators in a service network, but that co-operative behaviour is often absent, resulting in confusion and potential disadvantage to the end user. It suggests that to reduce consumer confusion and increase the acceptance of generic substitution, co-operation and open dialogue involving all the participants of this service network is critical, along with specific strategies to address the confusion.

CONSUMER COMPLAINING BEHAVIOUR AND CONFLICT HANDLING STYLE

Timothy Daly (University of Western Australia), daly.tim@gmail.com
Julie Lee (The University of Western Australia), Geoff Soutar (University of Western Australia)

Conflict handling styles is a commonly examined construct in negotiation and organisational research, however there is little research on this topic in the marketing literature. The current study begins to address this deficiency by examining the relationships between preferred conflict handling styles and complaining behaviours in a service encounter. The results show that people's preference for the oblige, avoid, and dominate conflict handling styles is related to their use of complaint behaviours in a service failure situation.

AN EMPIRICAL ANALYSIS OF AUSTRALIAN AND PORTUGUESE CONSUMERS WITHIN THE CONTEXT OF CSR AND ENVIRONMENTALISM

Clare D'Souza (La Trobe University), cdsouza@latrobe.edu.au
Siva Muthaly (Swinburne University), Mehdi Taghian (Deakin University), Francisco Pereira (Escola Superior Communicao Social)

This cross country study examines the potential environmental predictors of consumers' green behaviour. It uses consumer's self reported environmental behavioural intentions and examines its potential influence on corporate practice of social responsibility (CSR). A conceptual model was developed and was subjected to empirical verification using survey research design. It was hypothesised that CSR improves green behavioural purchase intension. PLS was used to estimate the measure of respondents' overall perception of green products and their intention to purchase. It was found that in both countries, Australia and Portugal, CSR influenced purchase intentions. In both cases there was evidence of association between CSR and the consumers' intention to purchase environmentally safe products.

DOES MODE OF CUSTOMER ACQUISITION RELATE TO REPORTED RECOMMENDATION, RETENTION AND SPENDING?

Robert East (Kingston Business School, London), R.East@kingston.ac.uk
Wendy Lomax (Kingston Business School) Mark Uncles (UNSW)

In a meta-analysis, we examine how the mode of customer acquisition relates to the customer's reported recommendation, retention, and spending. Overall, those recruited by referral show an above average recommendation rate and average retention while those recruited by advertising and promotion give below average recommendation and retention rates. Spending is unrelated to mode of acquisition. The greater recommendation rate of referral customers compared with advertising customers occurred in all13 category groupings. We consider the benefit of increasing the proportion of referral customers and show what further evidence is needed if this is to be adequately quantified.

I AM WHAT I AM – THE QUESTION OF REFLEXIVITY IN CONSUMER DISCOURSES

Renu Emile (Auchland University of Technology), remile@aut.ac.nz
Margaret Craig-Lees (Auckland University of Technology)

The use of products as symbols of status and/or group membership has long been noted by historians. Marketers have studied the symbolic role of product and brands since the 1950's with a key research strand being the use of brands to communicate aspects of an individual's self to themselves and to others. Lash suggests that such use of products or brands could be considered a form of aesthetic reflexivity. Central to the notion of reflexivity is the idea that humans are able to simultaneously experience objective and subjective views of their self identity. Empirical evidence is scarce, however the findings of this study support the notion that consumers do engage in aesthetic reflexivity when describing what products/brands mean to them.

BODY BELIEFS AND VIRTUAL MODELS

Ellen Garbarino (Unversityi of Sydney), elleng@econ.usyd.edu.au
José Rosa (University of Wyoming)

The success of Internet retailing highlights the need to understand how our perceptions of the physical world, such as our beliefs about our bodies influence our interpretation of the virtual world. Toward this end, we explore how two distinct beliefs about one's body, body image discrepancy and body boundary aberration, influence consumers' perceptions and usage intentions for digital representations of consumer's wearing apparel (virtual models). We show that beliefs about ones body influence how accurately one sees a virtual model and that the influence of body beliefs on intention to use virtual models is fully mediated by their influence on the perceived accuracy of the model.

THE BUYER BEHAVIOR OF CHINESE CONSUMERS OF DIFFERENT AGES: AN INVESTIGATION USING THE JUSTER SCALE AND THE DIRICHLET MODEL

Xiao Han (UNSW), hazelandhan@gmail.com
Mark Uncles (University of NSW)

To explore the feasibility of generation cohort as a segmentation basis in China, the buyer behavior of three cohorts is compared. Survey results for Beijing consumers are reported, using Juster scale estimates as inputs to the Dirichlet model. Results show that purchasing levels of the oldest age groups were the lowest in the four product categories that we studied. The oldest generation also showed the highest level of loyalty in toothpaste and soy sauce purchasing, but they were not the most loyal in mobile phone buying and bank credit card usage. Product category and generation effects appear to interact to determine observed and predicted levels of buyer behavior.

CONSUMERS' HEALTH INFORMATION SEEKING BEHAVIOUR IN THE FOOD MARKET

Torben Hansen (Copenhagen Business School), th.marktg@cbs.dk
Thyra Thomsen (Copenhagen Business School), Suzanne Beckmann (Copenhagen Business School), Heidi Boye (Copenhagen Business School)

This study develops and empirically tests a model for understanding consumers' health information seeking behaviour in the context of processed food (salad dressing). Data were collected from 504 Danish food consumers using a nationally representative consumer-panel. The results suggest that consumers' product-specific health information seeking is positively affected by general food involvement and the usability of product-specific health information. Product-specific health information seeking and product-specific health information complexity are both positively related to post-purchase health-related dissonance. Moreover, consumers avoid purchasing the same food again if post-purchase health-related dissonance is experienced. These findings have implications for consumer policy and marketers alike.

THE INFLUENCE ON CHILDHOOD EATING HABITS OF PRIMARY CAREGIVERS: AN EXPLORATORY STUDY

Michael Harker (University of the Sunshine Coast), mharker@usc.edu.au
Heidi Keast (University of the Sunshine Coast), Danielle Tracey (University of the Sunshine Coast), Courtney Vizer (University of the Sunshine Coast), Bree Quilty (University of the Sunshine Coast), Debra Harker (University of the Sunshine Coast)

This research project examined the ways that the primary caregiver influences childhood eating habits. Carers and children aged 8-10 years were the focus. Qualitative research preceded the development of a self-completion questionnaire which was piloted before distribution through local primary schools. Stratified sampling was used to determine which local primary schools were going to be participants, and data analysis was conducted using a variety of statistical tests. Several major significant findings provide a foundation for future research. Findings show that children model their carer's snacking behaviour and the serving of meals can influence body weight. Implications from this research are that there is a need for more help and advice for carers on healthy feeding behaviours in the home.

BRAND REACTIONS BIAS INCIDENTAL DECISION-MAKING

Philip Harris (The University of Melbourne), hap@unimelb.edu.au
Carsten Murawski (The University of Melbourne)

A growing body of research shows that consumer decision-making for products and brands is meaningfully shaped by affect. In parallel, research examining influences of mood states and transient affective states demonstrate that incidental affect powerfully shapes judgement and decisions. In this research we examine incidental effects of brand presentation on financial decision-making. We explore the possibility that brands can impact on decisions by influencing affective systems underlying decision-making. Our results indicate that brand images with affective value can shift incidental decision-making towards affectively-driven choices. Furthermore, these effects occur without conscious awareness of the identity of the brand stimuli. These findings provide initial evidence that brands may impact on behaviour outside of the consumer context by modulating affective systems underlying decision-making.

WHY AUSTRALIANS VOLUNTARILY PURCHASE GREEN ELECTRICITY? A QUALITATIVE STUDY

Arif Hartono (Islamic University of Indonesia (UII)), arif.hartono@gmail.com

Green Electricity (GE) has gained a lot of attention in many countries. Despite the invisible and complex characters of GE, in Australia, the total number of GE customers tends to increase every year. The objective of the study is to conduct exploratory research to identify the major factors that encourage and discourage Australian customers from voluntarily purchasing GE. In-depth interviews with 17 GE customers in Armidale, NSW were conducted. Matrix Display Data (MDT) was used to analyse responses of the interviews. The study found that all the participants identified a range of reasons in purchasing GE is associated with environmental. Economic factor was seen to be the major factor that might lead customers to pull out from the GE program.

CONSUMER SOCIALISATION OF CHILDREN: EXPLORING THE INFLUENCE OF TV PROGRAMME CONTENT ON CHILDREN'S HEALTH KNOWLEDGE, ATTITUDES AND BEHAVIOUR

Jacinta Hawkins (Auckland University of Technology), jacinta.hawkins@aut.ac.nz
Gareth Allison (Auckland University of Technology)

This paper examines the influence of TV programmes in the consumer socialisation of children. The focus is on the development of consumption related attitudes, perceptions, and behaviours that impact on children's nutrition and physical activity. Qualitative research findings from New Zealand indicate that the content of TV programmes is a key influence. This paper adds to the understanding of how children's health-related consumption habits are developed by identifying reality TV programmes as an influential contributor to children's awareness of healthy living. Such programmes also present messages about eating and exercise which may conflict with conventional sources of health information. Given the importance of good nutrition and regular physical activity among children it is suggested this topic warrants further investigation.

EXAMINING THE ANTECEDENTS OF RECREATIONAL SHOPPER IDENTITY

Sally Hawkins (Queensland University of Technology), s4.hawkins@qut.edu.au
Ursula Bougoure (Queensland University of Technology), Larry Neale (Queensland University of Technology)

In a fashion clothing context, this study explores the relationships between materialism, gender, fashion clothing involvement and recreational shopper identity. These relationships are tested using (N = 200) Australian Generation Y consumers. Results suggest that fashion clothing involvement is significantly affected by materialism and gender, and in turn fashion clothing involvement influences recreational shopper identity. A direct relationship was also found between materialism and recreational shopper identity.

AUTONOMY, CONTROL AND IMPORTANCE: A RENAISSANCE FOR THE THREE 'LOST' PILLARS OF DOMINANCE

Michael Healy (The University of Melbourne), m.healy4@pgrad.unimelb.edu.au
Michael Beverland (RMIT University), Harmen Oppewal (Monash University)

The paper draws attention to the relevance of Mehrabian and Russell’s (1974) dominance items (autonomy, control and importance) within the behavioural study of retail environments. The researchers provide data from an ethnographic retail study to convey consumer perceptions of dominance, which results in the identification of six aspects: (1) touch, (2) non-touch, (3) trust, (4) homeliness, (5) embrace, and (6) time spent. The researchers interpret these aspects in relation to autonomy, control, and importance, and generate a matrix of environmental ‘dominance-approach messages.’ The matrix provides assistance for retailers looking to identify in-store messages suitable for creating approachable retail environments.

YOU DON'T GET A SECOND CHANCE AT A FIRST IMPRESSION! - ASSESSING THE IMPACT OF TV-SPOTS ON PERCEIVED BRAND PERSONALITY

Daniel Heinrich (University of Mannheim), daniel.heinrich@bwl.uni-mannheim.de
Stefan Hampel (University of Bayreuth), Hans Bauer (University of Mannheim)

Due to sheer volume of advertising stimuli and increasingly sophisticated consumer demands it’s not sufficient enough for marketers to build up a unique image of their brand. Even more they have to create a character behind their brand – a brand personality. Although the concept of brand personality is quite popular for existing brands across cultures the aim of this study is to address the research gap creating a brand personality for a generally unknown brand by using emotional TV-spots of Carlton Draught and Steinlager. The results of our empirical study highlight that TV-spots are appropriate to create different brand personalities. Furthermore our data reveal cross-cultural differences concerning the impact of the TV-spots amongst participants in Germany and Spain.

DEMYSTIFYING CUSTOMER ENGAGEMENT: TOWARD THE DEVELOPMENT OF A CONCEPTUAL MODEL

Linda Hollebeek (University of Auckland), l.hollebeek@auckland.ac.nz

After making substantial contributions to the literature in related fields including (social) psychology and organisational behaviour, the engagement concept is emerging in the marketing literature with preliminary analyses indicating that engaged consumers may exhibit greater loyalty to focal brands. Despite these advancements, the conceptual nature of engagement and its relationship with other, interrelated marketing constructs are debated. This paper aims to address this gap by reviewing relevant literature, proposing a customer engagement conceptualisation and associated conceptual model, which may be used to guide future research in this area.

EXPLORING DIMENSIONS OF CONSUMER-HUMAN BRAND ATTACHMENT

Jasmina Ilicic (Macquarie University), jasmina.ilicic@efs.mq.edu.au
Cynthia Webster (Macquarie University)

Evidence suggests that many consumers form strong attachments to the brands they use. Recently, celebrities have been recognised as human brands and research suggests that consumers are influenced by their attachment towards such human brands. This study explores the attachment that consumers form towards celebrities by identifying specific dimensions of attachment. A principal components factor analysis revealed four distinct factors of consumer-human brand attachment: 1) separation distress, 2) trust, 3) relatedness and 4) satisfaction. Further analyses showed that each of the four factors was able to be used to differentiate between strong versus weak consumer-human brand attachment.

ALCOHOL-ENERGY DRINKS: ENGAGING YOUNG CONSUMERS IN CO-CREATION OF ALCOHOL-RELATED HARM

Sandra Jones (University of Wollongong), sandraj@uow.edu.au
Lance Barrie (University of Wollongong)

Alcohol-energy drinks are a relatively new entry to the alcohol market, but have rapidly gained popularity among young drinkers. Unfortunately, these products are also associated with higher levels of alcohol-related harm, including negative health effects and increased levels of aggression and violence. This paper reports on the social image functions served by these products, as perceived by university students; and suggests that there is a need to look beyond alcohol advertising to other factors that increase consumption – including pricing, distribution, use of social media, and consumer co-creation of brand image.

MOBILE PAYMENTS: THEIR EFFECT ON PURCHASE BEHAVIOUR

Jashim Khan (Auckland University of Technology), jashim.khan@aut.ac.nz
Margaret Craig-Lees (Auckland University of Technology)

A handful of studies address the issue that the mode of payment affects perceptions of money and purchase behaviour. Most of this research is in the area of credit card payments and this research shows that when a credit card based payment is used, the volume, value and type of products purchased increase. It is not known if this is due to the 'credit' element or the 'cashless' element. The notion that the tangibility of cash influences perceptions of money is not novel, but it is untested. This discussion paper suggests that under conditions of cash, there is awareness (conscious/unconscious) that a possession of value transferred and this perception may well have a direct impact on people's purchase behaviour.

GETTING TO THE HEART OF THE MATTER: A HEDONIC REASON FOR HOME PURCHASES

Catheryn Khoo Lattimore (University of Otago), catheryn.khoo@otago.ac.nz
Maree Thyne (University of Otago), Kirsten Robertson (University of Otago)

The purpose of this paper was to identify factors influencing consumers' home choice from the consumer's perspective. Fourteen respondents were interviewed before and immediately after placing an offer on a home or attending an auction. The interview process followed that of the Zaltman Metaphor Elicitation Method (ZMET). One of the deep-seated reasons for consumer home choice uncovered from this study is that of autobiographical memories. That is, the reasons why people bought the homes they did was an emotional connection between the property attribute and their past.

CONSUMER SCAPEGOATING IN THE 2008 CHINESE MILK CONTAMINATION CRISIS

John Knight (Otago University), John.knight@otago.ac.nz
Hongzhi Gao (Victoria University of Wellington), Honxia Zhang (Peking University)

When a multi-brand product-harm crisis occurs, consumers seek vengeance for betrayal of their trust. They often find a scapegoat to transfer blame and discharge tensions arising. Drawing on attribution theory and the psychology of tension discharge, we examine scapegoat effects in the 2008 Chinese milk contamination crisis. The central thesis of the conceptual model of scapegoating in this study is that consumers as self-justified actors they tend to transfer blame and discharge their frustration and anger through finding an easy scapegoat target. Quantitative evidence is found that the first brand caught out becomes a scapegoat, taking disproportionate blame for other contaminated brands and for other parties involved in this industry-wide crisis.

ROLES OF MOTIVATION FACTORS IN PREDICTING TOURISTS' INTENTIONS TO MAKE WELLBEING HOLIDAYS – A FINNISH CASE

Henna Konu (University of Joensuu), henna.konu@joensuu.fi
Tommi Laukkanen (University of Joensuu)

This study aims at identifying various motivation factors of potential tourists, and assessing the roles of motivation factors in predicting tourists' intentions to make wellbeing holidays. A total number of 412 valid responses of potential Finnish tourists were analysed by exploratory factor analysis followed by a confirmatory factor analysis. Results show that tourists who especially are motivated in participating physical activities, getting in better shape and promoting and enhancing health have intentions to make a wellbeing trip. In addition it was interesting to find out that tourists motivated to visit new areas and places, viewing the scenery and experiencing the nature are not interested in wellbeing trips. Theoretical and managerial implications are further discussed in the paper.

TOWARDS THE DEVELOPMENT OF A PERSONAL VALUES IMPORTANCE SCALE (PVIS) - APPLICATION IN EDUCATION

Foula Kopanidis (RMIT University), foula.kopanidis@rmit.edu.au

Personal values have been shown to be effective predictors of behaviour across different contexts. Past research has identified the List of Values (LOV) typology can be grouped as either two or three dimensional arguing the context as an influencing factor. To date no attempt has been made to adapt the LOV scale to assess its influence on student's preferences. This paper develops a reliable and valid personal values importance scale (PVIS) using a two phase approach designed to capture the specific domains of the nine List of Values for application in the context of education.

MAKING THE SWITCH – DOES SATISFACTION PREDICT SWITCHING BEHAVIOUR ?

Con Korkofingas (Macquarie University), ckorkof@efs.mq.edu.au

In recent years there has been disenchantment with the performance and relevance of customer satisfaction models in applied business contexts. An expected utility framework overcomes many of the weaknesses inherent in conventional customer satisfaction modelling and is used to assess the impact of product experience on switching decisions. Via a three-stage approach choice experiment, the impact of disconfirmations and satisfaction on after experience choices are analysed. Overall, the impact of disconfirmations on switching appears to be captured by measured satisfaction. However, switching is also dependent on the level of utility expected not only on satisfaction or disconfirmation.

NEGOTIATING NUTRITION WHILST LIVING DANGEROUSLY IN THE PREGNANT BODY: CAN MARKETING HELP?

Jayne Krisjanous (Victoria University of Wellington), jayne.krisjanous@vuw.ac.nz
Peter Thirkell (Victoria University of Wellington), Maralyn Foureur (University of Techology Sydney)

Pregnancy is a time where women are likely to alter or adapt their health behaviour to provide “safe passage” for themselves and their developing baby. Health communicators work with other disciplines to ensure that women receive accurate and appropriately timed messages about nutrition in pregnancy. This paper reports the results of a qualitative study that examined the nutritional health lifestyles of a group of women expecting the birth of their first baby. A key finding was respondent’s ever present awareness of potential danger in many foods and the impact on their daily life. The paper concludes with recommendations for marketers in order to assist women achieve their pregnancy nutrition goals.

CUSTOMER CONFUSION CAUSED BY PRODUCT VARIETY

Sabine Kuester (University of Mannheim), kuester@bwl.uni-mannheim.de
Sebastian Buys (University of Mannheim)

Due to ever increasing product lines customer confusion becomes a serious problem for customers and companies alike. It can trigger unfavorable customer behavior leading to negative economic consequences for companies. Despite its importance literature on this topic is scarce. Analyzing experimental data of 1,128 consumers we demonstrate among others that an increasing product line size causes customer confusion. Furthermore, we found customer confusion being a mediator of the negative impact of product line size on purchase intention and word of mouth intention. Finally, we identified tools which reduce customer confusion. Our research has implications of utmost importance for research and practice.

CONSUMER-BASED FASHION EQUITY: A NEW CONCEPT TO UNDERSTAND AND EXPLAIN FASHION PRODUCTS ADOPTION

Caroline Le Bon (University Paul Cézanne in Aix Marseille - IAE), caroline.lebon@gmail.com
Dwight Merunka (University Paul Cézanne in Aix Marseille - IAE & Euromed Management)

Fashion products adoption and diffusion challenge current knowledge about why and how these products appeal to consumers despite constantly varying attributes and functionalities. Little is known about how fashion trends impact fashion products perception and stimulate their adoption. Beyond mere product newness which might favour adoption, we introduce the concept of fashion equity to explain the value added by fashion to the products to which it applies. We develop an analogy between fashion equity and brand equity to provide a new explanation on fashion products adoption. We use Keller’s (1993) conceptual model of brand equity to justify our approach and the hypotheses proposed. A qualitative research allows to confirm fashion equity values.

LOCATION! LOCATION! LOCATION! "WHY I LIVE HERE"

Christina Lee (Monash University), ckclee@gmail.com
Denise Conroy (University of Auckland), Deborah Levy (University of Auckland)

The purpose of this paper is to explore how suburbs reflect distinct identities with which residents and potential residents have high levels of identification. This is a preliminary exploration using eight unstructured interviews with real estate agents who provided their expert opinions on the distinctive characteristics of different Auckland suburbs, and their residents. Results suggest that suburbs do have diverse identities, and these tend to be reflected in the residents who live in them. Future research is suggested to study the recent and long-term residents of these suburbs to better understand how their values and personalities meld to form a high degree of identification with the suburb in which they live.

PREFERENCES FOR TV CONTENT GENRE: WHAT SYDNEY VIEWERS WANT

Geoffrey Lee (University of Western Sydney), g.lee@uws.edu.au
Robyn McGuiggan (University of Western Sydney)

The proliferation of television channels and alternative entertainment sources make establishing, maintaining and expanding television viewer market share increasingly difficult. Based upon 'models of choice', this exploratory study seeks to identify a relationship between Australian viewer preferences for content genre and viewer demographics. A survey of 427 Sydney adults explored preferred content genre and satisfaction levels to identify unmet needs by market segment. Simple discriminant analysis and explorative factor analysis identified seven dimensions of preferred genre. ANOVA testing of preferred genre and respondent characteristics identified age and education as statistically significant.

THE PORTION-SIZE EFFECT: THE IMPACT OF INCREASING PORTION-SIZE OPTIONS ON FOOD CONSUMPTION VOLUME

Jing Lei (University of Melbourne), jingleiworld@hotmail.com
Tripat Gill (University of Ontario Institute of Technology)

In a series of experiments we found that the choice for larger portion-sizes of food increased as the number of available options increased. Specifically, the "large" portion-size was chosen more often when an "extra large" option was added to the set of "small", "medium" and "large" options. Conversely, the choice for the "medium" portion-size decreased with increasing options. We term this effect the "portion-size effect" and demonstrate it in the context of both healthy (e.g., chicken salad) and unhealthy (e.g., chicken nuggets) food choices. Paradoxically, we show that the portion-size effect is stronger for healthy food choices and among consumers with high health-consciousness.

MOBILE PHONE MARKETING: CHALLENGES AND PERCEIVED ATTITUDES

Sandra Luxton (Monash University), Sandra.Luxton@buseco.monash.edu.au
Umer Mahmood (Monash University), Carla Ferraro (Monash University)

The global mobile phone market is fast-growing, and given their high penetration rate, mobile phones are emerging as a significant marketing medium. This conceptual paper makes an important contribution by adding to current understanding of this field. The research objective was to identify the critical issues faced by mobile phone marketers and key factors that influence consumer attitudes. The key drivers of consumer attitudes toward mobile marketing are posited as perceived entertainment, credibility, reward, technological familiarity, and message frequency. Consumer shopping orientation is posited to act as a mediator, and age, gender and education also have an influence. The authors are currently undertaking an empirical study to verify these propositions, the results of which will be presented at the conference.

AUSTRALIAN GUN OWNERS: AN ENDANGERED SPECIES

Martin MacCarthy (Edith Cowan University), m.maccarthy@ecu.edu.au

Consuming guns in Australia is under threat from a number of areas. This paper is part of a larger long-term study exploring firearm motives and social interaction. Nine years of ethnographic research revealed the complex pressures on and against Australian firearm ownership. Specifically, impacts such as changing societal values (including regulation), world cultural influence, media manipulation of firearm coverage, the effects of ageing on club membership and the effects of youth values. The combination of these impacts results in firearm consumers becoming more anachronistic and alienated over time. Given the macro nature of these impacts this niche consumer enclave is largely powerless to influence what is essentially the inexorable process of cultural change.

INTERACTION VALUE: AN INVESTIGATION OF CONSUMER PERCEPTIONS OF THE CONSUMER-FIRM INTERACTION

Emma Macdonald (Cranfield University), emma.macdonald@cranfield.ac.uk
Mark Uncles (University of NSW)

Presented is an investigation of consumer expectations of marketing and the impact on outcomes of consumer-firm interaction. Two questions are considered: what are the relationships between consumer savvy and perceptions of value in interacting with the firm (RQ1), and are these effects moderated by product characteristics (RQ2)? A factorial experiment is conducted using a survey of online panel members (n=187). Compared to Low SAVVY consumers, High SAVVY consumers believe in attending to the interaction with the firm and that such interaction is good use of their time. No significant hedonic, utilitarian, high-tech or low-tech product moderator effects are identified. These conclusions are reached using the 19-item SAVVY scale to distinguish between low/high savvy consumers and by presenting contrasting vignettes.

COMPARING THE TEMPORAL STABILITY OF BEHAVIORAL INTENTION, BEHAVIORAL EXPECTATION, AND IMPLEMENTATION INTENTION

Harryadin Mahardika (Monash University, BUSECO),
harryadin.mahardika@buseco.monash.edu.au
Michael Ewing (Monash University), Dominic Thomas (Monash University)

This paper aims to compare the predictive performance and temporal stability of behavioral intention, implementation intention, and behavioral expectation. The discussion is developed around the role of behavioral expectation and implementation intention to overcome behavioral intention's temporal instability and inconsistent predictive performance. Two propositions resulted from the discussion will be tested in a longitudinal study. The findings of this research will indicate the best immediate antecedent of behavior to be used in different stages of consumers' purchase decision.

VIRTUAL PRODUCT PLACEMENT: EXAMINING THE ROLE OF INVOLVEMENT AND PRESENCE IN SECOND LIFE

Parisa Mahyari (Queensland University of Technology), p.mahyari@qut.edu.au
Judy Drennan (Queensland University of Technology), Kerri-Ann Kuhn (Queensland University of Technology)

This paper examines the effect of individuals' involvement with Second Life (SL) on their experience with product placement (PPL). It also examines the impact of product placement experience on perceived product placement effectiveness and the role of presence in affecting this relationship. An exploratory study was conducted using semi-structured interviews face-to-face and online. The sample comprised 24 active Second Life users. Results indicate that high involvement with Second Life leads to a more positive experience with product placement. The more positive the product placement experience, the higher the perception of product placement effectiveness. Finally, higher levels of presence have a positive effect on the relationship between experience and perceived effectiveness. Further, the model developed from this qualitative study is presented.

HOW THINKING STYLES MODERATE THE ATTRACTION EFFECT

Wen Mao (Monash University), wen.mao@buseco.monash.edu.au
Harmen Oppewal (Monash University)

The attraction effect is the phenomenon that in a choice set with two products, the relative choice share of these products changes if a third, inferior (or decoy) product is added to the set. The effect has been consistently demonstrated over the years. Researchers in marketing generally have assumed that the attraction effect applies across the population. This paper demonstrates that the effect only appears for consumers who substantially engage in experiential and intuitive thinking, a thinking style measured by the Rational-Experiential Inventory (REI). It thus demonstrates an important boundary condition of the attraction effect and reinforces the need to be cautious when generalizing findings from behavioural research to the wider population.

MOTIVATION, ABILITY AND THE INFLUENCE OF NUTRITION INFORMATION FORMATS

Ninya Maubach (Massey University), ninya.m@gmail.com
Janet Hoek (University of Otago), Benjamin Healey (Inquisio Ltd.), Philip Gendall (Massey University), Duncan Hedderley (Crop and Food Research)

Placing nutrition information on food packages assumes consumers have the motivation and ability to use this, and that they will act on the information provided. However, because its format is not easily accessible, even skilled consumers often do not use nutrition information. This study used an online stated preference choice experiment to explore whether alternative front of pack labels could compensate for differences in motivation and ability. The findings suggest that discriminative stimuli, such as traffic light labels, counterbalance lower levels of motivation and numeric ability, and promote better differentiation between healthy and less healthy products. Use of easily recognised visual heuristics in labelling may reduce differences in motivation and numeric ability, and could also help reduce health disparities.

THE ADOPTION OF SOLAR WATER HEATING: EXPLORING THE NEW ZEALAND CASE

Andrew Murphy (Massey University), a.j.murphy@massey.ac.nz
Michael Donoghue (Massey University)

Concern over the stability and sustainability of electricity generation in New Zealand has highlighted the need for alternative production, with particular interest in solar water heating (SWH) should it prove a reliable and cost-effective option. This study explores the adoption of SWH using Rogers' (2003) typology. Questionnaires were received from 148 home occupiers (88% owners) around the country, of whom only 4 (2.5%) currently use SWH. Respondents indicate that SWH is compatible with their values and needs, but cost and the permanence of installation are barriers to greater uptake. Adoption could be increased through independent advice prior to purchase; transferable technology; spreading payments over time; and providing a trial at minimal cost.

EXTREMENESS EFFECTS IN SINGLE AND MULTI-CATEGORY CHOICE

Nico Neumann (Australian School of Business, UNSW), nico.neumann@gmail.com
John Roberts (The University of New South Wales), Pamela Morrison (The University of New South Wales)

We investigate a specific behavioural context by analysing the impact of multi-category choices made under a limited budget that consumers must allocate to several products (including an outside good), relative to single category choices. Our interest is in extremeness effects, i.e. extremeness aversion or extremeness seeking. To understand the conditions that might lead to the extremeness effect, we study the impact of product and consumer covariates within the tested context. Our study demonstrates that individuals' choices in both single and multi-categories are driven by the level of cognitive involvement, product differentiation, the consumer's quality consciousness, and the demographic factors of age and gender. We find that consumers facing a multi-category choice situation are more likely to purchase an intermediate product.

EXAMINING THE INFLUENCES OF INTENTIONS TO PURCHASE GREEN MOBILE PHONES AMONG YOUNG CONSUMERS: AN EMPIRICAL ANALYSIS

Serena Ng (University of Melbourne), serng@unimelb.edu.au
Angela Paladino (University of Melbourne)

This article is the first to examine various determinants of green consumption behaviour of eco-friendly mobile phones. Specifically, using the theories of reasoned action and planned behaviour, it examines subjective norms, attitudes, perceived behavioural control, environmental concern, altruism, risk aversion, price consciousness, product involvement, branding and environmental knowledge and their relationship with purchase intentions, among young consumers. The mediation effects of subjective norms, attitudes and perceived behavioural control on these variables and purchase intentions were also assessed. A significant relationship was found between subjective norms, attitudes, product involvement, objective environmental knowledge and purchase intentions. No mediation effects were found. These findings are of practical value to green marketers, allowing them to design marketing initiatives accordingly.

STADIUM ATTENDANCE: WHAT KINDS OF EXPERIENCES ARE SOME SPECTATORS LOOKING FOR WHEN THEY ATTEND A RUGBY GAME? AN EXPERIENTIAL PERSPECTIVE

Michael Paterson (Victoria University, Wellington), michael.paterson@tsbbank.co.nz
Micael-Lee Johnstone (Victoria University, Wellington)

Understanding game attendance behaviour has become a priority for sports marketers because, like other businesses, sports organisations are competing for limited leisure dollars in today's uncertain environment. The purpose of this exploratory study was to gain a greater understanding of how spectators' stadium experiences influence attendance behaviour. Focus group interviews took place, and thematic analysis was used to analyse the data. The findings revealed that seating restrictions, highly visible security personnel, and the overall homogeneous atmosphere of some stadiums affected participants' experiences. However, the stadium can also be viewed as a 'third place': a place to feel connected.

ANGEL OR DEVIL? THE INFLUENCE OF VIRTUAL TESTING ENVIRONMENT ON PRODUCT EVALUATION

Ling Peng (Lingnan University), 12peng@ln.edu.hk
Yongfu He (Monash University), Yongfu.He@buseco.monash.edu.au

While new product evaluation testing plays a pivotal role in NPD process, there is little empirical evidence on the influence of virtual testing environment on the evaluation results and the data quality. The present study addressed this gap in the literature by using a split sample on-line concept testing like study to compare the testing results in traditional and virtual environment for five heterogeneous innovations. The findings indicate that both traditional and virtual testing environment yield identical evaluation scores, while the latter provides better quality of data given the same sampling design. Early concept or product tests therefore may be carried out in a more realistic testing environment using virtual techniques to substantially enhance the quality of testing data.

WHO AND WHY? DEMOGRAPHIC AND PSYCHOGRAPHIC DIFFERENCES BETWEEN CONSUMERS WHO HAVE ALTERED THEIR SHOPPING BEHAVIOUR DURING A RECESSION AND THOSE WHO HAVE NOT

Robin Pentecost (Griffith Business School), r.pentecost@griffith.edu.au
Lynda Andrews (Queensland University of Technology)

Research suggests that people differ in terms of changing their shopping behaviour during a recession. This paper reports on a preliminary descriptive study assessing what influences those consumers who have altered their shopping behaviour during such times. Driving the alteration of shopping behaviour were both demographic (age, gender, education, and nationality) and psychographic variables (attitudes, and head vs. heart decision making). Overall, the findings show that there are statistically significant differences between the two groups' that marketers can address in their marketing strategies during the recession.

ASSESSING VARYING INTENSITIES OF PERSONAL NOSTALGIA ON EMOTIONS

Ian Phau (Curtin University of Technology), Ian.Phau@cbs.curtin.edu.au
Christopher Marchegiani (Curtin University of Technology)

This research provides insight into the emotions of respondents experiencing varying intensities of Personal Nostalgia. This is unique as prior research takes only a unified view of nostalgia with no distinction regarding the specific nostalgic response type. The intensity of Personal Nostalgia required to significantly influence various emotions is examined using experimental research design and 514 respondents exposed to advertising. Six emotions related to Personal Nostalgia are examined with respondents divided into three intensity groups. Mixed results occur with some emotions significantly changing under varying intensity levels, while other emotions have no significant change. Overall, reaching a high level of Personal Nostalgia is indicated as a worthwhile goal for marketers as positive emotions significantly rise.

FACILITATING CONDITIONS AND SOCIAL FACTORS AS PREDICTORS OF ATTITUDES AND INTENTIONS TO ILLEGALLY DOWNLOAD

Ian Phau (Curtin University of Technology), Ian.Phau@cbs.curtin.edu.au
Min Teah (Curtin University of Technology), Michael Lwin (Curtin University of Technology)

This study investigates the factors influencing downloading behavior of young consumers by examining their attitudes and intentions to download movies and TV series through Peer to Peer (P2P) networks. Regression analysis using data collected from 234 respondents revealed that both facilitating conditions and social factors were significant predictors of attitudes and intentions to download. These results have provided several insightful implications for marketers and policy makers in formulating strategies. New directions for future studies are also discussed.

TO WRAP OR NOT WRAP? WHAT IS EXPECTED? SOME INITIAL FINDINGS FROM A STUDY ON GIFT WRAPPING

Elizabeth Porublev (Monash University), elizabeth.porublev@buseco.monash.edu.au
Jan Brace-Govan (Monash University), Stella Minahan (Deakin University), Chris Dubelaar (Bond University)

This paper aims to explore and discuss the expectations surrounding the decision to wrap a gift. Gift wrapping can enable an object to be turned into a gift through the development of new meaning that symbolises it as a gift. There are two key expectations surrounding the use of gift wrapping. The first expectation is that receivers prefer gifts to be wrapped and the second expectation is that the gift meets individual and social expectations of what a gift should look like. Data was gathered using three qualitative techniques; observation, interviews and projective workshops. These initial findings form part of a larger research study into gift wrapping.

SOCIO-PSYCHOLOGICAL DRIVERS OF INTERNET TRANSACTION BEHAVIOUR: AN EMPIRICAL ANALYSIS

Lennora Putit (Universiti Teknologi MARA), lennora633@salam.uitm.edu.my

Studies and interest on human behaviour in relation to technology adoption have been increasing over the past decade. This study further investigates the socio-psychological impact of consumers' personal attitudes, social influences, and perceived control on their intention to adopt Internet transaction behaviour, in particular, retail travel within a developing nation. A non-random sampling of adult consumers was conducted over a three month period by using self-administered survey questionnaires. The findings reveal that respondents generally have positive attitudes towards carrying out Internet travel transactions and have the necessary control over such activities. Social influences however, do not affect consumers' acceptance of Internet transaction behaviour. Several theoretical and managerial implications could be further observed from this study.

EXPLORING GENDER DIFFERENCES ON GENERATION Y'S PURCHASE INTENTIONS OF PROTOTYPICAL AND ME-TOO BRANDS

Vanessa Quintal (Curtin University of Technology), Vanessa.Quintal@cbs.curtin.edu.au
Ian Phau (Curtin University of Technology), Daniel Sims (Curtin University of Technology)

The current study examines gender differences on Generation Y's self-confidence, perceived quality, extrinsic cues, perceived risk and purchase intentions of prototypical and me-too brands. A pen and paper survey was administered to 348 students at three Australian universities. Males held significantly higher perceived social/physical and financial/performance risks than females for the prototypical brand. Males also demonstrated significantly higher perceived social/physical and time risks than females for the me-too brands. However, males had significantly higher self-confidence in both the prototypical and me-too brands, and also higher purchase intentions for the me-too brands than females. Understanding the factors underlying Gen Y's consumer behavior is important due to their considerable consumption potential and the increasing sophistication of brands in the marketplace.

ATTITUDE TOWARDS TV ADVERTISEMENTS: THE CASE OF THE BANGLADESHI TWEEN-AGERS

Mohammed Razzaque (The University of New South Wales), ma.razzaque@unsw.edu.au

Following the footsteps of their counterparts in other countries, most marketers in Bangladesh have been targeting their advertisements to ‘tweenagers’ with a view to promote a range of consumer products. This paper presents the results of an exploratory study of these children’s attitude toward TV advertisements in Bangladesh and reveals that tweenagers in Bangladesh are well aware of various dimensions of advertisements that influence desire to purchase.

INDIAN RESTAURANTS AND SYDNEYSIDERS: A PERCEPTUAL STUDY

Mohammed Razzaque (The University of New South Wales), ma.razzaque@unsw.edu.au

Multi-culturism of the contemporary Australian society is well reflected in the diversity of ethnic cuisines available here. This study examines how Australian consumers perceive the quality of food and service in Indian restaurants in Sydney. Findings reveal that perceptions of various ethnic groups have similarities as well differences of likings as well as dislikes.

BROTHERS IN PAINT: PRACTICE-ORIENTED INQUIRY INTO A TRIBAL MARKETPLACE CULTURE

Joonas Rokka (Helsinki School of Economics)
Joel Hietanen (Helsinki School of Economics), joel.hietanen@hse.fi
Kristine de Valck (HEC School of Management, Paris), Sammy Toyoki (Helsinki School of Economics), Antti Sihvonen (Helsinki School of Economics)

The objective of this paper is to explore what opportunities and challenges the emerging practice-oriented approach would open up for conceptualizing tribal consumer culture and marketplace dynamics. Drawing on Schatzki’s theorization of the ‘site of the social’, tribal marketplace culture and change are examined based on a multi-sited ethnography of consumer tribes gathered around the extreme sport of paintball. Thus, the tribal marketplace culture or the ‘site of the tribe’ becomes conceptualized as a nexus of practices and material arrangements; a specific context of human and non-human co-existence where social life and the marketplace transpires. Additionally, it is proposed, that ‘tribal practices’ should be considered as constantly evolving in accordance with the site.

CHANNEL CONFIGURATION AND MARKET OUTCOMES IN REAL ESTATE MARKETS

Kristin Rotte (University of New South Wales), kristinr@agsm.edu.au
Murali Chandrashekaran (University of New South Wales)

We examine consumer welfare implications of 'dual agency' in real estate markets by developing a pricing model that incorporates two key sources of heterogeneity: (a) among sellers and buyers, respectively, in the extent to which they approach the home sale from 'above' and 'below' the latent value of the house, and (b) among agents in where they anchor buyers when arriving at a final sale price. Analysis of Multiple Listing Service data from the US supports the theorizing, and estimates that an average buyer represented by a dual agent pays over $16,000 more for a house than one represented by a non-dual agent.

THE LINGERING EFFECTS OF INVALIDATED INFORMATION ON BRAND ATTITUDE

Julian Saheed (University of Melbourne)
Brent Coker (University of Melbourne), bcoker@unimelb.edu.au

Consumers often hear distorted or untrue information about brands. As new information about a brand is processed, consumers may adjust their evaluation accordingly, with negative information lowering evaluations, and positive information raising evaluations. In an experiment, this research empirically tests what happens to consumers' attitudes towards a brand when affective cognitions are invalidated. This research argues that consumers are more averse to negative encoding than positive encoding, which leads to an incomplete attitude adjustment in a positive to negative direction, but not in a negative to positive direction. Consistent with the continued influence effect, the results find evidence in support of this prediction.

PERSONALITY INFLUENCES ON MOBILE PHONE USAGE

Kamran Siddiqui (University of Management and Technology), kamran@umt.edu.pk
Irfan Mirza (University of Management and Technology), Farhan Awan (University of Management and Technology), Ahmad Hassan (University of Management and Technology), Munazza Asad (University of Management and Technology), Salman Zaheer (University of Management and Technology)

The study examined the relationships between personality factors/facets and mobile phone usage styles. Using a sample of university students (N = 230), consistent support was found as regards the influences of personality traits on mobile phone usage style. The personality facets (factors) Liberalism (Openness) and Morality (Agreeableness) emerged as major predictors for Trendy usage of mobile phone. Trendy users prefer latest technology, posh mobiles, and value-added services and prefer an internet connection. Three personality facets Self-efficacy (Conscientiousness), Cheerfulness (Extraversion), and Excitement (Extraversion) were found related to Addictive users of mobile who generally use more mobile phone as compared with others. Finally, Thrifty use was explained by the facets Morality (Agreeableness), Gregariousness (Extraversion), and Cooperativeness (Extraversion).

BRAND PURCHASING AMONGST OLDER CUSTOMERS IN JAPAN

Jaywant Singh (Kingston University), j.singh@kingston.ac.uk
Mari Maeda (BASES, Japan)

The older customer segment is growing in most developed economies, more so in Japan. This study investigates brand choice by mature Japanese consumers in fmcg categories. Juster probabilities are used as input into Dirichlet model. Brand performance measures such as penetrations, buying frequency and sole buying are analysed. Our findings reveal new insights about brand purchase behaviour of mature consumers. We found similarities between brand purchase of younger and older consumers. We found no differences in the Double Jeopardy trend across age groups. Our study empirically generalises previous results and calls for more studies in other countries for this crucial consumer segment. The results have implications for marketers, in marketing decision-making for global brand positioning and at the segment level.

SOCIAL INTERACTIONS AFFECTING PURCHASE INTENTIONS

Felicity Small (Charles Sturt University), fsmall@csu.edu.au

This paper contains the results of a quantitative study on the influence of social interactions on the buying intentions of consumers. The social interactions used in this research were social comparisons, impressions management and self-image congruence. The social interactions and purchase intentions were analysed using structural equation modelling. The results indicate that impressions management has the strongest impact on the purchasing intentions. The consumer's self-image congruence and social comparisons also have a moderate positive impact on buying intentions. The results suggest that marketers need to focus on highlighting the social meaning of the product because consumers intend to purchase the products that will help them to present their self and social image in order to get a specific desired response.

THROUGH THE EYES OF CHINESE: THE THEORY OF PLANNED BEHAVIOUR AND CHINESE CONSUMER BEHAVIOUR IN RELATION TO AUSTRALIAN PRODUCTS AND SERVICES

Joanne Smith (University of Exeter), j.r.smith@exeter.ac.uk
Shuang Liu (University of Queensland), Peter Liesch (University of Queensland), Cindy Gallois (University of Queensland), Yi Ren (University of Southern Queensland), Stephanie Daly (Middle Kingdom (Aust.) Pty Ltd)

An expanded theory of planned behaviour (TPB) model was used to examine the influence of attitudes, subjective norms, perceived behavioural control, self-identity, and past behaviour on Chinese consumers' intention to purchase Australian products and/or services. Data were obtained via an electronic survey completed by 3,171 respondents in China. Hierarchical multiple regression analyses revealed support for the ability of the expanded TPB model to predict Chinese consumers' intentions to purchase Australian products and services. Specifically, attitudes, subjective norms, perceived behavioural control, self-identity, and past behaviour all predicted purchase intentions.

ELECTRONIC WORD-OF-MOUTH: AN EXPLORATION INTO THE WHY, WHAT, AND HOW

Budi Soetarto (University of Western Australia), soetab01@student.uwa.edu.au
Kenneth Yap (University of Western Australia), Jill Sweeney (University of Western Australia)

This paper examines how the motivations of consumers to engage in electronic word-of-mouth (eWOM) impact the cognitive and affective qualities of their eWOM message. Data were collected from a survey and a usable sample of 201 was obtained. Regression analysis was used to test the model. Results show what for positive eWOM, four motivations had significant relationship with cognitive and affective aspects of the eWOM message. In contrast, with negative eWOM, only two motivations were significantly linked to both cognitive and affective elements of the message. Cognitive and affective aspects were both found to be positively related to message effectiveness.

EXPLORING CHINESE CONSUMER'S PERCEPTIONS OF USING NEW MOBILE TECHNOLOGY: A QUALITATIVE STUDY

Jinzhu Song (QUT), j5.song@qut.edu.au
Judy Drennan (QUT), Lynda Andrews (QUT)

This study examines the case of Chinese consumer's intention to adopt the upcoming mobile technology, 3G. The qualitative study involved 45 in-depth interviews undertaken in three major Chinese cities to explore what perceptions, beliefs and attitudes will influence their decisions about adopting 3G. Perceived beliefs about using 3G technology were found to be important determinants. Additionally, there was evidence of influences from their social network that could motivate the adoption behaviour, as well as influences from the secondary information sources, such as the media and the Internet. Finally, some constraints were identified that may inhibit Chinese consumers' adoption of this technology.

DIFFERENT WORD-OF-MOUTH STYLES: A CLUSTER ANALYSIS OF POSITIVE SENDERS

Geoff Soutar (University of Western Australia), gsoutar@biz.uwa.edu.au
Jill Sweeney (University of Western Australia), Tim Mazzarol (University of Western Australia)

Despite WOM's recognition as an important means of communication, little research has examined WOM content or delivery. A recent exception is Sweeney et al. (2008), who conceptualised a three dimensional WOM construct, including content and delivery descriptors and developed a 12-item scale to measure these dimensions. The multidimensionality of the scale raises questions as to patterns in WOM messages (e.g. are some messages higher in rationality rather than emotionality or the reverse?). When people were asked to about a WOM message they had given, four distinct message groupings were uncovered. Differences in the groups' various motivations, situational and demographic characteristics were found that are likely to assist managers understanding how customers generate different types of WOM.

SYMBOLIC CONSUMPTION AND CONSUMER IDENTITY: AN APPLICATION OF SOCIAL IDENTITY THEORY TO CAR PURCHASE BEHAVIOUR

Liza-Jane Sowden (Tourism Tasmania), liza-jane.sowden@tourism.tas.gov.au
Martin Grimmer (University of Tasmania)

This study applies Social Identity Theory (SIT) to consumer behaviour, and examines how individuals use the product category of cars as a mechanism to create and maintain their social identity. Five car dealership managers and 22 new car owners were interviewed, and 85 new car owners were administered a quantitative survey. Participants did undertake social identification based on car ownership. SUV owners, in particular, identified with their ownership in-group more than other car owners. Cars were used for purposes of social categorisation and for esteem-enhancement.

EXPLORING ON-LINE SHOPPERS PREFERENCES FOR AUSTRALIAN AND FOREIGN SOURCED APPAREL

Marion Steel (RMIT University), marion.steel@rmit.edu.au
Sheau Ho (RMIT University)

This paper investigates Australians perception about online shopping with specific regard to Country of origin (COO) effects. Drawing on research on consumer perceptions of shopping online and the possible influence of COO effects, this pilot qualitative study investigates the experiences of consumers who have bought apparel and accessories online. This research finds key differences between experienced online shoppers and recent adopters. Experienced users perceived foreign sources as providing more options with lower prices. Recent adopters of online shopping were more likely to be influenced by the product source. However, all users considered a number of factors when purchasing via the Internet, namely quality, delivery, security and privacy. More specifically quality is perceived to be associated with country of origin.

FLOGGING IN BLOGS: WHAT DRIVES CUSTOMERS TO VENT THEIR COMPLAINT EXPERIENCES ONLINE?

Zuraidah Sulaiman (University of Sydney), zsul2103@uni.sydney.edu.au
Charles Areni (University of Sydney), Rohan Miller (University of Sydney)

This research refers to dissatisfied consumers posting negative complaints on blogs as “flogging”. It qualitatively content analyses the complaints flogged on a non-commercial website, and highlights all complaint channel breakdowns as experienced by both offline and online shoppers. The “open and axial coding” technique with no a priori categories is initially used and followed by “focused coding” where more data are analysed to further refine the categorization and definition of themes. The underlying themes or types of complaint channel failures obtained should shed understanding on existing problems faced by consumers with regards to complaint handling management.

MINI-SIZING CONSUMPTION OR WHETTING THE APPETITE? MANAGERIAL INSIGHTS ON SACHET MARKETING STRATEGIES OF CONSUMER GOODS COMPANIES

Joseph Sy-Changco (University of Macau), JosephS@umac.mo
Chanthika Pornpitakpan (University of Macau), Ramendra Singh (Indian Institute of Management, Ahmedabad)

Little is known about how companies adopt sachet marketing strategies to adapt to the burgeoning demand from consumers. This study involves in-depth interviews with five marketing managers of multinational consumer-goods companies in the Philippines (namely, Nestlé, Johnson & Johnson, hereafter referred to as J&J, Procter & Gamble, hereafter referred to as P&G, and L'Oréal) to provide managerial insights on how consumer-goods companies adopt and adapt their strategies in order to successfully market sachets in emerging markets. The managerial insights derived from these interviews suggest that companies use sachet marketing to increase product trials and deliver value across market segments while achieving product line balance, meeting environmental concerns, seeking cooperation from channel members, and managing promotional outlays.

SOCIAL STRUCTURES OF A CONSUMER'S ECONOMY: IT ADOPTION AND CONSUMPTION OF THREE DIFFERENT CULTURAL CAPITALIST CONSUMERS

Sherman Ting (Monash University), sherman.ting@buseco.monash.edu.au
Chris Dubelaar (Bond University), Linda Dawson (Monash University)

Extensive Information Technology adoption, acceptance and consumption research have typically focused too narrowly on technology adoption rates and drivers leading to technology adoption and acceptance. This paper discusses how understanding a consumer's unique portfolio of economic, cultural, social, educational, technological and political capital resources, proposed as the social structures of a consumer's economy, can reveal their approach and experience towards technology adoption and consumption, present and future. The adoption and consumption experiences of three technology consumers with different cultural capital volumes was compared to illustrate how the framework can be used by technology marketers to obtain new and rich insights into consumers' behaviours, and reinforces the important role of cultural capital in the proposed framework.

DO OLDER CONSUMERS DIFFER FROM YOUNGER CONSUMERS IN THEIR ATTITUDES, INFORMATION SOURCES AND STORE CHOICE IN THE AUSTRALIAN CLOTHING RETAIL MARKET?

Giang Trinh (University of South Australia), giang.trinh@marketingscience.info

This study examines whether older consumers differ from younger consumers in their attitudes, information sources and store choice in the Australian retail market. The study provides supported findings to previous research that older consumers choose products based on quality and brand name, and are less price conscious and deal prone than younger consumers. Older consumers tend to find information for fashion from newspapers rather than radio or television. However, the results also suggest alternative findings to previous research, older Australian consumers tend to spend less on luxury products than younger consumers. They are less fashion conscious and enjoy clothes shopping less than younger consumers. Additionally, this study found some differences between older and younger Australian consumers in their store choice.

CUSTOMER VALUE-IN-EXPERIENCE: THEORETICAL FOUNDATION AND RESEARCH AGENDA

John Turnbull (Macquarie University), john.turnbull@mgsm.edu.au

The perception of value is central to the satisfaction and loyalty of customers, and is therefore of great importance to organisations. Recent focus on the customer experience has led to the recognition that value, in its broadest sense, can be thought of as something experienced by customers rather than packaged and sold by companies. Customer perception of value over the entire course of the customer experience, or “value-in-experience”, is a relatively new concept that has received little research to date. This paper presents a theoretical foundation and proposed research agenda for this concept.

SUCCESSIVE EARLY ADOPTION OF TECHNOLOGY GENERATIONS: THE CASE OF VIDEO PLAYERS

Frank van Rijnsoever (Utrecht University), f.vanrijnsoever@geo.uu.nl
Harmen Oppewal (Monash University)

This paper presents a model predicting whether a consumer will be an early adopter of a new generation of video players. Predictors are ownership and adoption times of previous product generations. The model is specified as a logistic regression model and is fitted using survey data on home entertainment products collected from an online panel. The models predict the likelihood of early adoption well. Less diffused products are predicted best by ownership of the previous generations alone, while more diffused products are better predicted by the actual time of adoption of a previous generation. Further, recent generations are more predictive than older generations in predicting early adoption.

SOCIAL AND SITUATIONAL INFLUENCES ON CROSS-CATEGORY CONSIDERATION

Rob van Zanten (The University of Adelaide), rob.vanzanten@adelaide.edu.au
Mike Reid (RMIT University), Felix Mavondo (Monash University)

Cross-category consideration occurs when items from several product categories are perceived as substitutes for the same consumer need. Little is known about the circumstances in which cross-category consideration and choice are most (or least) likely to occur. This research shows that the social context of an anticipated consumption situation has an influence over the degree of cross-category consideration experienced by a purchaser. The social aspects examined in this research are (1) the salience of the reference group to the purchaser, and (2) whether the purchase is for the individual’s own consumption or to share. Alcohol beverages were chosen as the context for this research.

SECONDARY CONSUMER SOCIALISATION OF ADULTS

Torgeir Watne (Swinburne University of Technology), twatne@swin.edu.au
Linda Brennan (RMIT University)

This study investigates whether adult consumers' general predispositions towards consumption change as a result of social interaction with their adolescent children. To illustrate the concept of secondary consumer socialisation of parents by children 'Computer Related' and 'Small High-Tech' products were examined; assuming that children are likely to be more interested and better informed than their parents about these categories. The study used dyadic data analysis to investigate relationships and to assess the level of dyadic agreement about how adolescents influence their parents' consumption patterns. The findings suggest that both parents and children agree to a high level of influence and interaction about these product categories. However, the parent's interest and knowledge remains low for both categories compared with their children.

EXPLORING NEGATIVITY BIAS IN BRAND BELIEFS AND STATED BRAND SWITCHING PROPENSITY

Maxwell Winchester (Harper Adams University College), mwinchester@harper-adams.ac.uk
Tiffany Winchester (Harper Adams University College)

Negativity bias has been well studied by psychologists but limited research has been conducted on it in a marketing context. Given previous research, this exploratory study aims to examine whether there are any negativity bias effects in brand beliefs and whether there is any influence on stated brand switching propensity amongst current users of a brand. The results suggest that there is a negativity bias evident in brand image data

MATERIALISTIC TENDENCIES: MATERIALISM AND PSYCHOLOGICAL WELL-BEING IN AN AUSTRALIAN ADULT SAMPLE

Lydia Windisch (Monash University), Lydia.Windisch@buseco.monash.edu.au
Sean MacDermott (University of Ballarat)

Current marketing efforts are looking to encourage sustainable consumption and reduce over-consumption. The effect of materialistic values on the wellbeing of the individual consumers has received limited attention from any academic discipline. To examine the effects of materialism in more detail, 320 Australian adults completed the Material Values Scale, Loneliness Scale, and Life Regard Index. Males reported higher levels of Materialism than females. All females were adversely affected by increased materialism, but this effect was especially pronounced for females who reported higher levels of loneliness. In contrast, males who reported lower levels of loneliness appeared to have their perceived quality of life most adversely affected by increased materialistic values. Implications for the development of gender-specific sustainable consumption strategies are discussed.

FAMILY COMMUNICATION PATTERNS AND CHILDREN'S INFLUENCE ON FAMILY DECISION MAKING

Tai Wut (University of South Australia), edmundtmwut@yahoo.com.hk
Ting-Jui Chou (Renmin University of China)

World economy has changed significantly in past decades. Parents usually come out to work and family communication pattern expecting to be changed. The aim of this paper is to investigate the relationship between family communication patterns and children's influence on family decision making. It has been shown that children have more influence for pluralistic families on the choice stage than protective families and there is no significant difference between pluralistic and protective communication types for children's influence in the decision stage.

A CONCEPTUAL FRAMEWORK OF THE CAUSES AND CONSEQUENCES OF THE PRIVACY PARADOX

Jo En Yap (RMIT University), joen.yap@rmit.edu.au
Michael Beverland (RMIT University), Liliana Bove (University of Melbourne)

Recent studies have found that although consumers express their intentions to withhold personal information, they will nevertheless disclose personal information when requested. This has been labelled the 'privacy paradox'. The objective of this paper is to explain why this paradox occurs and identify its possible consequences. We propose that the privacy paradox is the result of low perceived behavioural control, desire for immediate gratification and habit/routinization of disclosure behaviour. Possible consequences of the privacy paradox include: a change in consumers' attitudes towards the disclosure situation, inertia or exacerbated privacy concerns. This paper contributes to a better understanding of the relationship between consumer privacy concerns and disclosure behaviour.

AGE & ETHICS: AN EXPLORATORY STUDY INTO THE INTENTION TO PURCHASE ORGANIC FOOD

Juliette Anich (RMIT University), juliette.anich@student.rmit.edu.au
Christopher White (RMIT University)

This paper explores the relationship between two models of behaviour: the theory of planned behaviour; and the self determination theory, to develop insights into ethical consumption, specifically organic food shopping. It was found age is a key variable that influences a consumers' intention to purchase. This has implications for how marketing strategies are developed in order to influence consumption of goods based on ethical considerations. Specifically, it appears that when targeting young people, it is important to establish ethical attitudes that are rewarded consistently. For older people, it may be necessary to develop strategies for overcoming 'ethical fatigue' by appealing to their need for autonomy and subjective norm compliance.

ENHANCING OR INHIBITING ADVERTISING'S SUSTAINABILITY: AN OVERVIEW OF ADVERTISING STANDARDS ORGANISATIONS IN AUSTRALIA

Robert Crawford (University of Technology, Sydney), Robert.Crawford@uts.edu.au
Ruth Spence-Stone (University of Technology, Sydney)

The Advertising Standards Board (ASB) and its predecessor, the Advertising Standards Council (ASC), have been responsible for regulating advertising content in Australia since 1974. Research on these bodies has highlighted their respective operations, but it has inadequately investigated their impact on the industry's public image. The completion of the ASB's first decade of operations provides an opportunity to compare the structures and decisions of both organisations and the balance they have struck between the interests of industry and those of the public. In addition, this paper presents new research on public attitudes towards advertising and its regulation. The findings raise questions as to the sustainability of the current approach to self-regulation in Australia.

WHEN ETHICAL CONSUMERISM RESULTS IN PUNITIVE ACTION: A THIRD-PARTY JUSTICE PERSPECTIVE ON ATTRIBUTION OF RESPONSIBILITY

Elizabeth Dunlop (Charles Sturt University), edunlop@csu.edu.au
Mark Farrell (Charles Sturt University)

This paper provides a preliminary examination of consumer reactions as third-party observers, to ethically questionable firm behaviours. From a justice perspective, a consumer as a third-party observer can make judgements about the fairness and equity of an interaction between a firm and another stakeholder, and take action to restore that fairness. Ethical consumerism literature predominantly focuses on consumer punishment through purchasing behaviour, while it is argued here that consumers can express punishment through a variety of avenues. As a preliminary piece of a larger project, this paper develops tentative propositions on attribution of responsibility, particularly the interaction of outcome severity and customer commitment. It is recommended that further empirical research investigate this important phenomenon.

THE ROLE OF ADVERTISING IN THE LEGITIMIZATION OF CSR ACTIONS: PROPOSITIONS AND A CONCEPTUAL FRAMEWORK

Francisca Farache (University of Brighton), ffads@brighton.ac.uk
Keith Perks (University of Brighton), Aidan Berry (University of Brighton)

Corporate Social Responsibility communication is an emerging field, with research focusing on corporate social disclosure mainly through websites and corporate reports. However, less is known about CSR advertising and further research is needed. Our paper aims to address this research gap to make a contribution by developing a set of propositions and conceptual framework to explain how corporations publicise their CSR print advertisements to legitimize their CSR actions. This provides future researchers with theorized propositions and framework to test and evaluate in an empirical study of CSR advertisements.

MARKETING TRANSGRESSIONS OF THE TRADE PRACTICES ACT: A HAZARD MODEL ANALYSIS

Aaron Gazley (Victoria University of Wellington), aaron.gazley@vuw.ac.nz
Ashish Sinha (University of New South Wales)

In Australia, while there has been a growing recognition of the need to examine ethical issues more closely, firms regularly engage in unethical or illegal behaviour (Wood and Callaghan, 2003). Notably, many firms appear to transgress marketing related laws, such as Australia's Trade Practices Act (1974) repeatedly. This paper was the first to use Hazard Models to analyse the rates of repeat transgressions of marketing law by Australian firms. The results show that most re-offending occurs within one year of a previous transgression and that Industry type, the ownership of the company and the number of previous offences impacts on the likelihood of repeat transgressions occurring.

"DAMAGES OF DOUBT" CONSUMER SKEPTICISM TOWARD ENVIRONMENTAL CLAIMS IN CHINA AND AUSTRALIA

Haodong Gu (The University of New South Wales), h.gu@unsw.edu.au
Pamela Morrison (The University of New South Wales)

Business enterprises are recognising the importance of, and thus becoming more involved in, environmental protection. Cognitive elaboration is widely used to predict the nature and the degree of consumer feedback towards corporate environmental claims. However, the national convergence or divergence of this elaboration, as well as the underlying reasons, is still unexplored in the literature. This paper investigates consumer skepticism in the cognition of environmental claims in China and Australia. The results indicate that Chinese consumers are more skeptical towards environmental claims made by companies. Consequently, Chinese consumers rely more on the motivational attribution and less on the consequence estimation than Australian consumers to portray the social responsibility image of the initiative launchers.

DISEASE AWARENESS ADVERTISEMENTS IN AUSTRALIAN MAGAZINES: AN ANALYSIS OF CONTENT AND COMPLIANCE

Danika Hall (Centre For Health Initiatives), dh14@uow.edu.au
Sandra Jones (University of Wollongong), Don Iverson (University of Wollongong)

In Australia, Direct to Consumer Advertising (DTCA) of prescription medicine is prohibited; however pharmaceutical companies can communicate directly with consumers via Disease Awareness Advertising (DAA). DAA can contain information about a disease including treatment information, but cannot mention the name of a particular product or brand. DAA is currently regulated by the industry body Medicines Australia (MA). In the current study, content analysis methodology was used to determine the extent and nature of DAA in popular Australian women's magazines which were monitored for 12 months. Findings relating to the use of visual appeals in the imagery and rational appeals in the text are presented and discussed, along with advertisements found to be in breach of the MA Code of Conduct.

DOES PRODUCT LABELLING EVOKE GUILT IN CONSUMERS?

Wesley Lim (Curtin University of Technology), wesleylzc@aol.com
Ian Phau (Curtin University of Technology)

This proposal presents a research model investigating the direct influence of types of advertising claims, brand credibility, and inferences of manipulative intent on guilt arousal. In addition, the framework also accounts for potential mediating and moderating relationships between these variables. This study is based upon the context of labeling in cereals and the outcome of the model relates to how informational content in labelling can potentially evoke guilt. Relevant literature and theories are discussed leading to a set of hypotheses. The potential significance of the study is also presented.

GREEN MARKETING COMMUNITIES AND BLOGS: MAPPING CONSUMER'S ATTITUDES FOR FUTURE SUSTAINABLE MARKETING

Edwina Luck (Queensland University of Technology), e.luck@qut.edu.au
Ayu Giyanti (Queensland University of Technology)

The last three decades have seen consumers' environmental consciousness grow as the environment has moved to a mainstream issue. Results from our study of green marketing blog site comments in the first half of 2009 finds thirteen prominent concepts: carbon, consumers, global and energy were the largest themes, while crisis, power, people, water, fuel, product, work, time, water, organic, content and interest were the others. However sub issues were also identified, as the driving factor of this information is coming from consumer led social networks. While marketers hold some power, consumers are the real key factor to possess influence for change. They want to drive change and importantly, they have the power. Power to the people.

NFC, MORAL POSITION, SOCIALISATION, AND ETHICAL DECISION-MAKING

Nicholas McClaren (Deakin University), Nicholas.McClaren@deakin.edu.au
Stewart Adam (Deakin University), Andrea Vocino (Deakin University)

Absolutism (deontology and teleology), moral relativism (individual moral position), and individual and environmental factors are at the crossroads of descriptive ethics research. For several decades, researchers have espoused teleological aspects, such as the punitive influence of codes of ethics, as managerial tools that enhance ethical conduct in organisations. The current study modelled the individual factors of need-for-cognition (NFC), individual moral position, and occupational socialisation as influences on the work-norms of marketers. The findings from a survey of marketers suggest that NFC influences the ethical idealism, professional socialisation, and work-norms of marketers positively. The research identifies that encouraging cognitive activities among marketers may be a useful alternative when developing appropriate deontological work-norms and decision-making under ethical conditions in marketing.

BUSINESS ETHICS FROM A HISTORICAL PERSPECTIVE

Bernard Mees (RMIT University), bernard.mees@rmit.edu.au

This paper proposes four periodisations in the history of Western business ethics and provides a sketch of the main features of each. Each period produced different styles and forms of discourse, even the earliest of which sometimes still inform business practice today. The first of the periods produced the traditional Christian approach to business practice which stresses honesty, fairness and community service. This early series of interconnected discourses was supplemented by the social critiques of the industrialisation period, while those of the Fordist era included the first attempts to describe business's social responsibilities and define and codify acceptable ethical standards. The last, the post-Fordist period, saw the application of ethical theory to business and is the main approach represented currently

DOES POWER IMBALANCE MATTER IN CORPORATE-NONPROFIT PARTNERSHIPS? PRELIMINARY FINDINGS

Nicola Mutch (University of Otago), nicola.mutch@otago.ac.nz

Partnerships between corporate and nonprofit organisations have become widespread over the past two decades. Despite their popularity, concerns have been raised that power imbalances breed opportunities for manipulation and exploitation, potentially threatening the integrity of corporate social responsibility (CSR) altogether. This paper explores how power influences outcomes in corporate-nonprofit partnerships. Drawing upon theories of CSR, organisational justice and power and dependency, preliminary findings from case study research are presented. These found participants most satisfied with outcomes of the partnership where there was substantial imbalance of power. Further, as power became more balanced, conflict increased. The study adds to literature examining the practice of CSR, and contributes to developing theories to explain the relationship between power and perceptions of justice.

"ARE YOU A PEER TO PEER PIRATE?" ATTITUDES TOWARDS DOWNLOADING MOVIES AND TV SERIES THROUGH P2P NETWORKS

Ian Phau (Curtin University of Technology), Ian.Phau@cbs.curtin.edu.au
Min Teah (Curtin University of Technology), Michael Lwin (Curtin University of Technology)

This study sets out to investigate how collectivism and personal moral obligation may influence young consumers' attitudes towards the ethical stance of downloading of movies and TV series from the Internet and subsequent downloading behaviour. Data were collected using a convenience sampling method and 282 usable responses were used for analysis. The two factors were found to be significant predictors of attitudes, and in turn, attitudes is a significant predictor to intentions to download. Implications of the study and the corresponding recommendations are presented and discussed.

MESSAGE VARIABLES FOR EFFECTIVE ADVERTISING OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES: RESULTS OF AN EXPERIMENTAL DESIGN

Alan Pomering (University of Wollongong), alanp@uow.edu.au
Lester Johnson (Melbourne Business School), Gary Noble (University of Wollongong)

Stakeholders increasingly expect firms to consider their social and environmental impacts as well as their economic impacts, and address their corporate social responsibility (CSR). One stakeholder group, consumers, report they want to be informed of how firms do this, and use this information when purchasing. This paper reports on an investigation of two message variables believed necessary for effective advertising about CSR initiatives, social topic information and social impact specificity. We manipulated each of these variables at three levels for an unfamiliar retail bank brand engaging with the social issue of the arms trade. While social topic information was found to be non-significant in influencing persuasion, social impact specificity was found to have a significant link to persuasion.

MOTIVATING CORPORATE SOCIAL RESPONSIBILITY IN THE SUPPLY CHAIN

Shaun Powell (University of Wollongong), spowell@uow.edu.au
Mark Davies (Heriot Watt University), Helen-Jane Shearer (Heriot Watt University)

There is a relative paucity of studies in relation to Corporate Social Responsibility (CSR) focused upon the 'upstream' components of the supply chain (business-to-business) hence our research investigates upstream CSR activities and their underlying motives using case studies from 5 UK industries. Findings indicate that whilst companies recognise the need to cover a range of CSR issues in their supply chain, motives vary plus only those aspects seen to have strategic implications will be allocated resources in any significant manner.

THE POTENTIAL EFFECTS OF HABIT IN THE EFFECTIVENESS OF GAMBLING WARNINGS

Saalem Sadeque (The University of Western Australia), ssadeque@biz.uwa.edu.au
Dick Mizerski (The University of Western Australia)

Few studies in Marketing have addressed the challenge of developing warnings that can change gambling behaviour. The vast majority of research by psychologists attempts to remedy the effects of 'false' or 'irrational' beliefs in the process. Recent research by marketers suggests that gambling behaviour may be strongly habitual where little if any cognition is tied to decision-making. Some potential options of warnings in this situation are briefly reviewed and suggestions made to improve the effectiveness of changing pathological gambling behaviour.

WHAT DRIVES CORPORATE REPUTATION IN CONSUMERS' MINDS? A COMPARATIVE STUDY BETWEEN CHINA AND WESTERN COUNTRIES

Manfred Schwaiger (Ludwig-Maximilians-University Munich), schwaiger@lmu.de
Yang Zhang (University of Science and Technology of China)

We present a multinational empirical study on the impact of several constructs on corporate reputation as perceived by the general public. Our results suggest a culture-based dependence of corporate reputation. Effective reputation concepts may not be transferred from one coun-try or culture to another without calibrating them to local or regional needs. Based on validated concepts and models, we apply multi-group comparative analyses, demonstrating that a company should address different claims to drive corporate reputation in China than in the US, UK and Germany. Perceived quality seems to have a much lower impact on reputation in China compared to Western countries, whereas perceived performance is the main lever to foster a company's reputation in China.

ETHICAL ISSUES THAT IMPACT ON WOOL APPAREL PURCHASES

Joanne Sneddon (The University of Western Australia), joanne.sneddon@uwa.edu.au
Julie Lee (The University of Western Australia), Geoff Soutar (The University of Western Australia)

This paper addresses the ethical issues that impact on the wool apparel purchase behaviour of ethical consumers. Five focus group interviews were conducted with American female ethical consumers that were designed to elicit ethical issues of concern to consumers when making wool apparel decisions. Twelve ethical issues emerged, of which the most frequently cited were labour rights and animal welfare. It seems the wool industry needs to articulate standards that reflect a broad range of people's ethical concerns, including statements about animal welfare and labour rights, if wool apparel is to appeal to ethical consumers.

CORPORATE SOCIAL RESPONSIBILITY IN THE SME SECTOR: AN EXPLORATORY INVESTIGATION

Lokweetpun Suprawan (Curtin University of Technology), l.suprawan@postgrad.curtin.edu.au
Nigel de Bussy (Curtin University of Technology), Sonia Dickinson (Curtin University of Technology)

This paper examines how small-to-medium sized enterprises (SMEs) understand and implement corporate social responsibility (CSR). Eight depth interviews with practitioners from SMEs were conducted. The findings suggest practitioners primarily understand CSR in terms of stakeholder engagement. The most salient stakeholder groups for SMEs in this regard are employees, customers and community members. The findings also suggest that SMEs use different tools to communicate CSR-related messages to different stakeholder groups. Whilst one-to-one communication and an 'open door' policy seem to be effective with employees, direct corporate involvement in community initiatives relevant to the firm's core business is an appropriate strategy for societal stakeholders. The findings have implications for the development of corporate branding strategies in the SME sector.

CORPORATE CODES OF ETHICS IN AUSTRALIA, CANADA AND USA: MEASUREMENT AND STRUCTURAL PROPERTIES OF A CROSS-CULTURAL MODEL

Goran Svensson (Oslo School of Management), goran.svensson@hh.se

The objective is to test the consistency of measurement and structural properties in a model of corporate codes of ethics (CCE) on an aggregated level and across multiple samples derived from three countries, namely Australia, Canada and the USA. The properties of four constructs of CCE are described and tested, these being: surveillance/training, internal communication, external communication, and guidance. The conclusion is that the measurement and structural models on an aggregated level have a satisfactory fit, validity and reliability. Furthermore, they are consistent when tested on each of the three samples (i.e. cross-validated). The cross-cultural model makes a contribution in addition to previous mostly descriptive studies and theory in the field using confirmatory factor analysis and structural equation modeling.

EXPLORING THE ISSUES IN SUSTAINABLE DEVELOPMENT JOURNAL REPORTING

Rosemary Van Der Meer (Deakin University), rosemary.vandermeer@deakin.edu.au
Luba Torlina (Deakin University), Jamie Mustard (Deakin University)

There is concern about the environmental claims organisations make in corporate social reports and advertising. Similar concerns may also occur with reporting of environmental initiatives in journals. This paper explores what information is being conveyed in academic and industry journals. In particular, we examine the types of projects that are discussed and the level of detail provided in the reporting of sustainable development initiatives to identify what is being communicated and whether there is substance to the reporting. The results show that there are issues with the lack of detail reported and its anecdotal nature.

INVESTING THE RELATIONSHIP BETWEEN ANTECEDENTS OF CORPORATE SOCIAL RESPONSIBILITY AND ORGANISATIONAL LEARNING AMONG MALAYSIAN ORGANISATIONS

Wan Kalthorm Yahya (University of Malaya), wanrostam@perdana.um.edu.my
Norbani Che Ha (University of Malaya)

This paper attempts to analyse the actions and practices of Corporate Social Responsibility among organisations of Malaysia. Organisations are now required to be more conscientious and sensitive to environmental and ecological effects of their daily business operations. In addition, organisations also need to be responsible in improving the life of the community. In this paper, corporate social responsibility is translated as corporate environmentalism and enviropreneurial marketing together with corporate citizenship as they are regarded to be the main thrust that leads to marketing capability of organisations. Not all the findings support the hypothesized relationship proposed in the theoretical model. Nevertheless, the results do reveal that the antecedents proposed are crucial in developing the marketing capability of the organisations.

USE OF CODES OF ETHICS BY NEW ZEALAND MARKETING RESEARCH ORGANISATIONS

Anca Yallop (Auckland University of Technology), anca.yallop@aut.ac.nz

This paper examines codes of ethics' prevalence and use in the New Zealand marketing research industry and reports on the quantitative portion of a study that endeavours to examine the codes' role in ethical decision-making. The findings are based on an empirical study of 207 market research practitioners. The majority of the respondents indicated that while they purport to adhere to the Market Research Society New Zealand (MRSNZ) code of ethics, less than half of them use the code on a regular basis when confronted with an ethical dilemma in their relationships with clients. It appears that the most prevalent methods of arriving at a resolution in ethical conflicts are consultation with peers and trusting personal values and judgments.

THE BLACK MARKET IN CHINA LIGHTENS UP

Dag Bennett (London South Bank University), bennetd@lsbu.ac.uk

In the past few years China's trade in counterfeit goods has boomed. Counter-piracy efforts focussed on supply chain disruption or legal system interventions have not halted the proliferation of counterfeiters nor the growing and increasingly public consumer market. This black market growth begs questions about how consumers decide whether to buy illegitimate goods. This exploratory study shows that consumers place great importance on obtaining the latest models and technology at low prices and are not very concerned by social stigma or product risks. The implications for marketers facing quick and competent knock-offs are that any marketplace advantages based on technology or fashion must be captured in the short term and must consider the speedy introduction of virtually identical competitors.

A COMPARISON OF FACTUAL/LOW CONTEXT VERSUS EMOTIONAL/HIGH CONTEXT MESSAGE APPEALS: PERSUADING CHINESE SMOKERS TO RING THE CHINESE QUITLINE

Michael Camit (NSW Multicultural Health Communication Service),
Michael.Camit@SESIAHS.HEALTH.NSW.GOV.AU
Gary Noble (University of Wollongong), Jennifer Algie (University of Wollongong)

This study does not support the notion developed from cross cultural advertising literature that members of a particular cultural group will prefer a particular message advertising appeal if it reflects values that are congruent to its culture. An experimental design is applied to examine whether emotional/ high context appeals (n=120) are more persuasive than factual/ low context appeals (n=124) among target groups from collectivist cultural backgrounds. Analysis of Chinese smokers' pre-and-post intentions to contact the Chinese Quitline after viewing print advertisements determined that there was no difference between the two ad groups' shift scores. The common use of direct translations of Australian mainstream campaigns for this culturally and linguistically diverse (CALD) target group could be viewed as an acceptable practice.

IMPORTANCE OF SERVICE QUALITY ACROSS DIFFERENT SERVICES TYPES: AN EXPLORATORY STUDY OF AUSTRALIAN AND CHINESE CONSUMERS

Patrick Davis (The University of Adelaide), patrick.davis@adelaide.edu.au
Vinh Lu (The University of Adelaide), Roberta Veale (The University of Adelaide)

Service quality has attracted major attention from practitioners and academic researchers over recent decades, due to its significant role in business performance and the maintenance of customer loyalty. Nevertheless, very few studies have linked consumers' cultural orientations to service quality dimensions, especially in a non-Western context. This paper attempts to fill this gap in the literature by conducting an exploratory study to examine whether Australian and Chinese consumers have different perceptions about service quality dimensions. Our five propositions argue that cultural orientations may lead consumers to place different levels of importance on different service quality dimensions, across different service types. This study advances theoretical development in international services marketing, enriching cross-cultural research, and providing important implications for business practitioners.

A LATENT LOOK AT EMERGING ASIAN WINE CONSUMERS AND THEIR INTRINSIC - EXTRINSIC PREFERENCES

Thomas Egan (Curtin University), T.Egan@exchange.curtin.edu.au
Wade Jarvis (University of Western Australia), Mark Gibberd Hannah Williams (Curtin University)

Wine marketers utilise a combination of intrinsic and extrinsic cues. The interplay of these has received increased attention recently. In this study, we present a discrete choice experiment (DCE) combining two extrinsic cues and two intrinsic cues. The sample (n=210) was defined as current, emerging wine consumers and the DCE was conducted in Hong Kong in 2008. The aggregate results show the intrinsic cue of sweetness the most important followed by country-of-origin. We estimate a latent class cluster analysis, with a 5-class solution improving on the aggregate model. Three classes (80% of sample) show importance towards higher sweetness. The remaining two classes show importance towards a dry/full bodied wine. The results are discussed in relation to cultural and individual differences.

GLOBALIZATION OF ETHNIC CUISINE: FROM RUSSIA WITH LOVE?

Nadezhda Eliseyeva (Edith Cowan University), nadia.e@perthinstitute.com.au
Alfred Ogle (Edith Cowan University)

This research explores how Australians perceive Russian cuisine and investigates why it has little “presence” compared to other mainstream ethnic cuisines. A two-pronged exploratory qualitative approach was taken: lay description of Russian food derived from interviews with five Russians residing in Perth; and a professional perspective derived from interviews with four local chefs. The study revealed marked ambiguity in the definition of authentic Russian food by both ethnic Russians and culinary professionals which suggests underlying identity complexity and prompts future empirical research to determine the stature/future of Russian cuisine in a big global “melting pot”. There are implications on the international marketing of ethnic cuisines in particular and the overseas marketing of Russian produce in general.

ETHNIC SMALL BUSINESS, GROUP NETWORKS AND INTERNATIONALISATION

Richard Fletcher (University of Western Sydney), r.fletcher@uws.edu.au
John Stanton (University of Western Sydney)

To better understand the opportunities for Australian ethnic small businesses to internationalise, the relevant literature is examined with the aim of identifying forces that are operating to enhance opportunities for cross–border ethnic small business activity. Elements from the literature are identified that can be used to develop a framework that will guide a proposed study of the use of ethnic networks by small businesses that have successfully internationalized. The study is intended to improve understanding of the determinants of ethnic small business international success, providing guidance on how to effectively use ethnic networks to access international markets.

BARRIERS TO INTERNATIONALISATION OF SMES IN A DEVELOPING COUNTRY

Kodicara Gunaratne (Unitec New Zealand), kgunaratne@unitec.ac.nz

A high percentage of small and medium sized enterprises (SMEs) in the developing countries fail to enter foreign markets due to their inability to overcome the entry barriers. This study therefore investigated the barriers to internationalisation of SMEs in Sri Lanka. Results are based on a postal questionnaire survey. Factor analysis was used to examine the underlying constructs in the data gathered. The four factors identified were labelled as – informational, operational, marketing and environmental barriers. Significant differences were observed in the evaluations of impact of a number of barriers between the owner-managers (OMs) of "growth" and "non-growth" businesses. Results demonstrate internationalisation of SMEs is plagued by many obstacles in the home environment.

A STUDY OF THE EFFECT OF COUNTRY IMAGE ON CONSUMERS' EVALUATION OF AN UNFAMILIAR FOREIGN UTILITARIAN PRODUCT

Danny Ho (The Hong Kong Polytechnic University), tcdanny@inet.polyu.edu.hk

The country of origin literature is full of mixed findings. One issue of concern is the conceptualisation of country image at the global level which has been reported to affect consumers' evaluation of all products of a particular country. This study questions the effectiveness of such an overall country image in inferring the quality of an unfamiliar foreign brand-name utilitarian product. The findings of an experiment indicated that for both participants with low and high product involvement, the origin of material instead of the overall country image and brand origin helped consumers to infer product quality of Chinese and Australian silk quilts. Further research is expected to explain when, how and why country image at different levels take effect.

ATTRIBUTE PURCHASING HETEROGENEITY: A CROSS-COUNTRY COMPARISON

Wade Jarvis (University of Western Australia), wjarvis@biz.uwa.edu.au
Antonio Stasi (University of Foggia)

Little work has compared market structures between countries. In this study, we compare the aggregated behavioural consistency (loyalty) of four attributes in two red wine data sets from Italy and Australia. The results show that consumers in both countries show more consistency towards price tiers. In Australia, price loyalty is driven by excess loyalty to the high and low extremes of the price range. In Italy, it is in the lower end, with the small share high prices treated as change-of-pace. The results suggest a high quality and value segmentation in Australia, with price as proxy. In Italy, higher priced wine is treated as change-of-pace. The results of other attributes are explored in the context of similarities and differences.

HALO EFFECTS OF TRAVEL DESTINATION IMAGE ON DOMESTIC PRODUCTS

Richard Lee (University of South Australia), richard.lee@unisa.edu.au
Larry Lockshin (University of South Australia)

We meld research on country-of-origin effects and country image to investigate tourists' preference for domestic products through COO effects. A survey measured Chinese tourists (n=241) perceptions of Australia as a travel destination and Australian wine. The results indicated that destination image affected product preference, but via product image and only with tourists unfamiliar with Australian wine. In contrast, for tourists familiar with Australian wine, their past experience determined product preference via product image. Collectively, the results suggest that the halo from country image effects can extend across unrelated domains, but only for unfamiliar products. We discussed implications for international marketers.

MARKETING COMPETENCIES: A CROSS-CULTURAL STUDY IN A MULTINATIONAL COMPANY

Lori Shore (Deakin University), lsho4217@bigpond.net.au
Robin Shaw (Deakin University)

Most research into international marketing focuses on the differences in markets across countries and cultures in terms of the variation in customers and products involved. Arguably, if different products are developed and offered to different customers, then the roles and requirements of marketing employees may reflect these differences also. This research study used self-report measures by marketing employees in a large multinational automotive company in Australia and Britain. Using structural equation modelling, the study found that the relationship between individual marketing competencies and marketing performance varied across countries, suggesting that there may be cultural differences that influence both the role of managers in improving performance, and the degree to which a marketing employee's intention to perform results in actual performance.

MARKET DRIVERS OF SERVICE EXPORT PERFORMANCE: AN ECLECTIC PERSPECTIVE

Vinh Lu (The University of Adelaide), vinh.lu@adelaide.edu.au
Pascale Quester (The University of Adelaide), Amal Karunaratna (The Univerisity of Adelaide)

Service exports play an increasingly crucial role in the prosperity of global and national economies. Nevertheless, the service sector is under-researched and under-serviced. Very limited attention has been given to the performance of service exporters. Based on the eclectic paradigm, this study investigates how host government policies, competitive intensity, and technological turbulence determine the performance of 254 Australian service exporters. The research findings indicate that the favourability of host government policies has both direct and indirect impact on the performance of service firms. However, neither technological turbulence nor competitive intensity significantly influences their exporting success. The study contributes to the theoretical development of international services marketing and export marketing literature, and provides important implications to business practitioners.

EXPORTERS' PERCEPTUAL PSYCHIC DISTANCE: A SECOND ORDER FORMATIVE MEASURE

Claude Obadia (Advancia-Negocia), claude@obadia.org
Irena Vida (University of Ljubljana), Nathalie Prime (ESCP Europe)

In international marketing management literature, psychic distance (PD) has been one of the most widely used and researched constructs in recent decades. In response to inconsistent and often conflicting results, the aim of this study is to develop a definition of perceptual PD based on exporters' perceptions and provide researchers with a sound measurement instrument of PD in the context of exporter-importer relationships.

REGIONAL TRADE AGREEMENTS: A COMPARISON

Elaine Plant (La Trobe University), e.plant@latrobe.edu.au
Mehdi Taghian (Deakin University)

The negotiation and construction of a Regional Trade Agreement (RTA) bears the elements of its future success. The agreement identifies the relative strength of the countries involved and the long-term internal functioning of the agreement. A comparison between the NAFTA and Mercosur RTAs highlights this concept. The comparative advantages of each country allow opportunities that can be exploited. The NAFTA appears to indicate the clear range of possibilities to the US, Canada and Mexico's participation, each with a chance to maximize their strengths combining a powerful combination of resources and skills required to operationalise the collective benefits. Mercosur includes countries that are mostly at the same level of economic development without any specific catalyst to promote economic activities.

COUNTRY OF ORIGIN AND COUNTRY OF MANUFACTURE EFFECTS ACROSS PRODUCT INVOLVEMENT AND BRAND EQUITY LEVELS

Gurvinder Shergill (Massey University), G.S.Shergill@Massey.ac.nz
Lisha Xing (LJJ Computer Company Ltd)

This paper examines the relationships and combined effects of COM, brand equity and product involvement on consumers' perceived product quality. Data was collected through a mall intercept survey. Results indicate that both COM and brand equity have significant effects on consumers' perception of product quality. Brand equity will affect COM effects on a consumer's perceived product quality, while product involvement will affect COM effects on a consumer's perception of product quality, with product involvement not appearing to affect the combined effects of COM and brand equity on a consumer's perception of product quality. Findings suggest that managers and importers should carefully evaluate COM effects, brand equity effects and product involvement effects when they seek to import or manufacture goods overseas.

UNDERSTANDING CULTURAL VALUES OF GEN Y CHINESE CONSUMERS

Simon Smith (The University of Adelaide), simon.smith@adelaide.edu.au
Sally Rao Hill (the University of Adelaide)

This paper uses the Schwartz values framework to examine the cultural values of Gen Y Chinese consumers. Values are identified as key underlying motivational constructs and it was found that, although there has been rapid socio-economical change within China in the few past decades, there is evidence to suggest strong value systems continuity. This paper recognise the transition from industrial to service economy in China and therefore re-evaluates the services and relationships marketing concepts which are predominantly developed within the context of Western culture and calls for a shift in marketing strategies within the Chinese context from an individual orientation towards a 'relationships within in-group' orientation, and a greater emphasis on familiarity.

LINKING EXPORT MEMORY USE TO EXPORT PERFORMANCE: THE MODERATING ROLE OF EXPORT COORDINATION AND ENVIRONMENTAL TURBULENCE

Anne Souchon (Loughborough University), a.l.souchon@lboro.ac.uk
Joseph Sy-Changco (University of Macau)

Export memory is one of the strategic resources which an exporting organization can harness to develop and improve its international operations (Barney 1991, Coff 1997, Kedia and Chhokar 1986, Wang and Olsen 2002). This paper examines the export performance consequences of export memory use under different internal and environmental conditions (Ibeh 2003, Kay1993, Lawrence and Lorch 1967, Robertson and Chetty 2000, Rundh 2007). Findings of the study show that export coordination moderates the export memory use - export performance relationship, but that competitive turbulence has a direct main effect on export performance. The paper concludes with managerial implications resulting from the study.

DECOMPOSING COUNTY OF ORIGIN DIMENSIONS FOR SERVICES: AN INVESTIGATION INTO PERCEPTIONS OF SERVICE QUALITY IN A TRANSNATIONAL SETTING

Matt Stanton (Adelaide University), Matt.Stanton@unisa.edu.au
Roberta Veale (Adelaide University)

Country of origin (COO) is a complex multidimensional construct, decomposed in many studies pertaining to tangible products but rarely for services. This paper proposes a conceptual framework that decomposes COO specifically to investigate the provision of services. Possible services contexts include tertiary education, consultancy and retail services. This involves potentially new dimensions of COO such as country of service delivery (COSD) and country of person providing the service (COP) in conjunction with country of brand (COB). It also accommodates consideration of potential consumer moderators such as ethnocentrism and consumer knowledge in relation to determining expectations / perceptions of service quality as an indicator of purchase intention. This framework provides an opportunity for empirical testing through qualitative and quantitative analysis.

HOW TO DESIGN INTERNATIONAL LOYALTY PROGRAMS

Martin Stier (University of Mannheim), martin.stier@gmail.com
Silke Hess (University of Mannheim)

Despite its omnipresence in marketing practice, research about international loyalty programs is rare. Hence, this paper investigates whether it is feasible to standardize loyalty program designs in countries with different cultural dimensions. According to the online experiment conducted in four countries (Australia, Germany, South Korea, USA), particularly social and confidence benefits provided by loyalty programs were perceived differently suggesting to adapt loyalty program designs. Further, if a country is high in individualism, attracted customers are strongly seduced into program loyalty. However, this does not necessarily induce the same relative impact on brand loyalty though.

CONCEPTUALISATION OF THE AUSTRALIAN 'BORN GLOBAL' EXPERIENCE – SOME PRELIMINARY ISSUES

Murray Taylor (Macquarie University)
Robert Jack (Macquarie University), rob.jack@mq.edu.au

Since the development of the 'born global' concept, there has been an increasing amount of research into this form of internationalisation. Much of the research has underestimated rapidly changing markets and has tended to overlook the incidence of born globals within other traditional industries. To further develop our understanding of the born global phenomenon, this paper aims to integrate the key factors of pattern, scope and pace of internationalisation to examine if any critical interrelationships between these factors exist. Several propositions are formulated. On the basis of these propositions, a conceptual framework is developed for future research.

THE YOUNG AFFLUENT CHINESE AND THEIR ATTITUDES TOWARDS USING CREDIT CARDS – A REPLICATION STUDY ACROSS TIME AND CITY

Frauke Mattison Thompson (Nottingham University Business School China)
frauke.thompson@nottingham.edu.cn
Steve Worthington (Monash University), David Stewart (Monash University)

This paper reports on the initial findings of a replication study conducted in 2009 on the attitudes of young affluent Chinese towards using credit cards. This research has two replication components: it is a replication of a 2005 study conducted with graduate students at a Chinese university, and the scope of the 2009 study was extended to include graduate students at a second Chinese university. Importantly, the two universities are situated in two very different cities, thereby enabling a comparison across both time and city. Results given here suggest that credit card holders are now more concerned with a linkage between credit card usage and debt.

THE 3 FS: FRANCHISING, FAMILY AND FRIENDS

Megan Thompson (The University of Western Sydney), m.thompson@uws.edu.au

Despite growth of Australian business franchising into international markets, there is limited academic research regarding the implementation process of business format franchise systems extending into international markets. This perspective is from the international partner in the new international market. The aim of this research is to investigate: 'how do international partners' select Australian franchise companies to enter into their Asian-Pacific market?' Case research methodology was used for this paper. Four cases were examined, two-food and two-non-food in business format franchising in the retailing sector. Semi-structured interviews were performed. Key characteristics were primary information sources associated with social networks such as family and friends along with business reputation and a successful brand image.

THE SUSTAINABILITY OR OTHERWISE OF SERVICES IMPORTS: EXPERIENCES IN DEVELOPED ECONOMIES

Esther Tsafack (ACCC), esther_tsafack@fastmail.fm
Felix Mavondo (Monash University)

This paper investigates the effect of imports on domestic labour demand in four European countries. The employed approach relies on production theory and accounts for the economy-wide impacts of imports domestic labour demand. It distinguishes between imported goods and imported services which are treated as inputs together with labour broken down into skilled and unskilled. Imported services are found to have substantially widened the demand gap between skilled and unskilled workers. Meanwhile, imported goods appear to have narrowed that gap. This raises the issue of sustainable trade relationships and requires additional investigation to see if the negative labour market effects of imported services can be mitigated.

DO CONSUMERS REALLY PAY MORE FOR THEIR OWN COUNTRY BRAND?: THE IMPACT OF PRICE AND ETHNOCENTRISM ON LOCAL BRAND PREFERENCE

Warat Winit (The University of New South Wales), warat@unsw.edu.au
Gary Gregory (The University of New South Wales)

This study examines the relevant factors that impact the relationship between consumers' home country bias and local-owned brand preference. Results suggest that price, level of ethnocentrism, and product/service involvement are key drivers that lead to greater preference towards local-owned brands. Additionally, we show that consumer's price acceptability threshold (price consumers are willing to pay) can vary, depending on the product/service category and level of ethnocentrism or home country bias.

CUTTING THROUGH THE CLUTTER? A FIELD EXPERIMENT MEASURING BEHAVIOURAL RESPONSES TO AN AMBIENT FORM OF ADVERTISING

Serrin Abdul-Razzaq (University of Canterbury)
Lucie Ozanne (University of Canterbury) David Fortin (University of Canterbury), david.fortin@canterbury.ac.nz

Due to increasingly high levels of advertising clutter, advertisers have begun to consider other forms of media to reach their target audiences such as Ambient Media (Luxton and Drummond, 2000). In order to test the behavioural response to ambient advertising, this study used a (2 x 2) between subjects factorial design manipulating the type of ambient advertisement (flyer vs. ground) and the method subjects could use to respond to the promotional advertisement (text vs. drop-box). Results suggest that participants exposed to the experimental ambient advertisement were more likely to respond to the advertisement when encountered as a flyer within a captive environment as opposed to a randomly unexpected element lying on the ground.

DESIGNING CREATIVE, EFFECTIVE ADS: A PROPOSED TEST OF THE REMOTE CONVEYOR MODEL

Niek Althuizen (ESSEC Business School), althuizen@essec.fr
John Rossiter (University of Wollongong)

Due to the elusiveness of the concept of creativity, researchers and marketers alike often consider it as the exclusive province of the “creatives” who work for advertising agencies. The Remote Conveyor Model proposes a systematic way to generate creative and likely effective ideas for getting an advertising message across. The present paper outlines how the Remote Conveyor Model could be experimentally tested. If the Remote Conveyor Model turns out to be helpful, then we have a valuable method that can be easily applied by the many do-it-yourself advertisers.

THE EFFECT OF PROGRAM PROMOTIONS ON VIEWING 90210 – A PILOT STUDY

Virginia Beal (University of South Australia), virginia.beal@marketingscience.info
Jenni Romaniuk (University of South Australia)

This study investigates the effectiveness of on-air program promotions. It uses the OzTAM TV ratings data as a ‘ready-made’ single source data set (as per McDonald 2000) by merging viewing records with the schedule for promotions run for Network Ten program 90210. This provided individual level data covering both promotions exposure and subsequent viewing behaviour. We find that both frequency and recency of exposure to promotions have an effect on subsequent viewing of the premiere episode of 90210. We also found that recency has a stronger effect than frequency on those who have a low propensity to watch Ten. This suggests that to attract light channel viewers, a network needs to try to reach them on the day of viewing.

BUSINESS AND CONSUMER COMMUNICATION VIA ONLINE SOCIAL NETWORKS: A PRELIMINARY INVESTIGATION

Rebecca Browne (University of Newcastle),rebecca.m.browne@studentmail.newcastle.edu.au
Elise Clements (University of Newcastle), Rebecca Harris (University of Newcastle), Stacey Baxter (University of Newcastle), stacey.baxter@newcastle.edu.au

Many businesses are moving to online communities as a means of communicating directly with their chosen market. This paper examines the nature of business and consumer communication via Australia's largest online social networking site, Facebook. Business and consumer communication over a five month period was evaluated for one organisation with an active, and regularly updated Facebook page. It was found that consumers are more likely to respond to communication rather than initiate communication with the organisation. Results also indicated that more frequent communication on behalf of the consumer was not related to intention to interact with the 'bricks and mortar' organisation. Future research aims to investigate additional organisations across a range of product categories.

CORPORATE BLOGS IN NEW ZEALAND: MOTIVATIONS AND CHALLENGES

Adeline Chua (University of Otago), adeline.chua@otago.ac.nz
Ken Deans (Otago University), Mathew Parackal (University of Otago)

This paper presents preliminary findings of the utilisation of corporate blogs, specifically leadership/CEO blogs in the SME B2B services sector in New Zealand. A qualitative study via interviews with five company CEOs were undertaken to explore their usage of corporate blogs. The findings indicated that respondents saw the co-creation of value in corporate blogging to engender a business climate of transparency, honesty and trust, while enhancing the visibility of their business online. However, respondents also experienced challenges, especially the lack of time CEOs have in maintaining their blogging frequency and lack of reader comments. This research aims to extend understanding of some intrinsic motivations and potentially valuable propositions involved in the utilisation of corporate blogs through a marketing communications perspective.

DO CONSUMERS EXPERIENCE A REVERSAL STATE WHEN ENCOUNTERING MOBILE COMMERCE SERVICES

Robert Davis (Unitec New Zealand), rdavis@unitec.ac.nz

Mobile commerce services (MCS) have become an important way in which consumers communicate and marketers have started to use MCS to interact with them. Previous research found that when consumers encounter MCS, they are more involved and impulsive in their purchases. Why? Consumers may experience a disequilibrium or multi-stable cognitive reversal. This proposition is tested for SMS and MMS. 782 undergraduates and postgraduates were surveyed, ascertaining the key motivations for SMS and MMS usage. Using structural equation modeling the co-existence of the following reversal states (pairs) was found; (1) telic and paratelic, (2) conformity and negativity, (3) autic and alloic state, (4) mastery and sympathy (for MMS only).

MALAYSIAN MUSLIMS' PERCEPTIONS OF CONTROVERSIAL PRODUCTS: THE CASE OF RELIGIOSITY

Ernest de Run (University of Malaysia, Sarawak), drernest@feb.unimas.my
Muhammad Mohsin Butt (University of Malaysia, Sarawak), Kim Fam (Victoria University of Wellington), Hui Yin Jong (University of Malaysia, Sarawak)

This study explores the role of religiosity on attitude towards controversial advertisments and the reasons why they are controversial. It appears that religiosity is an important variable to be considered while examining society's attitude towards controversial advertisment. Our study shows that those high on religiosity differ on the nature and manner of controversial advertsiments compared to those with low religiosity.

ADVERTISING FOR EXTENSIONS WITH MODERATE QUALITY AND/OR FIT: GET THE RIGHT FOCUS

Nathalie Dens (University of Antwerp), nathalie.dens@ua.ac.be
Patrick De Pelsmacker (University of Antwerp)

This paper investigates the moderating role of advertising focus (brand focus, extension focus) on the effect of product category fit and parent brand quality for consumer responses to extensions. In addition, we study the shift in parent brand attitude. Product category fit positively affects advertising attitude, credibility and extension attitude. Advertising focus moderates the effects of fit on advertising response and extension attitude, in that an advertising focus on the extension mitigates the negative effects of lower perceived fit. The three-way interaction showed this effect was significant for a high quality, but not a moderate quality brand. Consistent with the bookkeeping model, poorly fitting extensions weaken parent brand attitude with an extension focus, but not with a brand focus ad.

SPORT CELEBRITY INFLUENCE ON YOUNG ADULT CONSUMERS

Steve Dix (Curtin Business School), Steve.dix@cbs.curtin.edu.au

The paper investigates how sports celebrities can be perceived as role models and influence young adult consumers' purchase and behavioral intentions. It also examines if this influence differs between males and females. A self-administered questionnaire, drawn from established scales, was completed by a 'Generation Y', university student sample. Athlete role model endorsers have a positive influence on young adults' product switching behaviour, complaint behaviour, positive word-of-mouth behaviour and brand loyalty. This paper provides useful insight into the influence of athletes endorsers on young adults and suggests athletes should be considered as appropriate and influential spokespersons for brands. This study is a significant step in providing useful information about how young consumers respond to the use of sports celebrities in advertising.

THE EFFECT OF INTERACTIVE PROGRAM LOYALTY BANNERS ON TELEVISION ADVERTISING AVOIDANCE

Steve Dix (Curtin Business School), Steve.dix@cbs.curtin.edu.au
Steve Bellman (Interactive Television Research Institute), Hanadi Haddad (Edith Cowan University), Duane Varan (Interactive Television Research Institute)

This study used a sample of the general public in Australia to test whether program-related interactive banners superimposed over commercials in the break would reduce channel changing. Interaction with the banners reduced channel changes during the ad break by almost 40%, although interaction distracted viewers from optimally processing the ads. With the potential for advertising avoidance rates being driven up by DVRs, however, accepting reduced levels of advertising impact may be a necessary consequence of strategies designed to retain audiences, such as interactive loyalty banners.

CELEBRITIES IN ADVERTISING: LOOKING FOR CONGRUENCE OR FOR LIKABILITY?

Nathalie Fleck (University of Cergy-Pontoise, France), nathalie.fleck@u-cergy.fr
Michael Korchia (Bordeaux Management School, France), Isabelle Le Roy (CSA,France)

Celebrities used as endorsers in advertising are often very popular ones. However, from a cognitive point of view (and more academic one), congruence between brand and celebrity seems to be very important too. Based on affective and cognitive theories to explain endorsement efficiency, congruence between brand and celebrity is shown to be at least as effective as celebrity likability. Moreover the predisposition toward the ad and brand beliefs are mediators of the effects of congruence between brand and celebrity and celebrity likability on ad efficiency.

STIMULATE SOCIAL INTERACTION BETWEEN CONSUMERS: A NETWORK-ORIENTED FRAMEWORK

Lars Groeger (University of Technology Sydney), Lars.Groeger@Gmail.com

It appears networks arise in every sphere of human activity (Batten et al., 1996). This article focuses on social networks in which consumers are embedded. Despite the widely acknowledged significance of consumer networks, social network theory has rarely been integrated into marketing theory (Reingen, 1994). This peculiar absence will be addressed in the following. First, a marketing view will be proposed extending the classical dyadic relationship view to a triad. Furthermore, an aggregated marketing model will be outlined that views word of mouth not only as an output variable, but as variable that can be influenced. Implications are given in order to initiate, stimulate and control social interaction between consumers – excluding mass communications.

INVESTIGATING ZAPPING OF COMMERCIAL BREAKS AND PROGRAMMING CONTENT DURING PRIME TIME AUSTRALIAN TV

Bryony Jardine (University of South Australia), Bryony.Jardine@marketingscience.info
Erica Riebe (University of South Australia), John Dawes (University of South Australia)

Zapping is considered a significant problem for television advertisers and for the media that supply advertising space. This paper determines the proportion of an audience that is lost and gained in a typical minute of prime time Australian TV. Our objective in doing so is to describe the extent to which zapping is common within both commercial breaks and programming content. We show that although zapping is more likely during commercials, the behaviour is rare and is reasonably consistent across breaks in various environments. A time-series regression of viewing data showed that a commercial break increases the natural or 'baseline' rate of viewer loss by around 1.6% points and it decreases the natural rate of gain by around 1.0% points.

INFLUENCES ON AUDIENCE INHERITANCE IN AUSTRALIAN TELEVISION VIEWING

Bryony Jardine (University of South Australia), Bryony.Jardine@marketingscience.info
Jenni Romaniuk (University of South Australia)

The audience inheritance effect in television viewing is the level of audience duplication between adjacent programs on the same channel. This effect is the basis of industry programming strategies (Webster, 2006). Our paper identifies key factors that influence inheritance levels during Australian prime time programming that is consistent week on week. We find that on average, 55% of those viewers who watch the former program in a pair of adjacent programs also watch the later program. The two greatest predictors of inheritance are the rating of the later program and consistency in program genre between the two programs. This result suggests that the size and attractiveness of the later program influences inheritance levels more than that of the former program.

WHOSE STANDARDS? AN EXAMINATION OF COMMUNITY ATTITUDES TOWARDS AUSTRALIAN ADVERTISING

Sandra Jones (University of Wollongong), sandraj@uow.edu.au
Katherine van Putten (University of Wollongong)

There is considerable ongoing debate in Australia, as in other countries, about the ethicality of current advertising practices. In recent years there has been an increase in the public focus on offensive or unacceptable advertising – such as overt sex appeals, racial vilification, and promotion of unsafe use of consumer products – arguing that many of these advertisements (ads) are contrary to community standards. The industry, on the other hand, argues that it produces ads that are designed to meet and appeal to community standards. There is no comprehensive data on the nature of community standards in relation to advertising, and the purpose of the current study was to assess community attitudes towards current standards of advertising.

“TRY HARD”: ATTITUDES TO ADVERTISING IN ONLINE SOCIAL NETWORKS

Louise Kelly (Queensland University of Technology), lm.kelly@qut.edu.au
Gayle Kerr (Queensland University of Technology), Judy Drennan (Queensland University of Technology)

Advertising has recently entered many new spaces it does not fully understand. The rules that apply in traditional media do not always translate in new media environments. However, their low cost of entry and the availability of hard-to-reach target markets, such as Generation Y, make environments such as online social networking sites attractive to marketers. This paper accumulates teenage perspectives from two qualitative studies to identify attitudes towards advertising in online social network sites and develop implications for marketers seeking to advertising on social network sites.

IDENTIFYING INFLUENTIAL COMMUNICATOR TO GAIN “CONSUMER INSIGHTS” ON WEBLOG NETWORKS

Martin Klaus (University of Kassel, Germany), mklaus@wirtschaft.uni-kassel.de
Ralf Wagner (University of Kassel, Germany)

In the Blogosphere hyperlinks create a social network between weblogs in the course of dialogs about various topics. This new form of social interaction shifts power in B2C marketing communication toward the consumers. In this paper we propose a quantitative assessment to decide whether a social network structure is suited for digital mass-communication or to word-of-moth communication. Moreover, we evaluate three degrees of centrality already established in social network analysis to identify the most suited individuals in a network to be incorporated in marketing communication. Once these important blogs are identified, we use the netnography procedure to gain “consumer insights” which tell us what the consumers really think and what their needs, wishes, problems and questions are regarding the products.

CAREFUL WHISPERS: THE EFFECTS OF DISCLOSURE, EXPERTISE, AND SKEPTICISM ON STEALTH MARKETING EFFECTIVENESS

Elison Lim (The University of Melbourne), elisonlim@gmail.com
Swee Ang (University of Singapore), Soo Tan (University of Singapore)

Stealth marketing works below the radar by harnessing word of mouth dynamics in making consumers feel like they have discovered the brand themselves. Despite its increasing popularity, extant research has not empirically examined its effectiveness. This paper empirically examines how disclosure of brand sponsorship, endorser expertise, and consumer skepticism moderate stealth marketing effectiveness. We present some preliminary findings from an experiment conducted and show that stealth tactics are differentially effective under different conditions (i.e., sponsorship disclosure, endorser expertise, and consumer skepticism). Discussions of the key findings, along with implications for marketing practice conclude the paper.

CONCEPTUALISING ANTICIPATORY GUILT TO EVOKE BLOOD DONATION FROM LAPSED DONORS

Michael Lwin (Curtin University of Technology), Michael.lwin@cbs.curtin.edu.au
Ian Phau (Curtin University of Technology)

This proposal presents a research framework that investigates the effectiveness of anticipatory guilt appeal on evoking blood donation from lapsed donors. It is a major concern and a priority for the industry due a large volume of lapsed donors. The literature shows a lack of empirical research on the use of guilt appeals in the blood donation context and the research provides a unique perspective. The framework investigates the direct and latent relationships between attitude towards the ad, ad credibility, inferences of manipulative intent, self-efficacy, anticipatory guilt arousal and donation intentions. The significance of the study is also discussed.

MEASURING EXISTENTIAL GUILT APPEALS ON DONATION INTENTION

Michael Lwin (Curtin University of Technology), Michael.lwin@cbs.curtin.edu.au
Ian Phau (Curtin University of Technology)

This study explores the relationships between existential guilt, attitude towards the brand, inferences of manipulative intent, donation intentions and donation behaviour. Results show existential guilt and favourable prior attitude towards the brand increased the likelihood of donation intentions. Donation intention and donation behaviour was also positively linked. Managerial implications and future directions radiating from the results are discussed.

EMOTIONS UNDER VARYING LEVELS OF HISTORICAL NOSTALGIA

Christopher Marchegiani (Curtin University of Technology), chris_marchegiani@hotmail.com
Ian Phau (Curtin University of Technology)

This research examines changes in emotions in respondents experiencing a low, moderate, or high intensity of Historical Nostalgia in response to advertising. Five distinct emotions are examined. In four of the emotions an increase in Historical Nostalgia also significantly altered the level of emotions experienced, with the fifth a borderline result. This indicates the ability of a change in Historical Nostalgia intensity to significantly influence emotions. Knowledge on how varying intensities of Historical Nostalgia influences respondent’s emotions was previously unknown.

THE RELATIONSHIP BETWEEN MARKETING COMMUNICATION CONSTITUENTS, PERCEIVED BENEFITS AND INFORMATION SYSTEM ADOPTION

Malliga Marimuthu (Universiti Sains Malaysia), malliga@usm.my
Siva Muthaly (Swinburne University of Technology)

The influence of marketing communication in decision making is not a new idea, however, the impact of marketing communication constituents on drawing business customers' attention and intention towards information system (IS) adoption has not been widely studied. The current paper develops and empirically tests the potential relationship between marketing communication constituents, perceived benefits and IS adoption. The study suggests that marketing communication impact should be investigated by considering the effect of several marketing communication constituents for sustainable IS adoption. Empirical results from the study of IS adoption among retailers in Australia, confirms that marketing communication constituents are imperative in enticing business customers' perception and intention towards IS adoption. The paper concludes with implications of the study for theory and practice.

WE HAVE THE SYSTEM, BUT WHERE ARE THE USERS? MARKETING INTRANET PORTALS

William Neill (University of New South Wales), willneill@gmail.com
James Richard (Victoria University of Wellington)

Widespread acceptance of intranet portals has become a stumbling block for institutions and businesses leading to potential failure of core communication functions. Significant attention is afforded to the design and development of intranet portals, yet far less is understood about the critical marketing communication success factors of intranet portal implementation from a user perspective. The present study investigates an extended technology acceptance model (TAM) that finds the antecedents of prior experience and internet self-efficacy to be significant influences of intranet portal acceptance. Through the use of structural equation modelling (SEM) a set of relational hypotheses are tested and analysed to provide future research insight and practical implications for marketing managers.

THE IMPACT OF NEGATIVE WORD-OF-MOUTH ON WEB 2.0 ON BRAND EQUITY

Sylvia Ng (The University of Adelaide), chee.y.ng@adelaide.edu.au
Sally Rao Hill (The University of Adelaide)

Many companies have jumped on the Web 2.0 bandwagon given its hype and potential gains for marketers. However, the rise of Web 2.0 as a popular media tool may undermine the control that traditional advertising has over consumers' perceptions of brands. This paper develops a theoretical framework about the impact of negative WOM on Web 2.0 on brand equity. Preliminary focus groups findings show that negative WOM on Web 2.0 with high level of consensus heighten the perceived risk of purchasing a brand and may damage brand equity that has been built over time, particularly perceived quality of the brand and attitude towards the brand.

SOUGHT AND UNSOUGHT WORD-OF-MOUTH IN THE ENTERTAINMENT INDUSTRY

Cathy Nguyen (University of South Australia), cathy.nguyen@marketingscience.info
Jenni Romaniuk (Ehrenberg-Bass Institute, UniSA)

This research investigates the content and relative incidence and impact of sought and unsought word-of-mouth (WOM) in the context of television shows and films. We find in these categories, WOM is three times more likely to be unsought than sought. Instances of sought WOM were predominantly regarding a specific TV show or movie, rather than TV shows and movies in general. This finding suggests 'seekers' are already aware of the program or show, and may be considering the 'purchase' prior to requesting advice. Further analysis revealed no difference between the impact of sought and unsought WOM. In most cases, the impact WOM had on an individual's viewing propensity was influenced by their initial probability of viewing before receiving WOM.

THE RELATIONSHIP BETWEEN POSITIVE AND NEGATIVE WORD-OF-MOUTH AND THE SUCCESS OF NEW SEASON TELEVISION PROGRAMS

Cathy Nguyen (University of South Australia), cathy.nguyen@marketingscience.info
Jenni Romaniuk (Ehrenberg-Bass Institute, UniSA)

This research investigates the influence of positive word-of-mouth (PWOM) and negative word-of-mouth (NWOM) on the viewing of new season TV programs. We find that successful new shows have very similar PWOM metrics to returning programs, whilst failed new shows have slightly lower PWOM compared to those that succeed. Instances of NWOM were low for all types of programs, which cast doubts on its ability to drive new program failure. Past viewing of a program was the largest driver for the giving of PWOM. Thus, the biggest issue for a new show is not having anyone talk about it at all, as it is competing for WOM with returning shows being launched at the same time.

THE GREAT DIVIDE IN EMOTIONS UNDER NOSTALGIC APPEAL TYPES IN ADVERTISING

Ian Phau (Curtin University of Technology), Ian.Phau@cbs.curtin.edu.au
Christopher Marchegiani (Curtin University of Technology)

This experimental study examines the emotional responses of 806 respondents experiencing Personal or Historical Nostalgia. Although some emotions are common between the groups some distinctly different emotions are found as a result of the dominating type of nostalgia experienced. This research assists in clarifying the difference in respondent's reactions under the two nostalgic types and supports the postulation that the two nostalgic appeals are distinctly different. As such, corresponding strategies have to be designed in the execution of marketing communication initiatives and campaigns.

HOW DOES THE PRESENTER'S PHYSICAL ATTRACTIVENESS PERSUADE? A TEST OF ALTERNATIVE EXPLANATIONS

Sandra Praxmarer (University of Wollongong), sandrap@uow.edu.au
John Rossiter (University of Wollongong)

This study was conducted to test alternative explanations for the powerful positive effect of the presenter's facial attractiveness on persuasion found by Patzer (1985). The explanations tested are: (a) a "conscious Patzer effect" whereby the attractiveness of the presenter prompts conscious cognitive-response inferences about the presenter's expertise and trustworthiness; (b) a "subconscious Patzer effect" whereby attractiveness persuades via beliefs about the presenter's expertise and trustworthiness but without conscious cognitive responses; (c) an "affect transfer effect" whereby attractiveness increases liking of the presenter which in turn transfers to a more favorable attitude toward the brand; and (d) a "role-model identification effect" whereby attractiveness increases identification.

MARKETING TO CHILDREN: THE PREMIUM EFFECT

Helen Stuart (Australian Catholic University), helen.stuart@acu.edu.au
Gayle Kerr (Queensland University of Technology)

Researchers are interested in the marketing of unhealthy food items to children, particularly as childhood obesity rates appear to be rising (Margery, Daniels and Boulton, 2001). While television advertising, fast food websites devoted to children and parental attitudes to children's consumption of unhealthy food have been examined in depth, little research has been conducted on the effect of premiums on children's food preferences (Pettigrew and Roberts, 2006). This paper reviews the small amount of research on premiums in the context of marketing of fast food to children, and discusses the possible implications in terms of interpretations of the Australian Association of National Advertisers' (AANA) Code of Ethics and the Responsible Children's Marketing Initiative by the Australian Food and Beverage Industry.

AGELESS ADVERTISING AND SOCIETY: EVIDENCE FROM THE UK AND AUSTRALIA

Isabelle Szmigin (University of Birmingham), i.t.szmigin@bham.ac.uk
Robert Rutherford (Government of Tasmania)

Ten years ago the UN called for 'ageless thinking'. Yet with an ageing world population, business has taken little heed of this call, especially in terms of how older people are represented in advertising. Using examples from recent UK and Australian campaigns we illustrate why, even a benignly humorous approach is inappropriate for individual's identity positions, societies' view of ageing and older people's engagement with the commercial world. We also present examples of advertising where the imagery and discourse of ageing is tackled in a more positive and creative manner. While recognising that such advertisements are open to a variety of interpretations, we suggest a more pro-active policy approach in positive role model representation.

A RESEARCH AGENDA FOR CONSUMERS SKEPTICISM TOWARD ADVERTISING CLAIMS (CSA)

Cheryl Tien (Curtin University of Technology), cheryltien@gmail.com
Ian Phau (Curtin University of Technology)

This paper proposes a research framework on the antecedents of consumers' skepticism toward advertising (CSA) and its related outcome variables; including inferences of manipulative intent (IMI), attitudes toward the advertisement (Aad) and product judgement. The paper will attempt to bridge a number of gaps inherent to CSA. The framework is built on the persuasion knowledge model (PKM) and a conceptual model is used to explain the various relationships, leading to a series of hypotheses. The scope of the study will be limited to the industry of beauty products. This paper provides implications for policy makers, strategists, advertisers and planners.

WE HAVE A SIMULCAST BUT WHY IS THE REMOTE NOT STUCK?

Khuyen Tran (University of South Australia), Khuyen.Tran@marketingscience.info
Ann Pocock (University of South Australia), Virginia Beal (University of South Australia)

This study investigates viewers' network loyalty during 'content neutral' simulcast of the 2009 Victorian Bushfire Memorial across five Free-to-Air (FTA) networks in Australia. This research is an extension of Rock and Pearse's paper (2005), "Is this remote stuck or what?" which analysed data from an Australian commercial network simulcast in 2005. The findings from this study reinforce past research showing network viewers share their loyalty amongst a repertoire of networks in line with the effects of Double Jeopardy (Ehrenberg et. al. 2002). Consistent with what Rock and Pearse termed 'network preference' our findings show that viewers' network loyalty is moderate with viewing shares closely matching the 'Average Share of Viewing' during the day-part relative to the strength of the brand.

ACQUISITION METHODS AND CUSTOMER LIFETIME VALUE

Steffen Zorn (University of Western Australia), steffen.zorn@uwa.edu.au
Ahmad Fareed Ismail (The University of Western Australia), Jamie Murphy (The University of Western Australia)

Although the Internet is fast becoming a mainstream purchasing channel, it is difficult for firms to attract customers via their websites. Firms have several opportunities to acquire customers online, albeit typical metrics such as click-through rates focus on random customer acquisition. Customer lifetime value (CLV) measures long-time profitability, however CLV models ignore the importance of the acquisition stage. Using data of an Australian DVD rental firm, this study investigated relationships among three online acquisition methods, behavioural variables and CLV. Significant results showed that acquisition via keyword advertising had the highest mean CLV, word of mouth was average and customers acquired with affiliate programs had the lowest mean CLV.

TRACK 07: MARKETING EDUCATION

STUDENTS' PERCEPTIONS, EXPERIENCES AND BELIEFS ABOUT FACEBOOK IN SUBJECTS AT AN AUSTRALIAN UNIVERSITY

Lynda Andrews (Queensland University of Technology), l.andrews@qut.edu.au
Judy Drennan (Queensland University of Technology)

This paper reports on students' perceptions, experiences and beliefs about the voluntary use of Facebook in Advertising, Law, Nursing and Creative Industries' subjects at an Australian University. The researchers conducted in-depth interviews with students and the transcriptions were analysed using the constant comparison method. This resulted in a number of emergent themes, of which six are explored in this paper. The findings suggest that students are quite divergent in their responses to academics using Facebook in their subjects. They do not always see its relevance to the subject and are somewhat ambivalent about how it facilitates peer-to-peer relationships or a better relationship with the lecturer. The study also identifies themes relating to cynicism and intrusion into social spaces.

INTERNATIONALISATION OF THE MARKETING CURRICULUM: DESIRED IN THEORY BUT WHAT ABOUT PRACTICE?

Catherine Archer (Curtin University of Technology), Catherine.archer@cbs.curtin.edu.au

It is generally accepted within marketing and wider higher education circles that internationalisation of the undergraduate curriculum is desired if not mandatory for universities to compete in the globalised economy. This is despite the fact that there is still no clear accepted definition or widely accepted understanding of exactly what internationalisation means. This paper reflects on the effectiveness of a major international project undertaken by marketing undergraduate students within an Australian university, working in virtual global teams. The results suggest that while students often find the experience of an attempt at real internationalisation challenging, to say the least, the learning outcomes are strengthened. This paper offers new insights into the reality of internationalisation for marketing education at curriculum level.

USING AUTO/ETHNOGRAPHY TO GAIN INSIGHT INTO TEACHING WITH PROBLEM-BASED LEARNING: A STUDENT'S PERSPECTIVE

Thomas Baker (University of New South Wales) tomcbaker@gmail.com
Tania Bucic (University of New South Wales)

Problem based learning is being applied in marketing courses as an effective means of developing knowledge and skills in a contextualised setting. However, courses continue to be evaluated using the traditional CATEI questionnaire which provides very limited feedback and modest direction for instructors seeking to improve their courses. In this paper we pilot the use of learner auto/ethnography to gather detailed information that may assist with course improvement. This new method shows potential as a tool for collecting detailed insight about the student experience and presents enormous potential for informed course improvement.

TEAMS FOR PERFORMANCE

Tania Bucic (University of New South Wales), t.bucic@unsw.edu.au
Linda Robinson (RMIT University)

Performance of study project teams is an important issue to both educators and students. While much of the literature centres on the processes and outcomes of teamwork and team behaviours, more insight is needed into the factors contributing to the motivation of student teams to achieve high performance. This study integrates the concept of goal orientation and empirically examines the role of individual and climate goal orientations as influencing team goal orientation. Specifically, data from 51 student project teams in a simulated work setting are used to examine the three-dimensional goal orientation model for identifying dominant goals in the complex team situation where there are at least three levels of goals at play.

STUDENT DIVERSITY: IDENTIFYING STUDENT SUB-GROUPS IN AN APPLIED RESEARCH SUBJECT

Marion Burford (ASB UNSW), m.burford@unsw.edu.au
Jennifer Harris (ASB UNSW)

As educators we are aware of differences amongst our students. Differences are more evident in a statistics-based course where prior knowledge, aptitude and willingness to learn vary, particularly amongst marketing students. This paper demonstrates that gaining specific feedback on attitudes to a team-based major project within a market analysis course enhances our ability to develop and track student sub-groupings. This enables levels of student engagement with the 'live' topic to be monitored, helping to maintain a balance across the groups between learning, challenge and relevance. 'Interest in the topic' is one aspect that changed most notably across the years. So while generic feedback on individual student learning is helpful, this assessment-focused sub-grouping approach allows for more specific course micro-management.

HOW LOCUS OF CONTROL INFLUENCES STUDENTS' E-SATISFACTION WITH SELF-SERVICE TECHNOLOGY IN HIGHER EDUCATION

Bill Chitty (Murdoch University), b.chitty@murdoch.edu.au
Steven Ward (Murdoch University), Terry Noble (Murdoch University), Leela Tiangsoongnern (DPU International College)

Self-service technology (SST) for online learning is an efficient method to deliver higher education content. It may not however, be an effective means of encouraging some students to take control of their learning processes, and co-produce their educational outcomes. This research examines the factors that influence students' readiness to adopt SST as a means of accessing higher education content. The results of a student survey have been analysed using Partial Least Squares to evaluate various research hypotheses. The results of Australian and Thai data suggest that students' internal locus of control has a positive influence on their perceived value of SST, while students' external locus of control has a negative influence on their adoption of SST.

CASH FOR COMMENT: PARTICIPATION MONEY AS A MECHANISM FOR MEASUREMENT, REWARD, AND FORMATIVE FEEDBACK IN ACTIVE CLASS PARTICIPATION.

Mathew Chylinski (University of New South Wales), m.chylinski@unsw.edu.au

An unconditioned stimulus in the form of “participation money” serves to keep track of students’ comments during class discussions and extrinsically reinforce their class participation behaviors. Using a longitudinal experiment to investigate the effect of the participation money stimulus on several education outcomes, the author finds that the stimulus increases the number of comments during weekly class discussions, as perceived by both instructors and students. This increased class participation has a positive effect on students’ experience and perceived understanding of course material, as well as the social atmosphere during class discussions. The findings thus have important implications for marketing educators.

MARKETING INNOVATORS AND THE FUTURE; HOW CAN AUSTRALIA BETTER INVEST IN INNOVATION?

David Clark-Murphy (Edith Cowan University), d.clarkmurphy@ecu.edu.au

Australia's investment in innovation ranks 13th in the world but returns on the investment rank only 28th. This comparison of inputs and outputs highlights some weaknesses and opportunities. Analysis of the data suggests that Australia could make better use of its investment in innovation by increasing its capacity in two main areas; by providing education programs specifically designed to enhance the capabilities of marketing innovators to bring ideas to market and export opportunities; and by improving General and ICT infrastructure. Results suggest that a better understanding of successful and sustainable business models for the education of marketing innovators is a priority for Australia’s global competitiveness.

CREATING A FOUNDATION FOR GENERIC SKILLS BY EMBEDDING INFORMATION LITERACY IN COMMENCING STUDENT ASSESSMENT TASKS

Alison Dean (University of Newcastle), alison.dean@newcastle.edu.au
Kym Cowley (University of Newcastle), Kym.Cowley@newcastle.edu.au

A number of studies have addressed issues relating to the role of institutions in the development of graduate outcomes including generic skills and how such skills may be effectively embedded into university curricula. This study reinforces and extends the discourse. It evaluates the embedding of specific generic skills, for example Information Literacy, into the curriculum of a first year marketing course in a Business School, and via pre and post– tests, identifies students’ views on their own skills development, checking the changes with multiple choice questions. The overall findings confirm the literature based on the successful outcomes of simultaneously embedding generic skills into course curricula.

FINDINGS FROM THE MARKETING THEATRE APPROACH IN AN MBA PROGRAMME

Joerg Finsterwalder (University of Canterbury), joerg.finsterwalder@canterbury.ac.nz
William O'Steen (University of Canterbury)

An approach to teaching marketing theory and skills was developed in the MBA programme at the University of Canterbury. The Marketing Theatre Approach was created and implemented in 2008 as a collaborative effort among a marketing lecturer, a higher education lecturer, and two actor-facilitators from a local theatre company. The marketing instructor asked the actors to deliver two improvisational sessions in order to have students learn marketing objectives through experiential means. Data was collected from students' open-ended responses to questions before and after the sessions and from observations during and after the sessions. The findings suggest that students' experiences aligned with the intended objectives and also provided specific ways in which to improve the approach for its next iteration.

THE MARKETPLACE AS CLASSROOM: SERVICE-LEARNING IN AN MBA MARKETING COURSE

Joerg Finsterwalder (University of Canterbury), joerg.finsterwalder@canterbury.ac.nz
William O'Steen (University of Canterbury), Sven Tuzovic (Pacific Lutheran University)

This paper outlines an approach for teaching Marketing Principles in an MBA course through service-learning. During the course, 40 students in groups of four to five were involved in eight, simultaneous client-sponsored marketing projects. The rationale, planning, and management of this utilised current research on service-learning, living cases and client-sponsored projects in marketing education. Findings from this experimental curriculum design are presented in a timeline of the preparation and management of the group projects and the considerations when initiating and facilitating the projects. Preliminary conclusions from this action research suggest the importance of: detailed information to students, student choice in projects, standardized forms, feedback loops, and the instructor's role.

ENHANCING PRACTICAL SKILLS: REFLECTIONS ON REAL CASE EXPERIENCE

Patricia Fulcher (Murdoch University), p.fulcher@murdoch.edu.au
Megan Paull (Murdoch University)

This paper outlines reflections and a short peer evaluation of a live case study approach to a marketing management unit at undergraduate level. The value of a practical case approach for enhancing student skills is highlighted as are some of the lessons learned in the design and delivery of the unit. The paper offers reflections and a peer review which focus on the key elements of the live case. It outlines the adjustments which will be made at the next offering of the unit, and offers insights for others contemplating such projects.

THE PEER REVIEW PROCESS: HOW OFTEN DO BLIND REVIEWERS AGREE IN THEIR FINAL RECOMMENDATION?

Kathleen Griffiths (RMIT University), kathleen.griffiths@rmit.edu.au
Angela Dobele (RMIT University)

This paper explores the reviewer decisions of the peer review process for two conferences and seven journals. It analyses quantitative data from the conference reviewers and journal guest editors. The reviewers agree with each other in 62% of their final recommendations. The findings provide insights for conference organisers and guest editors seeking to manage the review process more effectively. This paper is of value to conference organisers, reviewers and authors as many academic publications are commonly examined through the double blind peer review system and it gives an idea on how much extra work track chairs often get as a result of reviewer disagreement in their final recommendations.

MARKETING STUDENTS' PERCEPTIONS OF ONLINE RECORDED LECTURES

Henry Ho (Swinburne University of Technology), hho@swin.edu.au
Debbie Weaver (Swinburne University of Technology)

Students enrolled in two on-campus marketing units were surveyed about their claimed attendance at face-to-face lectures and tutorials and their access to online recordings of the lectures. Only around 30% of students claim they attend all lectures, with tutorial attendance higher for both student cohorts. Most students claim they listen to at least eight (out of twelve) of the online recorded lectures, although there does not appear to be a correlation between accessing these recordings and actual attendance - we had expected that non-attendees would claim the highest rates of listening to the recordings. Students appear to access the recordings more for revision or translation purposes, rather than to catch up lectures they have missed.

THE UNPREDICTABLE AND EVER-CHANGING MARKETING ENVIRONMENT: A CRITICAL INTERVENTION

Sebastian Krook (Australian Catholic University), sebastian.krook@acu.edu.au

This paper explores the discursive conditions of a marketing environment which is portrayed in introductory marketing textbooks as uncertain. Drawing on discourse analysis and critical marketing, it is argued that the present characterisation of the marketing environment in terms of discontinuity has the performative effect of marginalising alternative accounts of marketing such as continuity, stability, and the nurturing of long-term sustainable relationships. Examples are offered from brand management and CRM to illuminate the importance of continuity and stability in marketing. The implications for teaching marketing are discussed in terms of how change and uncertainty are complemented by significant levels of continuity and stability, of which the latter has received marginal attention in mainstream textbook literature.

INTERNATIONALISING THE CURRICULUM: AN EXPLORATORY STUDY

Meredith Lawley (University of the Sunshine Coast), MLawley1@usc.edu.au

While internationalising the higher education curriculum is an accepted priority of universities, governments and global agencies like the OECD, much work remains to be done in terms of understanding exactly what internationalisation involves and how best to achieve it. The purpose of this research is twofold: to explore how internationalisation of the curriculum is understood and operationalised within the marketing program of one university and to identify strategies to increase internationalisation. Depth interviews were conducted with five academics. Results indicated implicit strategies embedded in courses with the inherent assumptions of graduates working in a global environment. Two themes emerged with suggested strategies to increase internationalisation: a focus on best practice teaching verses a focus on strategies clearly focused on internationalisation.

SUSTAINABLE ASSESSMENT PRACTICES: IMPROVING MARKING EFFECTIVENESS AND QUALITY

Meredith Lawley (University of the Sunshine Coast), MLawley1@usc.edu.au
Justin Debuse (University of the Sunshine Coast), Vikki Schaffer (University of the Sunshine Coast)

Timely, constructive feedback on assessment is critically important to students and yet is increasingly difficult for time-poor academics to consistently provide. This paper outlines the development of a computer-based marking tool, SuperMarkIt (SMI), through five action research cycles, including data from three evaluations by students and one survey of educators, as well as seminars and workshops. Results support the improvements in sustainability achieved by using SuperMarkIt. Socially, students report improved feedback quality in terms of timeliness, legibility, constructiveness, personalisation and detail. Economically, academics report significant savings in workload. Environmentally, SuperMarkIt reduces reliance on paper as well as reducing travel required to submit and collect hard copy assessments. Continued development of SuperMarkIt focuses on improving aspects related to technology adoption.

IMPROVING THE INTERNATIONAL STUDENT EXPERIENCE: THE ROLE OF COMMUNITY ENGAGEMENT

Meredith Lawley (University of the Sunshine Coast), MLawley1@usc.edu.au
Julie Matthews (University of the Sunshine Coast), David Fleischman (University of the Sunshine Coast)

International education has proven value to both universities and students, with many universities reliant on the funding provided by international students. Sustaining the economic, educational and social benefits of this globally-competitive industry requires new thinking and a movement beyond simply measuring student satisfaction. The often-neglected party in the international student experience is the host community outside the university. While research notes the positive impact of student-community interactions on student satisfaction and adjustment, few studies investigate the effects of engagement on student's personal and professional development or the reciprocal effects of international students on the community. This study follows one cohort of international students through their experience, with results supporting the positive influence of community interactions on both parties.

FROM E-READING TO E-LEARNING: A PEDAGOGICAL FRAMEWORK FOR ONLINE LEARNING

Geoffrey Lee (University of Western Sydney), g.lee@uws.edu.au

E-learning is regarded as highly suited for higher education and there has been a rapid development of online marketing courses to meet demand. Critics suggest many online courses rely on narrative text with little opportunity for teacher and peer interaction (e-reading). The marketing literature calls for further understanding of pedagogical underpinnings to e-learning. A conceptual framework is synthesised from education literature and informed by the author's experience in online marketing education. The framework identifies the need to scaffold teaching and learning activities by providing concepts, application of concepts, and engaging students by 'learning-by-doing' (e-learning). In this process, the role of the students and teachers and tasks become student-centred, thus facilitating deep learning.

E-LEARNING PRACTICE: A FRAMEWORK FOR IMPLEMENTATION OF ONLINE LEARNING

Geoffrey Lee (University of Western Sydney), g.lee@uws.edu.au

Increased adoption of e-learning in marketing curricular requires educators to better understand competitive pressures and changing student needs. Based upon Biggs's (1996) notion of constructive alignment, a conceptual framework is developed to assist implement e-learning and identify elements that can be used to develop learning objectives, teaching and learning activities and assessment tasks. The framework blends instructional and constructionist theory to scaffold learners' development from teacher-centred surface-learning to student-centred deep-learning. The paper proposes a CAP pedagogy where scaffolding occurs as students are encouraged to take responsibility for their learning, learn from peer and social forums, and utilise convergent rich-media and Web 2.0 technologies.

CHANGING A MARKETING QUANTITATIVE UNIT'S PERCEPTION OF QUALITY: A REFLECTION ON THE SEARCH FOR SHORT-TERM WINS

Ann Mitsis (Swinburne University of Technology), amitsis@swin.edu.au
Patrick Foley (Victoria University)

This paper critically reflects on a change intervention being run in an Australian university, for an undergraduate quantitative marketing metrics unit which has experienced low quality unit student evaluations, and uses Kotter's (2007; 2008) eight stage framework as a means for identifying missing key steps in the change intervention process. This paper uses this analysis to examine what makes a quantitative marketing subject change intervention successful and sustainable. It could be suggested that on the basis of the short-term wins identified the change intervention could be interpreted as successful. However when quantitative end of semester evaluations were published there was no statistical improvement in unit quality satisfaction. Practical implications are also discussed.

UNDERSTANDING INTERNATIONAL STUDENT MOBILITY: WHAT MOTIVATES AFRICAN STUDENT CHOICES?

Mercy Mpinganjira (University of Johannesburg) mmpinganjira@uj.ac.za
Robert Rugimbana (Tshwane University of Technology), rugimbanar@tut.ac.za

This paper specifically attempts to clarify the factors influencing African postgraduate students to undertake higher education studies abroad. A sample of 94 international postgraduate students from Africa studying at University of Witwatersrand in South Africa was used in the analysis. The results show that conditions in both the students' countries of origin and in the possible hosting countries contribute to the decision to study abroad. Of prime importance among the factors attracting students abroad is the need to acquire education of international standing. The findings have wider implications on the marketing of the higher education sector in the continent and the important role it can play in dealing with the problem of brain drain in Africa.

IS IT A BIRD, A PLANE, A GUEST SPEAKER? NO, IT'S MR BEARE!: USING HOT-SEATING THROUGH PUPPETRY TO IMMERSE STUDENTS IN MARKETING SCENARIOS

Glenn Pearce (University of Western Sydney), g.pearce@uws.edu.au
Nigel Hardiman (University of Western Sydney)

'Hot Seating'- where an actor in-role is questioned by an audience - and 'Puppetry'- an inanimate object being 'brought to life' - are two educational drama techniques. In this exploratory study, final-year marketing students interviewed a corporate client, in the form of a lecturer-operated puppet. The simulated dramatic context was an open briefing where teams competed for the right to design and market an island resort for gay and lesbian consumers. Reflective diaries were analysed for student perceptions of learning. Interpretive findings suggest that students, using this technique gained: (1) practical skills in client relations, (2) exposure to professional responsibilities and consequences and; (3) experience in 'learning by doing'. Findings offer marketing educators innovative, sustainable techniques for engaging students.

EXAMINING UNIVERSITY STUDENT TRANSFER INTENTIONS USING LOGISTIC REGRESSION

Maria Raciti (University of the Sunshine Coast), mraciti@usc.edu.au

The purpose of this research was to determine the predictors of first-year students' transfer intentions as a means to more effectively address student attrition. Based upon the literature and a qualitative exploratory study (n = 29), 17 factors associated with student attrition were identified. Data collected from the ensuing quantitative main study (n = 334) across three universities was analysed using multinomial and binary logistic regression. The results revealed that a) students' plans at commencement to complete their study at their current university; and b) students' inertia once enrolled at a university significantly differentiated between those students who intended to stay, those who intended to leave and those that were undecided at the end of their first year at university.

CUSTOMER EXPERIENCE MANAGEMENT IN UK HIGHER EDUCATION A MIXED METHODS STUDY

James Seligman (University of Southampton), j.seligman@soton.ac.uk
John Taylor (University of Southampton)

UK HEI's are feeling the "forces of change", changes in government funding, increased domestic and international competition, stakeholders wanting a complete "experience" well beyond a degree. Could CEM a viable commmercial practice play a role in UK HEI's? What is the current use of CEM and its future potential. The Mixed methods research study amongst UK HEI's creates insight and new knowledge in this area.

MARKETING ANALYTICS IN UK HIGHER EDUCATION

James Seligman (University of Southampton), j.seligman@soton.ac.uk
John Taylor (University of Southampton)

UK HEI's need to consider ways and means of becoming more competitive in a global HEI market place. Commercial institutions are using Marketing Analytics to gather data on the market, competition, and the customer which is being used to drive insight knowledge and marketing strategies. To what extent is Marketing Analytic being used amongst UK HEI's presently, and does it have a future application. The mixed methods study amongst all UK HEI's explored these questions and uncovered some useful findings for UK HEI management consideration.

INTANGIBLE ATTRIBUTES FOR HIGHER EDUCATION CHOICE

Tekle Shanka (Curtin University of Technology), tekle.shanka@cbs.curtin.edu.au

The purpose of this report was to find out the intangible attributes of marketing higher education. Results of responses from 362 university students indicated that the ‘ability to learning new skills essential to entering the workforce’ was the most important intangible attribute to students when selecting a higher education institution, followed by the ‘national and international reputation of the institution’, ‘project management training and experience’, ‘student life of the institution’, and ‘extra courses related to major studies’. Intercultural mix and student clubs attributes showed statistically significant differences between groups for gender, country of birth, or country of usual residence. Results are discussed.

PRE-CHOICE EXPECTATIONS OF INTANGIBLES - HIGHER EDUCATION (HE) INSTITUTIONS

Tekle Shanka (Curtin University of Technology), tekle.shanka@cbs.curtin.edu.au
Elizabeth Prendergast_Jones (Curtin University of Technology)

While previous studies have analysed academic and tangible factors influencing decision-making in choosing a particular higher education (HE) institution in the highly competitive market, it may not be 'low fees' or 'reduced entry requirements' that may "sell" the institution. A survey of 500 commerce students in a large university indicated that they expect the institution to offer intangible value-added services such as skills essential to entering workforce, management skills and practices, assistance in English, value-added courses such as leadership, teamwork etc. The eight scale items with significant positive correlations ($\alpha = .85$) were found to be represented by two dimensions, namely, career and social dimensions that accounted for 64% of variance in expectation of the institution.

THE CONFLUENCE OF STUDENT AND TEACHER PERSONALITY: TOWARDS A RESEARCH AGENDA

Daniela Spanjaard (University of Western Sydney), d.spanjaard@uws.edu.au
Louise Young (University of Western Sydney)

The influence of student personality on their capability to learn and the environment in which they learn is not a new topic to the field of education. There is also a limited amount of research considering personality traits of the teacher. However, there is little or no work that considers the interaction of teacher and student personalities and their resultant co-production of learning experiences. This paper outlines a recently commenced programme investigating how the personality of the teacher interacts with and impacts upon the personality of the student. From this will emerge understanding of the teaching dynamic as well as diagnostic tools to assist teachers in designing offerings that match student needs and teacher capabilities with reference to their personalities.

MEASURING EFFECTIVENESS OF POSTER SESSIONS: A SCALE DEVELOPMENT

Nicole Stegemann (University of Western Sydney), n.stegemann@uws.edu.au
Catherine Sutton-Brady (The University of Sydney)

Poster sessions had mainly been used in sciences and nursing, but have recently found their way into the marketing discipline. Introducing new forms of assessments should be based on pedagogical grounds and effectiveness. While various research studies have highlighted the benefits of the use of poster sessions, this paper attempts to develop a scale to measure the effectiveness of poster sessions as an alternative assessment in marketing. A survey was developed based on formal and informal student comments. Exploratory factor analysis, using an initial sample of 56, identified four factors, namely Creative/Interactive, Motivation, Stress and Relaxed Atmosphere, which were tested for reliability. Additionally, we included students' level of academic confidence and cultural background as moderators, which indicated significant differences.

TEACHING MARKETING MANAGEMENT FROM A POSTMODERN PERSPECTIVE

David Stewart (Victoria University of Wellington), David.Stewart@vuw.ac.nz
Bob Gregory (Victoria University of Wellington, Stephen Cummings (Victoria University of Wellington)

The postmodern condition has haunted marketing over the last 15 years. Whilst consumer behaviour has addressed the topic, the implication of teaching marketing management from a postmodern perspective has not been explored. The paper argues that by adopting neo-pragmatism, an affirmative postmodern perspective, a different pedagogy needs to be instigated. The goal of teaching becomes not one of establishing prescriptive principles based on foundational knowledge, but one of edifying philosophy whereby theories-in-use are discussed as a means to develop praxis.

DEVELOPING CASE-BASED DRAMATISED VIDEOS AS TEACHING RESOURCES: A CASE STUDY

Alastair Tombs (University of Queensland), a.tombs@business.uq.edu.au
Doan Nguyen (University of Queensland)

This paper presents a case study of the development of dramatised video cases as a resource for use in teaching marketing. It explains the benefits of developing and the pitfalls with making this sort of interactive media. The benefits of using dramatised video scenarios as a teaching resource are: a) they facilitate problem based learning; b) they provide the student with a realistic view of the ethical decisions that are faced by marketing managers, and c) they keep the class learning at the same pace. However, the problems associated with developing this sort of resource are the cost and time required to make a high quality and credible dramatised case study.

EXPLORING VALUE AND EXPERIENCE CO-CREATION OF SHORT-TERM STUDY-ABROAD PROGRAMS

Sven Tuzovic (Pacific Lutheran University), stuzovic@plu.edu
Kristin Labs (Pacific Lutheran University), Joerg Finsterwalder (University of Canterbury)

Amidst the increasing amount of research on service-dominant logic and value co-creation, only few scholars have discussed the principles in the field of education. This study investigates the value co-creation process in the context of higher education, in particular with regard to short-term study-abroad programs. A focus group study was conducted in April and May 2009 among students who participated in a study-abroad program in January. Preliminary results show that faculty act primarily as value facilitator; however they also contribute in a joined co-creation process through their interaction as guide or mentor. Students further co-create value through their own cultural emergence. The results provide important information for the design and implementation of study-abroad courses.

THE VALUE OF FULL-LECTURE VERSUS SUMMARY PODCASTS FOR STUDENT LEARNING

Rob van Zanten (The University of Adelaide), rob.vanzanten@adelaide.edu.au

Some educators have questioned the pedagogical soundness of podcasting the traditional lecture format. This paper explores the value of podcasting the classroom lecture by comparing download and course evaluation data of a series of short podcasts and full-lecture podcasts produced for the same university marketing course. The findings show that students in fact value full-lecture podcasts as highly as they do the short summary podcasts, despite the fact that the full-lecture podcasts are downloaded to a markedly lesser degree. The reason appears to lie in the different ways students make use of the two types of podcast. The paper concludes by noting that both full-lecture and summary podcasts serve as useful tools for student learning.

HOW LEARNING STYLE INFLUENCES STUDENTS' E-SATISFACTION WITH SELF-SERVICE TECHNOLOGY IN HIGHER EDUCATION

Steven Ward (Murdoch University), s.ward@murdoch.edu.au
Bill Chitty (Murdoch University), Terry Noble (Murdoch University)

Self-service technology (SST) for online learning is an efficient method to deliver higher education content. This paper outlines how the learning styles of students (independent versus group) influence the adoption of, perceived value of and satisfaction from SST. Results suggest that students may prefer a mixed mode of delivery, as both individual and group learning styles negatively moderate the relationship between the adoption of and the perceived value of SST. Students with individual and group learning styles may see SST as a useful potential addition to their education and indication of educational quality, even though they may not actively use this technology.

"I REALLY HAD ABSOLUTELY NO IDEA WHAT PR WAS ABOUT!!!!" – AN INSIGHT INTO FINAL YEAR STUDENTS' PERCEPTIONS OF THE COMMUNICATIONS INDUSTRY

Katharina Wolf (Curtin University of Technology), k.wolf@curtin.edu.au

Are students prepared for the day to day challenges of the communications industry by the time they are completing their final year? This research addresses students' pre- and frequently misconceptions as they embark on their studies, contrasted to their understanding of the discipline after having completed all core units of the public relations stream. By focusing on students enrolled in a final year, compulsory placement unit, this study investigates the role industry placements play in providing students with a realistic understanding of their chosen discipline before entering the employment market. This in turn re-opens the debate about the importance of work integrated learning opportunities and particularly placement units as an integral element of any communications degree.

FACTORS INFLUENCING THE CHOICE OF OVERSEAS STUDY BY UNDERGRADUATE AND POSTGRADUATE CHINESE STUDENTS

Yilin Lu (Renmin University of China), luylin727@sina.com
Felix T. Mavondo (Monash University), felix.mavondo@buseco.monash.edu.au
Lily Lin Qiu (GICC International), lqiu@giccinternational.com

The objective of this paper is to investigate the major factors that influence Chinese students' decision-making of an overseas study destination. The major education markets are USA, UK, Australia, Canada, Germany France and Japan. Chinese students constitute the largest proportion of international students in the world education market accounting for about 14% of the total market (UNESCO 2006). The research addresses questions such which factors have the greatest influence on Chinese students' decision-making process; what is the order of preference as destination study country and why, what information sources do students and parents access to inform their decisions. Data was collected from institutions in Beijing, Shanghai and Guangzhou in China from both high schools and universities. The data collection approach used self completed questionnaires. The findings are useful for academic institutions especially their various marketing functions.

TRACK 08: MARKETING METRICS AND MODELLING

HERDING CATS: WHY 35% MORE REPEAT-PURCHASE LOYALTY LEADS TO THE SAME SHARE.

Charles Graham (London South Bank University), grahamca@lsbu.ac.uk

New long-term consumer panels (six years of reporting) reveal a paradox in competitive markets; on average, frequently purchased brands lose a third of their loyal customers over five years, yet tend to maintain their relative market share within just a few points over the same time. This startling extension of the “leaky-bucket” concept (Ehrenberg, 1988; East & Hammond, 1996) confirms that even in the long run, loyalty is less important to a brand’s performance than the number of people buying it.

SAMBOY, FACEBOOK AND THE BUSHFIRES: EXTREME CONDITIONS AND THE PERSISTENCE OF MARKETING THEORY

Cullen Habel (The University of Adelaide), cullen.habel@adelaide.edu.au

This descriptive paper chronicles the rapid growth of a “Bushfire Support” Facebook page, where a manufacturer brand’s web campaign was appropriated by the public as a fundraiser for the Victoria bushfires of February 2009. By harnessing the goodwill of the community, the Facebook group known as “Samboy is Back - JOIN NOW TO WIN $10,000 FOR RED CROSS BUSHFIRE APPEAL” grew to five times the size of its nearest competitor. The Bass Model is shown to provide a reasonable representation of the growth of a bushfire fundraising group with 12 hour increments. Some patterns recur in marketing despite extreme conditions and the S-curve of the Bass Model appears to be one of them.

BLOCKING OF CHOICE MODELLING SURVEY DESIGNS AND CONVERGENT VALIDITY

David Holdsworth (Otago University), david.holdsworth@otago.ac.nz
John Knight (Otago University)

Standard practice in developing Discrete Choice experimental designs where the options generated are too many for a respondent to reasonably consider is to block the options into subsets for consideration. Convergent validity between blocked subsets of a large discrete choice design was compared with open ended questions for electricity energy supply preferences, where both were included in the same choice modelling survey. The open ended questions on electricity preferences were similar in all questionnaires but the discrete choice options differed depending on the associated block their questionnaire was comprised of. Preferences from the aggregated discrete choice survey were found consistent with the preferences stated in the general questions, despite each respondent seeing only a subset of the choice design options.

DO THE NBD DIRICHLET'S EMPIRICAL GENERALISATIONS HOLD TRUE FOR RADIO LISTENING?

Gavin Lees (Victoria University), gavin.lees@vu.edu.au
Malcolm Wright (University of South Australia)

Do the empirical regularities known in consumer goods markets hold true in radio markets? These regularities are captured by the NBD-Dirichlet model, and so this model might be thought to fit radio market data. However, before considering model fitting, it is important to examine the patterns in the data to see whether they match prior knowledge. This paper performs that task, and evaluates patterns in station size and station loyalty in a regional radio market to determine whether they follow the regularities found in consumer goods markets. By examining conventional radio market measures we find that they do follow the same patterns found in consumer goods markets. Radio markets appear to have the same patterns found for consumer goods.

DOES THE DUPLICATION OF PURCHASE LAW APPLY TO RADIO LISTENING?

Gavin Lees (Victoria University), gavin.lees@vu.edu.au
Malcolm Wright (University of South Australia)

Radio markets are often claimed to be highly segmented, with different stations targeting particular niches. We evaluate this idea by applying duplication analysis to test for structure in a regional radio market. We find that there is market partitioning (segmentation). However, this segmentation is not between different radio brands, as popularly believed. Rather it is between two formats – talk radio and music stations.

CORPORATE EXECUTIVES' PERCEPTIONS OF MARKETING PERFORMANCE: MEASUREMENT ISSUES AND PRELIMINARY FINDINGS

Don O'Sullivan (Melbourne Business School), d.osullivan@mbs.edu
Patrick Butler (Melbourne Business School)

Marketing performance measurement is an area of heightened interest for academics and practitioners as numerous reports cite marketing's loss of influence over corporate and business strategy. The recovery of marketing's 'seat at the boardroom table' is determined in part by the satisfaction of senior executives with marketing's contribution to firm performance. Here we report early finding from an empirical examination of the relationship between marketing performance measurement and the satisfaction of CEOs and other senior executives with marketing. Preliminary results indicate that ability to measure marketing performance influences senior executive satisfaction with the marketing function. Differences between CEOs and other senior executives (CXOs) are also apparent.

MODELING CUSTOMER CHURN: AN APPLICATION OF DURATION MODELS

Sofia Portela (ISCTE_IUL), smlportela@gmail.com
Rui Menezes (ISCTE - IUL)

For the last decade, Portuguese customers of fixed telecommunications have easily switched the service provider, which has been very damaging for the business performance. This study aims to develop a duration model of the residential customer churn in this industry in Portugal, which can support managers on customer portfolio management. Our results show that the majority of variables that influence customer churn are related to the customer spending with the firm, and that usage and subscription conditions do not seem to influence the customer lifetime. We also found that the probability of a given active customer cancels his relationship with the firm is neither constant over time nor across customers. Lastly, it seems that satisfaction does not influence customer churn.

DIFFERENTIATION IN A BRANDED COMMODITY CATEGORY: TAPPING INTO BEHAVIOURAL DATA

Jaywant Singh (Kingston University), j.singh@kingston.ac.uk
Chris Hand (Kingston University), Hsin Chen (Kingston University)

Brand positioning strategies are primarily meant for creating differentiations or unique brand images. This study aims to understand whether this works in a highly branded commodity category – bottled water, with respect to the differentiation created by marketing actions. The purpose of this study is to examine empirically whether these differences could affect buying for branded water. Brand performance data from Tesco panel is analysed using Dirichlet approach. Purchase duplications of branded water show multi-brand buying behaviour that is influenced mainly by the size of a brand. The results show what varies between commodity brands is their market share and not the loyalties which they might attract. The study has implications for marketers in understanding the nature of competitive markets.

A CONCEPTUAL FRAMEWORK FOR VIRAL MARKETING

David Stewart (Monash University), david.stewart@buseco.monash.edu.au
Michael Ewing (Monash University), Dineli Mather (Deakin University)

This research seeks to temper the enthusiasm surrounding viral marketing by claiming that there is no such thing as a pure viral marketing campaign and that the successes of many campaigns labeled ‘viral’ are due to many factors including traditional mass communication. The article presents a conceptual framework for viral marketing, inspired by epidemic modeling and the theory of branching processes, that enables a campaign to be separated into its viral and non-viral components. We then introduce a mathematical model for the viral process and develop three campaign performance metrics: overall campaign performance (reach), the dynamic performance of the viral component (dynamic criticality) and performance of the viral component relative to the non-viral component of the campaign (relative viral reach).

EXTENDING THEN REFUTING GODENBERG, LIBAI & MULLER: DEMONSTRATING A COMPLEX SYSTEMS APPROACH TO DEVELOPING AND TESTING THEORY

Hume Winzar (Macquarie University), Hume.Winzar@efs.mq.edu.au

This paper reports on stage two of an ongoing study, first reported at ANZMAC 2007. The author shows how an application of complexity theory, using agent-based modelling, can refine and test theory. Two experiments tested the effects on different stages of the diffusion process when weak ties and strong ties vary as a power function in their (a) relative influence, and (b) relative number. We show that the value of the relative linkages amongst contacts has relatively little influence on the diffusion of innovations through word-of-mouth. Debate about strong ties and weak ties is redundant, and researchers and practitioners need only concentrate on the absolute numbers of contacts, not on whether these contacts are strong or weak ties.

FORECASTING CUSTOMER BUYING BEHAVIOUR - "CONTROLLING FOR SEASONALITY"

David Zitzlsperger (University of Kaiserslautern), zitzlsperger@wiwi.uni-kl.de
Thomas Robbert (University of Kaiserslautern), Stefan Roth (University of Kaiserslautern)

The idea to predict customer transactions by looking at past behaviour has been researched in many fields of academia. Ehrenberg's NBD approach is created on the prerequisite that the underlying data does not show seasonality. In practise such a setting is hard to find. Accord-ingly seasonality becomes an issue when applying the NBD model to real data. In this paper we apply the Pareto/NBD and an extension we introduce, the "Seasonal Pareto/NBD", on eleven data samples while manipulating the degree of seasonality. We show that the forecast-ing quality of the classical Pareto/NBD is subject to the amount of seasonality in the underly-ing data. We conclude: The Pareto/NBD can be extended to control for seasonality and this results in improved forecasts.

CONFIRMING THE EXISTENCE AND SIZE OF BEHAVIOURAL SEGMENTS IN THE ADOLESCENT SUN PROTECTION PROJECT: RESULTS OF A NSW SCHOOLS SURVEY

Lance Barrie (University of Wollongong), lanceb@uow.edu.au
Sandra Jones (University of Wollongong), Melissa Lynch (University of Wollongong), Kay Coppa (Cancer Council NSW)

Sun protection behaviours among Australian adolescents are consistently low. While other population groups (notably younger children and adults) have responded to social marketing campaigns and educational interventions, efforts to encourage adolescents to engage in sun protection have been largely ineffective. This paper reports on the extension of previous qualitative work which identified different behavioural segments within the 14-16 year old age-group. The present study consisted of a survey of over 2,300 adolescents to confirm the existence and size of these segments.

BUILD DONOR IDENTITY OR DONOR COMMITMENT? A DILEMMA FOR NOT-FOR-PROFIT ORGANISATIONS

Liliana Bove (The University of Melbourne), lbove@unimelb.edu.au
Tim Bednall (The Australian Red Cross Blood Service), Le Wei Jiang (The University of Melbourne)

A conceptual model is presented which argues that not-for-profit organisations reliant on donors giving time, money or blood should employ marketing practices that build donors' affective commitment to the organisation, rather than build their role identity as a donor. This strategy is recommended because role identity tends to motivate actions directed to benefiting the self, and is vulnerable when role behaviours are deferred or prevented by the organisation (Meyer, Becker and Van Dick, 2006). In contrast, affective commitment represents a purposeful attachment that is likely to endure even if role behaviours are prevented, and motivate extra-role activities such as positive word-of-mouth and referrals. Based on this model, strategies for enhancing donors' affective commitment are presented.

APPROACHING MUSEUM SHOP MARKETING FROM A STRATEGIC PERSPECTIVE

Renate Buber (University of Economics and Business Vienna), renate.buber@wu.ac.at)
Monika Knassmueller (University of Economics and Business Vienna), monika.knassmueller@wu-wien.ac.at

According to its contribution to the museum´s revenue, retailing has become an important function in museums. The dual character of a federal museum´s public contract and various changes in the education and leisure markets strongly impact the shop´s marketing strategy and consequently the deployment of marketing instruments. This paper investigates visitor behavior in the store of the Kunsthistorisches Museum Vienna by non-participant observation and aims to advance understanding of the problems and consequences of applying an integrated marketing strategy to museums and their shops. The findings show significant differences between visitor groups in exploring products, identify an almost interaction-free sales situation and consequently demand for a comprehensive examination of the cornerstones of both, the shop´s and the museum´s marketing strategy.

THE IMPACT OF ISOMORPHIC PRESSURES ON THE DEVELOPMENT OF ORGANISATIONAL SERVICE ORIENTATION IN PUBLIC SERVICES

Barbara Caemmerer (University of Strathclyde), ba.caemmerer@strath.ac.uk
Michael Marck (University of Strathclyde)

This study investigates how isomorphic pressures impact on the service orientation of public sector organisations. In order to address this question we focused on the exploration of the factors impacting on organisational service orientation in two distinctively different public sector settings. The qualitative findings suggest that across different public sector settings organisations strive for an externally-driven, enthusiastic service orientation, but that interrelated isomorphic pressures and paradoxes impact on the achievement of this goal.

KEYS TO RELATIONAL COMPETENCE IN INTERNAL MARKETING

Leanne Carter (Macquarie University), lcarter@efs.mq.edu.au
David Gray (Macquarie University), Peter Murray (University of the Sunshine Coast)

The paper explores the concept of internal market orientation (IMO) which enables the identification of intra-organisational exchanges in working relationships between employees and the organisation's managers, and in particular, relationships between employees and demonstrated relational competence. The interplay between relational competence and IMO is considered. The internal marketing of a not-for-profit organisation in Australia is examined through qualitative research and data is collected by a series of in-depth interviews and observations. From the qualitative research it appears to be a positive relationship between interpersonal relational competence(IRC) and internal marketing. The internal market behaviours shared by management and its employees will be improved with improved IRC.

HEALTHY AGEING AND LIFELONG LEARNING: PERCEPTIONS OF AUSTRALIAN BABY BOOMERS TO INFORM PUBLIC POLICY

Valerie Clulow (Monash University), val.clulow@buseco.monash.edu.au
Helen Bartlett (Monash University)

Factors contributing to healthy ageing have been reported, yet research evidence available to inform policy development is piecemeal (Bartlett, 2003). As baby boomers are ageing, it is important that their perceptions about healthy ageing are better understood. Effective public-policy marketing based on high quality research evidence is critical as baby boomers start to reach their mid-sixties from 2010. This paper explores existing evidence about how healthy or successful ageing is understood. Preliminary findings from an exploratory focus group discussion with leading-edge baby boomers, demonstrates a general awareness of the key determinants of healthy ageing, but also demonstrates a lack of urgency to take pre-emptive steps to maintain higher cognitive function, greater levels of general fitness and pursuit of social interactivity.

HUGGERS, MOVERS AND SHAKERS: LEGITIMISING COMMUNICATION ACTIONS OF NASCENT SOCIAL VENTURES

Heather Douglas (RMIT University), heather.douglas@rmit.edu.au
Gillian Mort (La Trobe University)

Communication is important for ventures operating in the social arena, and researching communication strategies has important implications for marketing practice. In this study, six nascent social ventures were selected by theoretical sampling as exemplary cases, and interviews conducted with two founders. The founders' backgrounds, organisational records, venture history, decision making patterns, staffing, volunteer and operational arrangements, management and marketing systems, and strategic orientation were examined. Analysis indicated a three part typology of nascent social ventures: Huggers, Movers and Shakers. The results are discussed along with suggestions for future research.

MANAGING THE TENSIONS IN MARKETING MILITARY HERITAGE AS VISITOR ATTRACTIONS

Alastair Emerson (Unitec New Zealand), aemerson@unitec.ac.nz
Andrew Cardow (Massey University)

This paper describes research conducted into the perceptions of military heritage museum managers of the changing role of such museums, and their awareness of and perceptions of the need to manage possible tensions between the remembrance and reverence aspects of such institutions and the need to market them to alternative audiences to maintain economic viability, using discursive analysis as a primary research tool. The findings are that the managers are both aware of the need to employ marketing, and the possible tensions which might arise. They are found to be sensitive to the possibility of stakeholder dissatisfaction, and employing measure to manage this.

DEVELOPING A LOCAL GOVERNMENT MARKETING MODEL

Michael Gardiner (University of Southern Queensland), gardiner@usq.edu.au

A local government marketing model is apparent in that local government management operates in an environment where the public is increasingly seeking accountability and perceived value from their representatives and the organisation. Most marketing literature recognises this need but fails to provide a holistic approach and instead tends to offer piecemeal applications. This paper develops a local government marketing model based on five themes developed institutively, refined with secondary data and literature and complemented by case analysis of three local governments.

INDUSTRY PARTNERSHIPS FOR HEALTH NONPROFITS AND DISEASE AWARENESS ADVERTISING

Danika Hall (Centre For Health Initiatives), dh14@uow.edu.au
Sandra Jones (University of Wollongong), Don Iverson (University of Wollongong)

Marketing partnerships between non-profit organisations (NPOs) and industry generally bring favourable results for both parties (Brønn and Vrioni 2001; Varadarajan and Menon 1988). However, there is some scepticism about corporate exploitation of such arrangements and growing concern in Australia and elsewhere about partnerships between the pharmaceutical industry and NPOs (Angell 2006; Moynihan and Cassels 2005) and the co-sponsorship of Disease Awareness Advertising (DAA). This paper reports the findings from a study of how Australian women respond to DAA with differing sponsors including their ability to identify, and their attitude toward, the sponsor. The results are of importance for health NPOs considering partnership with industry in an effort to promote awareness of a health condition.

MEETING THE INFORMATION NEEDS OF CARERS OF CHILDREN WITH DISABILITIES: A CASE FOR THE USE OF VIRTUAL COMMUNITIES

Elias Kyriazis (University of Wollongong), kelias@uow.edu.au
Rodney Clarke (University of (Wollongong), Gary Noble (University of Wollongong), Jennifer Algie (University of Wollongong)

From the initial diagnosis parents of children with a disability need timely and accurate information to effectively manage their child's condition. Focussing on the findings of a collaborative research project examining the needs of parents of children with a disability (0-12 years) the study identifies several information related factors adding to parental stress levels. These include a lack of awareness of support services, application processes, and disability specific information. To overcome the limitations of existing information delivery approaches we propose creating a wiki-based virtual community to serve as a user friendly "one-stop shop" for carers . Such a community would give them greater access to the lived experience and empathy of other parents who have successfully managed their childs condition.

"BY THE POWER VESTED IN ME.....": EXAMINING THE 'MARRIAGE' OF TWO SECTORS THROUGH NONPROFIT-CORPORATE RELATIONSHIPS

Kathryn Lefroy (Monash University), Kathryn.Lefroy@buseco.monash.edu.au
Yelena Tsarenko (Monash University), Dayna Simpson (Oregon State Universtiy)

Various facets of the nonprofit-corporate 'marriage' have been investigated in academic literature; however, there has been no systematic investigation of perceptions of power imbalance in this context, or the way that this can be mediated through the tacit governance form of relationship embeddedness. Twenty corporate relationship managers from Australian nonprofit organisations were interviewed for this qualitative study. Findings show that the level of relational embeddedness between the two organisations can have a reductive effect on perceived power imbalance. Further, organisations who were fully embedded with their partners did not believe the relationship to have a perceived power imbalance at all. This has implications for the future of cross-sector 'marriages'.

PERCEIVED MARKET ORIENTATION AND CHURCH PARTICIPATION

Riza Mulyanegara (Monash University), riza.mulyanegara@buseco.monash.edu
Yelena Tsarenko (Monash University), Felix Mavondo (Monash University)

Over the recent years, the concept of market orientation has become an attractive avenue for research in marketing. However, despite an array of theories, a systematic framework investigating the role of market orientation in non-profit organizations remains limited. Through the integration of concepts from church participation and marketing literature, the study put forth a comprehensive model that describes the role of market orientation in church participation phenomenon. The study found support for the positive association between 'perceived market orientation' and respondents' extent of participation in church-related activities.

AN INVESTIGATION OF CROSS-CULTURAL DIFFERENCES IN BINGE-DRINKING PERCEPTIONS AND BEHAVIOURS

Rebekah Russell-Bennett (Queensland University of Technology),
Rebekah.bennett@qut.edu.au
Andrew Golledge (Queensland University of Technology)

This paper examines the variance in binge-drinking attitudes and behaviours between university student cohorts from Western and Eastern countries who reside in Australia. In particular, we investigate the impact of social influence on these consumer responses. An online survey resulted in 190 useable responses from university students at three different Australian universities. The results show that students from Western countries consume alcohol at higher levels and demonstrate more 'approach' behaviours towards binge-drinking, whereas students from Eastern countries demonstrate more 'avoid' behaviours. Social distancing from drunk or story-telling people is evident as students from Eastern countries while students from Western countries were more likely to indulge in story-telling and either ignored or encouraged surrounding people who were drunk.

COMPARISON OF GIVING BEHAVIOUR IN WESTERN AUSTRALIA

Tekle Shanka (Curtin University of Technology), tekle.shanka@cbs.curtin.edu.au
Ivana Oroz (Curtin University of Technology)

This paper presents the results of survey data examining the differences and similarities of giving behaviour between university students and members of the public in Western Australia (WA). The two groups reported donating behaviour and intended donating behaviour using an established scale from Sargeant, Ford and West (2006). A convenience sample of 287 students and 400 members of the public voluntarily participated in a survey to explore their motivations behind giving. The results indicate that female participants generally tend to be more positive towards giving to non-for-profit organisations. Trust, emotional utility and familial utility were significant predictors of commitment that leads to future giving behaviour.

THE BALANCED SCORECARD AS A FRAMEWORK FOR PERFORMANCE MANAGEMENT IN THE NON PROFIT SECTOR.

Lindy West (University of Canberra), lindy.west@canberra.edu.au
Ali Quazi (University of Canberra), Doug Davies (University of Canberra)

This paper examines the appropriateness of the Kaplan and Norton's (1992) balanced scorecard (BSC) framework for performance management of Australian Non Profit Organisations (NPOs). To this end, we critically review Whittington's (2003) strategic management framework considering the BSC as a basis for measuring NPOs performance. A literature review and subsequent analysis of the available information reveal that the BSC presents an integrated and comprehensive model. NPOs can use this framework to manage performance while monitoring competition and contractual obligations. These findings have implications for the selection of the right model for NPO performance management from both strategic management and marketing perspectives, as highlighted in the discussion. This paper identifies the limitations of the research and suggests potential for future research.

SALES TECHNOLOGY RELATIONSHIP BUILDING ROLE: COGNITIVE INSIGHTS FROM SALESPEOPLE AND CUSTOMERS

Othman Boujena (Rouen Business School), othman.boujena@iae-aix.com
Wesley Johnston (Georgia State University), Dwight Merunka (University Paul Cézanne in Aix Marseille - IAE & Euromed Management)

To improve customer relationship management, companies invest in sales technology to enhance satisfaction and valorize customer experience. This paper examines the benefits for the customer of sales technology usage by salespeople within a framework based on theories from the sales and IS literature. An in-depth exploratory qualitative study is elaborated among salespeople and their customers to identify perceived benefits of sales technology usage and in what way cognitions are shared among these roles. Three content analyses: thematic, lexical, and cognitive mapping are used to reveal the benefits most valued by interviewees. Findings indicate that sales technology have a direct impact on salesperson attitudes and behaviors like professionalism, responsiveness, availability or competence and an indirect one on customer relationship quality.

THE EFFICACY OF THE PREDICTIONS FOR CUSTOMER RETENTION IN AN INTERACTIVE RELATIONSHIP

Shu-Ching Chen (Massey University), S.C.Chen@massey.ac.nz
Felix Mavondo (Monash University)

The aim of this study is to provide an insight into managing the employee-customer relationship from a value based perspective of market orientation. Data was collected using a questionnaire on dyads of employees and customers. The results clearly show the absence of symmetry on view on value between employees and customers. The findings of the study suggest that what the employees do and how they evaluate their interaction with the customers has very limited explanatory power on customer loyalty as seen by the customers, on the other hand the evaluations of customer loyalty by the customers explains a significant variance. The results have implications for the retention of employees and encourage businesses to do their best to retain outstanding employees.

APPLYING BRAND ATTACHMENT TO A CONSUMPTION CONTEXT: ATTACHMENT TO MOBILE PHONES

Angela Dobele (RMIT University), angela.dobele@rmit.edu.au
Michael Beverland (RMIT University)

The ubiquitous mobile phone has changed the way people communicate. Past research on mobile phones has focussed on tasks and functions, rather than people and behaviours. Using Fournier's brand attachment typology in-depth interviews with 17 informants illustrated attachment to their devices which can be measured in terms of quality, depth and strength. Informants describe their mobile phone using expressions of love, connect with it via self-expression, exhibit commitment and interdependence to their phones by resisting other phones and remaining loyal, interact frequently and trust their phone to deliver a satisfactory level of partner quality. The results of this study add to our understanding of brand attachment theory in the context of products and experiential consumption. Possible future research is presented.

CONCEPTUALIZING RELATIONSHIP QUALITY IN FRANCHISE SYSTEMS: DIMENSION AND MEASURES

Heiner Evanschitzky (University of Strathclyde), evanschitzky@strath.ac.uk
Christof Backhaus (University of Dortmund), David Woisetschlaeger (University of Dortmund), Vivian Hartleb (Curtin University of Technology)

Relationship quality (RQ) is of major importance in managing franchise systems since it is believed to affect relational outcomes positively. However, there is still neither a conceptualization that has been universally agreed upon nor an operationalization of RQ in franchise settings. Our study tries to fill that void by empirically testing a three-dimensional conceptualization of RQ. With study 1, we assess the dimensionality of RQ and purify a measurement instrument of RQ against a random sample of 500 franchisees. In study 2, we use this measurement instrument in a sample of 3,122 franchisees across 38 franchise systems. Results indicate that RQ consists of commitment, trust, and satisfaction. Moreover, RQ is related to positive relational outcomes.

A PROPOSED MODEL OF CUSTOMER-EMPLOYEE INTERACTIONS LEADING TO OVERALL CUSTOMER SATISFACTION IN THE BANKING SECTOR OF BANGLADESH

Johra Fatima (University of New South Wales), z3202482@student.unsw.edu.au
Mohammed Razzaque (The University of New South Wales)

The purpose of this study is to reveal the antecedent role of key relational constructs such as service quality, commitment, customer involvement and trust on customers-employee interactions and also to find out the co-relationship of the later one with overall satisfaction of the customers of private commercial banks in Bangladesh. A theoretical framework has been developed to prove empirically with an application of Regression analysis. The expected contribution of this study for academician is that they will be able to gain knowledge about customer-employee interactions in a specific developing country's context. Bank managers also hope to receive a clear indication of the motivations of customers' interactions with bank and the level of their overall satisfaction corresponding to it.

TO LURK, OR TO POST? A CONCEPTUALIZATION ON CONSUMERS' VIRTUAL COMMUNITY BEHAVIORS

Kwok-Wai Ho (University of South Australia), email@kelvinho.com
Ting-Jui Chou (Renmin University of China), Yi-Lin Lu (Renmin University of China)

Virtual community practitioners at all times take different measures to promote the community members' participation. Some measures are to promote the relationship with community members (trust and commitment) and some measures are to provide favourable circumstances to encourage motivation, opportunity and ability (MOA) driven behaviours. We propose to distinguish the two basic member activities – viewing and posting by their different degree of self-disclosure. Virtual community members do not need to self-disclose themselves in their viewing behaviours, but there are certain degrees of self-disclosure while posting. This research is designed to examine the relative explanatory power of Commitment-Trust Theory and MOA Theory in virtual community member participations self-disclosure activities (posting) and non self-disclosure activities (viewing).

THE IMPACT OF EMOTIONAL INTELLIGENCE ON BUSINESS RELATIONSHIP LONGEVITY IN A RELATIONSHIP MARKETING/MANAGEMENT CONTEXT

Luay Khreish (Victoria University), luay.khreish@live.vu.edu.au

This paper aims to identify the relationship between emotional intelligence (EI) and business relationship longevity (BRL). It posits that EI has a positive relationship with BRL and attempts to establish this by analysing the gap revealed within extant literature whereby the affect of EI on BRL has not been empirically tested. The findings imply that business banking relationship managers with heightened levels of EI will have the ability to construct and maintain quality long-term relationships with their clients. This is perceived to be a crucial development in the theory surrounding EI, the results of which may bring about several best practice implications not only to the banking sector but with further research, to customer relations in general.

EXTENDING THE COMMITMENT-TRUST MODEL: SUGGESTIONS FOR FUTURE RESEARCH AGENDA

Patria Laksamana (Curtin University of Technology), patria.laksamana@gmail.com
David Wong (Curtin University of Technology)

The commitment-trust model by Morgan and Hunt (1994) is an established and well utilised model in relationship marketing. Since then, many research studies have utilised the model in various settings, and in various forms with mixed results. The paper discusses several research propositions which contribute to the development of the model in two major ways – it proposes the inclusion of switching costs and interaction quality as moderators to the commitment-trust relationship to aid the understanding of the contextual bounds that influence the relationship between these two constructs, and, it addresses the subjective nature of current measures of the commitment construct by proposing that continuance commitment may be measured more objectively using data on customer retention and cross-buying behaviour.

CHARACTERISTICS OF CUSTOMER ADVOCACY IN A SERVICES CONTEXT

Dan Liu (UNSW), homedaisy@yahoo.com
Adrian Payne (UNSW), Jennifer Harris (UNSW)

Customer advocacy represents the highest level of customer loyalty. However, there is little published research indicating the distinctive characteristics of customer advocacy. Interview data in this study reveals that advocates make enthusiastic and explicit recommendations. They are proactive in promoting service providers and act as the salesperson while downplaying competitors. They also demonstrate strong beliefs and support towards service providers. All these aspects are not necessarily obvious in many word-of-mouth interactions. The paper also offers suggestions for future research and practical implications for service providers.

INVESTIGATING RELATIONSHIPS BETWEEN RELATIONSHIP QUALITY, CUSTOMER LOYALTY AND COOPERATION: AN EMPIRICAL STUDY OF CONVENIENCE STORES' FRANCHISE CHAIN SYSTEMS

John McDonnell (QUT),j.mcdonnell@qut.edu.au
Amanda Beatson (QUT), Marvin Huang (QUT), c39.huang@student.qut.edu.au

Franchising has become a way to minimise the risks of small business management. There has been little research into the factors that promote franchise relationship success. This study attempts to empirically examine the important elements (relationship quality,customer loyalty and cooperation), which might promote a successful long-term franchising relationship between franchisors and franchisees within the context of convenience stores in Taiwan. A total of 500 surveys were mailed to a random sample of convenience stores' franchisee owners among the four main franchisors in Taiwan. The results show that relationship quality positively influences the cooperation between franchisors and franchisees and is positively correlated with franchisee loyalty. Additionally, the cooperative behaviour between franchisees and franchisors is significantly associated with franchisees'loyalty.

PRINT AS A CHANNEL FOR RELATIONSHIP MARKETING: A STUDY OF THE SWEDISH PRINTING INDUSTRY

Thomas Mejtoft (Mid Sweden University), thomas@mejtoft.se
Asa Nordin (Mid Sweden University)

This paper analyses the importance for printing firms to provide print and related services to support their customers' relationship marketing (RM) strategies. The results show that offering variable data printing (VDP) services is important, and many respondents believe that customers are less price sensitive when buying customised printed matters. By working close to end customers and helping them fulfil their need for print in RM it is possible to increase the relationship between printing firms and their customers. Due to the low competence regarding VDP services, within the printing industry, the results suggest that even if the demand of VDP services increases, it will be hard for printing firms to benefit from the added value that customers receive.

A LOGIT MODEL OF CUSTOMER CHURN AS A WAY TO IMPROVE THE CUSTOMER RETENTION STRATEGY IN THE FIXED TELECOMMUNICATIONS INDUSTRY IN PORTUGAL

Rui Menezes (ISCTE – Business School), rui.menezes@iscte.pt
Sofia Portela (ISCTE – Business School)

Customer churn is a relevant problem in the actual context of the fixed telecommunications industry in Portugal. This study intends to examine the determinants of the residential churn in this industry in Portugal and detect the probably customer churners in the next few days by using a logit model. We found evidence that the variables that most influence churn are related to the customer spending with the service provider. The results can help managers to have a priori knowledge about what customers are probably going to cancel the relationship with the service provider, and, thus, they can take preventive strategies to avoid the defection of potentially profitable customers.

RELATIONSHIP MARKETING EMPOWERED BY LATEST TECHNOLOGICAL DEVELOPMENTS; AN ETHICAL DILEMMA?

Outi Niininen (La Trobe University), o.niininen@latrobe.edu.au

This paper outlines the latest technological developments available for relationship marketing enabling multiple access points, 24/7 service and masscustomisation. This customer centred approach can create product bundles exceeding customer expectations with substantial savings to the organisations. The future road-map for relationship marketing indicates increased use of mobile technology (including location based services), intelligent recommender systems and persuasive technologies. Furthermore, our ability to 'marry' the latest technological developments together with emotionally intelligent interfaces can result in robotics or internet pages that respond to the consumer's emotional reaction (in an appropriate way) even before he has verbalised it. We conclude by postulating how these technology driven opportunities can lead to 'ethical myopia', possible negative word of mouth and even corporate crisis.

THE MEDIATING EFFECTS OF RELATIONSHIP MARKETING ORIENTATION (RMO) ON THE ANTECEDENTS OF INTERNATIONAL JOINT VENTURE (IJV) PERFORMANCE IN THAILAND

Nik Kamariah Nik Mat (University Utara Malaysia), dr.nik@uum.edu.my
Wanida Wadeecharoen (University Utara Malaysia)

This study empirically examines the direct antecedents of IJV performance and the mediating role of relationship marketing orientation (RMO) on the marketing orientation (MO)--> IJV performance linkage in Thailand. The four antecedents of IJV performance identified are cultural sensitivity, conflict management, MO and RMO. From the 835 questionnaires distributed, 366 responses were received (43% response rate). After screening for missing data, 341 usable returns were used for analysis. This study concludes by confirming three underlying predictors of IJV performance i.e. RMO, MO and cultural sensitivity. Conflict management is not a significant predictor of performance. Relationship marketing orientation fully mediates the relationship between MO and IJV performance.

RELATIONAL EXCHANGE WITHIN A COMMUNITY TIME BANK

Lucie Ozanne (University of Canterbury), lucie.ozanne@canterbury.ac.nz
Julie Ozanne (Virginia Tech University)

An alternative system of exchange, a time bank, is explored using data from focus groups. Time banks are a form of community currency, which use time as the unit of value to enable participants to give and receive help in exchange for time credits. Significant benefits are documented through the use of the time bank in terms of improving both individual and community well being. Nevertheless, significant obstacles exist as individual participants have difficulty moving from market-based exchange systems to a system that is based on more long term reciprocal exchanges as is found in the time bank exchange.

PRICE ACCURACY AT THE GROCERY CHECKOUT: NO BIG DEAL?

Paul Pickering (AUT Shool of Business), paul.pickering@aut.ac.nz
Sanjaya Gaur (AUT School of Business)

Despite increasingly sophisticated technology designed to eliminate such occurrences, error at the grocery checkout continues unabated. The so-called 'dead issue' of Barcode Scanner error is still evident in around four percent of all transactions, in real terms resulting in consumers sometimes being charged more than the shelf price of the item. Findings from this exploratory first stage of a two stage study indicate (1) a level of error inconsistent with the technology employed, (2) the existence of three distinct groupings of consumer complaint behaviour and (3) consequential impacts on trust and other relationship factors which should be of great concern to managers in a recessionary market. Although formative, strongly emotive shopper narratives suggest a dedicated research agenda is needed.

CLUB MEMBERSHIP SATISFACTION AND COMMITMENT: DOES REBRANDING MATTER?

Carolin Plewa (The University of Adelaide), Carolin.plewa@adelaide.edu.au
Vinh Lu (The University of Adelaide), Roberta Veale (The University of Adelaide)

Member-owned organisations involved in a wide range of community-based activities are an important aspect of our social fabric. However, research exploring the drivers of member satisfaction and commitment specific to these professionally and socially oriented organisations is limited. Few studies have been devoted to achieving a greater understanding of this important aspect of membership management. Our investigation of 264 club members attempts to enrich theoretical development in both relationship marketing and, to some extent, brand management literature domains. The research findings demonstrate that a strategy such as rebranding can add significantly enhanced membership value, leading to increased levels of membership satisfaction. Additionally, with satisfaction proven as an antecedent of membership commitment, the importance of such improvements cannot be underestimated.

CO-CREATION IN BUSINESS NETWORKS: INCREASING SERVICE PROVIDERS' COMPETITIVE ADVANTAGE

Jason Schoeman (University of Canterbury)
Joerg Finsterwalder (University of Canterbury), joerg.finsterwalder@canterbury.ac.nz

In response to calls from literature for a more explicit connection between networking and service dominant logic literature, this paper conceptually explores how businesses can integrate co-creation into business networks to build competitive advantage. Research supports the growing importance of business networks, as firms are increasingly specialising on more limited sets of value adding activities. Co-creation has been described as particularly prevalent in business-to-business services marketing, where not one but several firms must work together to provide customers with satisfying co-creation experiences. This paper proposes a simple model in which business networks can be utilised to increase the value of co-creation experiences to assist in increasing customer retention.

AGENCY THEORY AND THE ACCEPTANCE OF FINANCIAL ADVICE

Jon Tan (University of South Australia), jon.tan@ymail.com
Jasha Bowe (University of South Australia), Richard Lee (University of South Australia)

Agency Theory concerns how two parties in a contractual relationship may interact depending on their attitude towards risks and whether their individual goals align. We adapt the theory to model customers' willingness to accept salespersons' financial advice. We propose that customers who perceive asymmetry between their and salesperson risk-attitude are less willing to accept advice. Similarly, customers who perceive goal asymmetry are less willing to accept advice. However, trust may moderate relationships between the perceived asymmetries and willingness to accept advice. This study lays the framework for future research to develop and validate scales for risk and goal asymmetry.

LOYALTY AND SWITCHING BARRIERS: THE CASE OF DISSATISFIED CUSTOMERS OF THE RETAIL BANKING INDUSTRY

Fredy Valenzuela (University of New England), fvalenz2@une.edu.au

Several studies have focused on the influence of switching barriers on customer loyalty, but there has been no consensus on their findings. Using a sample of dissatisfied customer in an emerging economy, Chile, this paper shows that the more rewarding switching barrier dimensions are positively related to the loyalty of dissatisfied retail banking customers and that the punitive ones were negatively related to loyalty. The investigation also shows that the impact of switching barriers is greater on behavioral than on attitudinal loyalty, in particular when dealing with punitive switching barriers.

DETERMINANTS OF CUSTOMER LOYALTY: AN EXPLORATORY INVESTIGATION ON RELATIONAL BENEFITS IN THE CONTEXT OF CUSTOMER CLUB

Kevin Yu (University of South Australia), kevin.yu@frieslandcampina.com
Yang Song (University of South Australia)

Although relational benefits identified in previous studies have gained empirical supports in services contexts, their generalisability in a context of customer clubs is yet to be verified. Customer clubs may require different key success factors and its operation needs special environmental considerations. By using focus group interviews among milk product club members, this research found that most of the relational benefits identified in the literatures emerged in the context of customer clubs. Two new relational benefits, information benefits and sharing benefits, have been found which may constitute unique attributes of customer clubs. However, relational benefits may have different interpretations to customer club members. The research provides evidence to explore the generalibility of relational benefits in a context of customer clubs.

TRACK 11: RESEARCH METHODS

CHOOSING "INTERESTING" RESEARCH METHODS AND FACING THE CHALLENGES OF PUBLICATION

Lynda Andrews (Queensland University of Technology), l.andrews@qut.edu.au

This paper discusses the choice to use two less conventional or "interesting" research methods, Q Methodology and Experience Sampling Method, rather than "status quo" research methods so common in the marketing discipline. It is argued that such methods have value for marketing academics because they widen the potential for discovery. The paper outlines these two research methods, providing examples of how they have been used in an experiential consumption perspective. Additionally the paper identifies some of the challenges to be faced when trying to publish research that use such less conventional methods, as well as offering suggestions to address them.

GROUP THINK OR EFFECTIVE DATA COLLECTION? CONDUCTING SURVEY RESEARCH WITH CHILDREN

Stacey Baxter (University of Newcastle), stacey.baxter@newcastle.edu.au

Marketers are interested in the knowledge, opinions, attitudes and behaviours of today's young consumers. This paper explores the nature of child-oriented survey research by means of an observational study. A total of 376 children between the ages of seven and twelve participated in a study which examined consumer knowledge and behaviour. Participant's behaviour was observed during the administration process with four primary issues being noted: group management, peer interaction, the ability to maintain interest and a desire to alter responses. It is suggested that researchers should limit the number of children completing a survey at one time, limit the number of items contained in the questionnaire and collect questionnaires soon after completion.

THE EFFECT OF AN INCENTIVE ON SAMPLE COMPOSITION AND ITEM NON-RESPONSE IN A MAIL SURVEY

Mike Brennan (Massey University), m.brennan@massey.ac.nz
Jan Charbonneau (Massey University)

This paper examines the effect on sample composition and item non-response a chocolate incentive sent with either the first or second mail-out in a mail survey. The survey involved a sample of 1600 New Zealand residents aged 18 years or older, randomly selected from the 2005 Electoral Roll. The response rates after two reminders ranged from 62.3% to 66.5% for four treatment groups. The incentive generated a significantly higher response to the first mail-out, and a significantly higher response to the second mail-out when accompanied by a replacement questionnaire. The differences in sample composition and item non-response rates between the control and treatment groups were not statistically significant for any of the waves or treatments.

LEARNING VIA DESIGN INTERPOLATION WITH SMALL AND IMPLICIT SAMPLES

Brett Collins (AUT University), brett.collins@aut.ac.nz

A new data interpolation approach uses machine learning to generate designed data sets. The procedure improves the value of statistical information for cases where the initial collected data set is small, the magnitude of variable effects is ambiguous, and data gathering costs are high. Conceptualizing the data model as a prediction experiment, the method is consistent with existing machine learning and information theory concepts. The success of implicit data interpolation in providing better statistical estimates relies on use of a re-sampling design, setting it apart from other techniques. Machine learning based re-sampling strategies are classifiable in a new taxonomy that extends previous work. A marketing application involving implicit data interpolation shows how to obtain useful statistical estimates.

NOT OFFERING DON'T KNOW OPTIONS IN BRAND IMAGE SURVEYS CONTAMINATES DATA

Sara Dolnicar (University of Wollongong), sarad@uow.edu.au
John Rossiter (University of Wollongong)

This study aims at (1) understanding the extent to which offering or not offering a Don't know option in surveys questions contaminates data, and (2) investigating the interaction between Don't know options and the verbalisation of scale points. Results from an experimental study with 196 panel members indicate that (1)substantial proportions of empirical data sets (up to 20% for the product category under study) can be contaminated if Don't know options are not offered to respondents who hold no beliefs about the object under study, and that (2) using fully verbalised Likert scales - where middle points are often misinterpreted as a Don't know option - increases the potential of data contamination that cannot be corrected retrospectively.

FACTOR ANALYSIS AND DISCRIMINANT VALIDITY: A BRIEF REVIEW OF SOME PRACTICAL ISSUES

Andrew Farrell (Aston University), a.m.farrell2@aston.ac.uk
John Rudd (Aston University)

Growth in availability and ability of modern statistical software has resulted in greater numbers of research techniques being applied across the marketing discipline. However, with such advances come concerns that techniques may be misinterpreted by researchers. This issue is critical since misinterpretation could cause erroneous findings. This paper investigates some assumptions regarding: 1) the assessment of discriminant validity; and 2) what confirmatory factor analysis accomplishes. Examples that address these points are presented, and some procedural remedies are suggested based upon the literature. This paper is, therefore, primarily concerned with the development of measurement theory and practice. If advances in theory development are not based upon sound methodological practice, we as researchers could be basing our work upon shaky foundations.

HOW MANY RESPONSE CATEGORIES BEST SCALE STIMULI?

Adam Finn (University of Alberta), adam.finn@ualberta.ca
Ling Peng (Lingnan University)

Multi-item rating scales are the accepted solution for achieving reliable and valid measures in the social sciences. But how many response categories to use is less clear. Past research has employed classical test theory criteria and generally addressed the scaling of respondents, whereas marketers also use multi-item scales to scale stimuli. We suggest generalizability theory criteria better identify how many response categories to use to best scale marketing stimuli. G study data for websites are collected using five and seven category responses to compare their effects on the observed variance components and G-coefficients for websites. Seven category responses outperform five category responses when scaling marketing stimuli.

THE EFFECT OF A PROMISED CONTRIBUTION TO CHARITY ON MAIL SURVEY RESPONSE

Philip Gendall (Massey University), p.gendall@massey.ac.nz
Benjamin Healey (Massey University)

The promise of a donation to charity has had mixed effects as a response incentive in mail surveys. In the study reported here, the promise of $2 or $5 donated to charity increased mail survey response by a small, non-significant amount, but a $1 donation was ineffective. Nevertheless, it appears that promising a donation may sometimes be effective, particularly among women, where the expected increase in response could be four or five percentage points. If a promised donation to charity is used as a mail survey incentive, it is better to specify the charity to which the donation will be made, rather than giving respondents the option of nominating the charity of their choice.

VISUAL RESEARCH FOR SEGMENTING EMERGING MARKETS

Steven Greenland (Swinburne University of Technology), sgreenland@swin.edu.au

This paper presents a visual research method for segmenting emerging markets. It contributes to an under researched topic and addresses problems experienced by some traditional segmentation approaches. A cross section of 250 households was taken from a major Sub Saharan African city. 10-20 images were collected for each household, along with more traditional segmentation and lifestyle data. The visual data were analysed by creating a photo montage for each household, which were then ranked according to perceived living standard. Analysis reveals distinct breaks in terms of living standard, which allows households to be grouped together into broad life quality segments on the basis of visual data. The research highlights the value of visual data in supporting traditional segmentation techniques.

ENSURING THE INTEGRITY OF PANEL RESPONSES FROM COMMISSIONED WEB-BASED RESEARCH

Aila Khan (University of Western Sydney), aila.khan@uws.edu.au
John Stanton (University of Western Sydney)

Recently, there has been a growth of research agencies offering researchers a suite of services such as scripting; hosting and access to potential respondent panels; delivery of data; coding and tabulation. These businesses offer the promise of data tailored and delivered to the researcher's requirements in considerably less time than could be usually achieved by the researcher acting independently. This approach turns the researcher into a research manager needing to qualify agencies and their panels, specifying guidelines and monitoring the process. Given the scarcity of prior literature addressing the challenges arising from the use of such agencies, a four step process is outlined that can be used to try and restrict problems arising in panel recruitment and survey responses.

TOWARD A BETTER MEASURE OF POSITIVE AND NEGATIVE WORD OF MOUTH: A REPLICATION AND EXTENSION AND A CASE FOR CONTENT VALIDITY

Bodo Lang (Manukau Institute of Technology), bodo.lang@manukau.ac.nz

Word of Mouth (WOM) has been the subject of on-going enquiry. A foundation of scientific enquiry is that the construct under question can be measured reliably and in a valid manner. Using an existing multi-item measure of WOM, this paper develops a scale that measures WOM intentions in a more comprehensive manner than has previously been undertaken. An initial scale is subjected to exploratory factor analysis, confirmatory factor analysis and reliability analysis. The final six item WOM scale displays high levels of reliability and validity, whilst being succinct and easy to implement. The six items split into two intuitively appealing constructs: WOM activity and WOM valence. The paper closes with a discussion of the importance of content validity in research.

CR CONSTRUCT DEFINITION AND MEASUREMENT: APPLYING THE C-OAR-SE PROCEDURE

Stephen Lloyd (AUT University), Stephen.Lloyd@aut.ac.nz

Researchers acknowledge the need for validity and rigour in construct definition and scale development. This article informs the development of measurement theory by exploring the application of the C-OAR-SE scale development procedure in an empirical study that seeks the definition and measurement of corporate reputation; for exploring meaning and explanation by incorporating confirmatory statistical analysis in order to develop propositions that are generalizable. The results of the study confirm the value of Rossiter's procedure and proposition that items must be relevant to the construct and that the rater entity is an important part of construct definition. A challenge is to satisfy the requirement of scientific rigour.

HOW PREFERENCES CHANGE AFTER RECEIVING NEW PRODUCT INFORMATION IN AN EXPERIMENTAL CHOICE TASK

Harmen Oppewal (Monash University), Harmen.Oppewal@buseco.monash.edu.au
Mark Morrison (Charles Sturt University), Paul Wang (University of Technology, Sydney), David Waller, (University of Technology, Sydney)

Discrete choice experiments typically assume that preference structures remain stable over time and over multiple exposures to information about choice alternatives. However, this assumption may not be valid when the study concerns a new product, which individuals are less familiar with. This paper tests how attribute preferences shift when respondents are exposed to new product information in an experimental choice task. The findings indicate how attribute utilities vary across the before and after exposure conditions; further analysis however shows these effects to partly disappear when the effect of information on the scale constant is accounted for.

ONLINE SURVEYS: RESPONSE TIMELINESS & ISSUES OF DESIGN

Scott Reynolds (University of South Australia), Scott.Reynolds@Marketingscience.info
Anne Sharp (University of South Australia), Katherine Anderson (University of South Australia)

This paper contributes to the growing body of knowledge surrounding online survey design and management. Drawing upon multiple sets of data, we establish a benchmark for the timeliness of responses to online surveys with pre-recruited panels, and investigate two design issues – question layout and its impact on response variability for an individual, and the use of pop-ups with additional information by respondents. Across five surveys, we find that 60% of online panellists responding to a survey do so within the first two days. Single question formats are preferable to matrix-style response formats in encouraging respondents to differentiate their responses more to different items. Finally, few respondents accessed information provided via pop-ups, raising questions as to their worth.

PLS PATH MODELING IN MARKETING AND GENETIC ALGORITHM SEGMENTATION

Christian Ringle (University of Hamburg), cringle@econ.uni-hamburg.de
Marko Sarstedt (Ludwig-Maximilians-University Munich), Rainer Schlittgen (University of Hamburg)

This paper presents the PLS genetic algorithm segmentation methodology which uses directed random searches to detect an optimum solution in the complex search space that underlies data partitioning tasks in PLS path modeling. The results of a simulation study allow a primary assessment of this novel approach and reveal its capabilities and effectiveness. Furthermore, applying the approach to the American Customer Satisfaction Index model allows unobserved heterogeneity and different consumer segments to be uncovered.

THE INFLUENCE OF INCENTIVES AND SURVEY DESIGN ON MAIL SURVEY RESPONSE RATES FOR MATURE CONSUMERS

Janelle Rose (James Cook University), janelle.rose@jcu.edu.au
Gerard Fogarty (University of Southern Queensland)

The mail survey is still the preferred research tool for the mature consumer population and questions remain about ways of boosting survey response rates. The influence of two incentives were explored, a foil-wrapped tea bag and a $1 donation for each returned questionnaire in the study design. A significant higher response rate was only achieved for the first incentive. The effectiveness of a range of incentives and survey design features were investigated. Respondents indicated that their preferred incentive was a $500 donation to a charity. With the ongoing use of mail surveys almost mandatory for populations like this one, this study shows that incentives and design features such as CEO endorsement are important elements in improving response rates.

THE POTENTIAL PITFALLS OF TRANSFERRING CONSTRUCTS ACROSS CULTURAL SETTINGS: EXPERIENCE FROM NPD RESEARCH IN AUSTRALIA

Janette Rowland (University of Wollongong), janetter@uow.edu.au
Elias Kyriazis (University of Wollongong)

The purpose of this paper is to discuss the research design and methodology choices in the field of Marketing Management in order to choose the best “fit” for the authors’ research on developing a climate of trust within the new product development process. Many researchers often use constructs developed and empirically tested in other cultural contexts. This often allows for interesting cross-cultural comparisons. While useful, this paper cautions on the blind application of constructs and survey instruments. Reporting on experience from exploratory research carried out in the context of the NPD process in Australian manufacturing firms, we show the potential pitfalls and challenges that need to be examined in order to choose the most appropriate methodological approach.

AN INVESTIGATION OF THE FUNCTIONING OF DIFFERENT RESPONSE SCALES IN ONLINE-ADMINISTERED DATA COLLECTION

Thomas Salzberger (WU Wien), Thomas.Salzberger@wu-wien.ac.at
Monika Koller (WU Wien, AT (University of Economics and Business, Vienna, Austria)

The type of response scale may compromise the psychometric quality of an instrument despite a sound qualitative underpinning. The present study extends a recent examination of the functioning of response scales of different direction (agree-disagree versus disagree-agree) from paper-and-pencil administered data collection to an online setting. The tentative conclusion is that the agree-disagree format performs better than the disagree-agree variant with spatial proximity between the statement and the agree-pole of the scale being a plausible explanation. When presented below the item, the two formats work about equally well but a tendency towards the left hand side of the response scale results in spurious mean differences. Generally, a thorough investigation of the response scale is recommended before drawing large samples.

MEASURING WORD-OF-MOUTH ACTIVITY WITH RECOMMENDATION ITEMS IN SERVICE RESEARCH: WHAT IS CAPTURED AND WHAT IS LOST?

Magnus Söderlund (Stockholm School of Economics), magnus.soderlund@hhs.se
Jan Mattsson (Roskilde Univerisity)

Word-of-mouth activity (WOM) is a common variable in service research, particularly in research on customers' reactions to service encounters. Often, however, WOM is conceptualized and operationalized in terms of recommendations, which is only one among several aspects of WOM. Therefore, we argue that a focus on recommendations is likely to misrepresent what a customer says to other customers after a service encounter. Our empirical study found support for this argument: we found that telling what had happened in a service encounter, with no explicit recommendations, was the dominant part of WOM. We also found that customer satisfaction, generally considered a main determinant of WOM (when it is narrowly defined as recommendations), was a poor predictor of WOM beyond recommendations.

COEFFICIENT BETA: A NEGLECTED STATISTIC

Geoff Soutar (University of Western Australia), gsoutar@biz.uwa.edu.au

Multiple-item scales are central to empirical research in marketing, but there are measurement issues that are sometimes not considered. For example, homogeneity should be properly assessed. Many researchers fail to realize this and combine items inappropriately. Revelle (1979) suggested coefficient beta as a way to examine homogeneity in an analytical way and the present paper outlines this approach using data from three different types of marketing scales. The results suggest researchers would be wise to compute coefficient beta as they may be combining items in inappropriate ways.

COMPARING DIFFERENT SCALES TYPES AND FORMATS FOR MEASURING CONSUMER KNOWLEDGE

Karin Teichmann (Vienna University of Economics and Business), karin.teichmann@wu.ac.at
Andreas Zins (Vienna University of Economics and Business)

In the consumer behaviour literature consumer knowledge evolved as a multi-dimensional construct. This study investigates the impact of different scale types and formats on three related aspects consumer knowledge in the context of leisure travelling: consumer self-confidence, expertise and experience/familiarity. Applying an experimental 3 (different knowledge aspects) x 3 (scale types: Likert, comparative, graphical) x 3 (response formats: 3-, 5- and 7- points) three-point response formats showed some systematic weaknesses concerning internal consistency as well as skewness. Contrary to previous findings, comparative scale types had the worst results followed by Likert-type scale types. Consistently the best outcome was achieved from graphical scales using icons or pictograms as scale anchors when using 5-point scales followed by 7-point response formats.

ANALYSING DESTINATION IMAGE DATA USING ROUGH CLUSTERING

Kevin Voges (University of Canterbury), Kevin.Voges@canterbury.ac.nz
Nigel Pope (Griffith University)

Cluster analysis is a fundamental data analysis technique, but many clustering methods have limitations, such as requiring initial starting points and requiring that the number of clusters be specified in advance. This paper describes an evolutionary algorithm based rough clustering algorithm, which is able to overcome these limitations. Rough clusters use sub-clusters called lower and upper approximations. The lower approximation of a rough cluster contains objects that only belong to that cluster, while the upper approximation contains objects that can belong to more than one cluster. The approach therefore allows for multiple cluster membership for data objects. This rough clustering algorithm was tested on a large data set of perceptions of city destination image attributes, and some preliminary results presented.

FORECASTING NEW PRODUCT TRIAL WITH ANALOGOUS SERIES

Malcolm Wright (University of South Australia), Malcolm.Wright@unisa.edu.au
Phil Stern (Bangor Business School)

We examine the performance of marketing science forecasts of consumer trial. These have previously been assessed using 52-week BehaviorScan test-market data-sets; however, BehaviorScan studies are not necessarily generalizable to national product launches. Therefore, we extend the assessment to national launches. As a comparison, we apply the method of analogous series to the forecasting problem. This leads to a striking success for this rarely used approach; the result is a simple table of ratios that forecasts more accurately than any of the marketing science models.

TRACK 12: RETAILING, PRICING AND PERSONAL SELLING

CREATING COMPELLING E-SERVICE ENCOUNTERS: EXAMINING E-SERVICE ATTRIBUTES AND FLOW

Jamie Carlson (University of Newcastle), Jamie.Carlson@newcastle.edu.au
Aron O'Cass (University of Newcastle)

This study examines the impact of e-service quality attributes on the development of flow, and further investigates the impact flow has on consumers' Website loyalty and word-of-mouth behaviour. Based on data collected from 406 e-retail consumers of a single organization in the sport and leisure sector, the results indicate that favourable perceptions of e-service quality attributes has a major impact on the development of positive flow experiences. Further, the experience of flow appears to be a driver of Website loyalty and positive word-of-mouth.

BRAND-PACK SIZE CANNIBALIZATION ARISING FROM TEMPORARY PRICE PROMOTIONS – AN EXAMINATION IN TWO FMCG MARKETS

John Dawes (University of South Australia), john.dawes@unisa.edu.au

This study investigates the extent to which price promotions for one pack-size of a brand steal sales from the other pack-sizes of the same brand. The study applies a regression model with unit sales as the dependent variable, to two product categories. The analysis shows quite marked cross-pack cannibalization. On average, 21% of the sales uplift for the promoted pack-size comes from other pack sizes of the same brand. A lagged effect of price promotions is also evident for individually promoted pack sizes, including those of a private label brand, with approximately 20% of the instantaneous sales spike being borrowed from future weeks' sales.

A COHERENT PATTERN IN CONSUMER PURCHASE ACROSS PRICE TIERS: AUSTRALIAN WINE

John Dawes (Ehrenberg Bass Institute for Marketing Science / University of South Australia)
Wendy Keynes (Ehrenberg Bass Institute for Marketing Science / University of South Australia), Wendy.Keynes@marketingscience.info, Larry Lockshin (Ehrenberg Bass Institute for Marketing Science / University of South Australia), Travis Murphy (Ehrenberg Bass Institute for Marketing Science / University of South Australia)

The research examines whether consumer purchases across price tiers in the Australian wine market follow the pattern of the Duplication of Purchase (DoP) Law. It builds on knowledge from previous research by investigating the fit of the law in a market where wide price choice exists, including all price tiers and recalled purchase behaviour across two occasions. Purchase variables are also explored in relation to the impact of prices paid for wine. The DoP law holds overall for price choice in this market; but each price-tier shares more customers with nearby price-tiers and less with distant price-tiers. Hence the DoP law provides a succinct description of purchasing behaviour across price tiers in this market.

CUSTOMER-BASE BRAND EQUITY AND PRICE ACCEPTABILITY: AN EMPIRICAL ANALYSIS

Pierre Desmet (ESSEC Business School), desmet@dauphine.fr

Customer brand equity is the differential effect of brand knowledge on consumer response to the marketing of the brand. Understanding the effect of brand equity on response is as much important as measuring brand equity. In this paper we retain attachment and trust as brand equity measures and study the link between brand equity and reference price measured by price limits. An empirical study for a new food product confirm that a higher perceived brand equity increases price acceptability for the new product. In addition we demonstrate that a reference price computed from price limits can advantageously replace a direct evaluation of expensiveness to evaluate opportunity of price adjustment.

ATTITUDES TO PRIVATE LABELS: THE ROLE OF STORE IMAGE

Alison Fraser (Auckland University of Technology), alison.fraser@aut.ac.nz

Retail image and private labels are central to the growing interest in the retailer as brand concept. This research extends Collins-Dodd and Lindley's (2003) CDL study by examining the influence of store image on attitudes to the same private labels across stores. The research finds that the effect of store image is positively associated with attitudes to private labels but differs by retail chain and private label type. Store assortment quality is the major determinant of attitude to private labels. The study indicates that there can be a poor fit between store and private label positioning. Retailers need to be aware that store image affects private labels differently and ensure there is an appropriate fit between them.

IMPACT OF CRITICAL SALES EVENTS ON SALESPERSON'S JOB SATISFACTION

Sanjaya Gaur (Auckland University of Technology (AUT), sgaur@aut.ac.nz
Yingzi Xu (Auckland University of Technology (AUT), Kun Song (Auckland University of Technology (AUT)

Organisations consider approaches such as reduction or delay in payment of salaries to their salespersons, doubling of sales targets, retrenchment etc. as the solutions to the problems faced in the current economic situation. These approaches seem to give short-term relief but can prove to be harmful in long-term because salespersons regard these unexpected changes as critical sales events. Literature shows that salespersons are more committed and perform better when they are satisfied with their jobs. Based on extant literature, we argue that organizations should therefore, pay greater attention to their salesperson's job satisfaction in such economic scenario and attempt to address the impact of CSEs on salesperson's job performance and job satisfaction.

THE ROLE OF MANAGEMENT CONTROL TO AUSTRALIAN SME'S SALES EFFECTIVENESS

Ken Grant (Monash University), ken.grant@buseco.monash.edu.au
Richard Laney (Monash University), Hanny Nasution (Monash University), Bill Pickett (Monash University)

Management control treats an organisation's set of procedures for monitoring, directing, evaluating, and compensating its employees. Sales management control of the salespeople plays a part in influencing the sales people behaviour and results. This study aims to investigate the role of management control to salespeople performance and sales effectiveness. The results indicate that management control plays significant role on salespeople performance and consequently on sales effectiveness. Specifically, the results highlight that directing and evaluating are positively related to salespeople performance, subsequently to sales effectiveness. The results suggest that the control aspect of sales management is important because the implementation of the control process is a mechanism by which common standards of performance are established.

RETAIL TOBACCO OUTLETS: VARIATION BY USAGE SEGMENT

Stefanie Heuler (Macquarie Graduate School of Management), steffi.heuler@googlemail.com
Suzan Burton (Macquarie Graduate School of Management), Lindie Clark (Macquarie University)

Despite a variety of long-standing anti-smoking measures in most countries, smoking remains a source of considerable economic and health costs. Off line retail outlets account for the overwhelming majority of tobacco supply in developed countries, yet the effect of different retail outlets on tobacco consumption is relatively under-researched. In particular, there has been almost no empirical research on whether different types of retail outlet have different effects on tobacco consumption by different types of smokers. This paper reports on two large studies examining the purchase behaviour of independent samples of smokers. The results show important differences in tobacco purchase size across different retailers, and varying purchase patterns by different smoker types. Implications for public health and tobacco control are discussed.

WHEN COMPANIES' CASH FLOW AND SUSTAINABILITY IS AT STAKE: AN ANALYSIS OF SALESPEOPLE'S ROLE IN THE COLLECTION OF CUSTOMERS' LATE PAYMENT

Joel Le Bon (ESSEC Business School, Paris - Singapore), lebon@essec.fr

This research investigates the role of the sales force in the collection of customers' late payment. Specifically, salespeople's behavior may affect the firm's accounting figures, such as days' sales outstanding (average number of days a company takes to collect revenue from customers after a sale). Multiple sources provide data from 583 business customers, which reveal that salespeople's negotiation self-efficacy, the quality of their relationship with buyers as well as their effort to collect late payment relate positively to customers' accountants' invoice evaluation and accelerate payments, when we control for financial difficulties and invoice correctness. Theoretical and managerial implications are derived from these interesting new findings for both marketing/sales and finance/accounting communities.

SALESPERSONS' ACTIONS THAT INFLUENCE SWITCHING IN A B2B CONTEXT

Michael Marck (University of Strathclyde), m.marck@strath.ac.uk
Barbara Caemmerer (University of Strathclyde)

ABSTRACT: This study investigates salespersons' actions that impact switching within a B2B environment. The value of the study is that it investigates actual salespersons' behaviours that lead to client switching and those actions that prevented client switching. The sample was taken from the staffing industry which has become a significant sector within the service economy. The research provides insight and contributions that will answer marketers' and sales managers' enquiries into the causes of switching. Recommendations suggest that salespersons simultaneously address those actions that cause and prevent client switching while building the attributes that strengthen salesperson-client relationships.

THE EFFECTS OF POWER, INFLUENCE, AND INTERDEPENDENCE ON THE EFFECTIVENESS OF MARKETING MANAGER/SALES MANAGER WORKING RELATIONSHIPS

Graham Massey (University of Technology Sydney), graham.massey@uts.edu.au

This paper examines three contextual drivers of relationship effectiveness between Marketing Managers and Sales Managers. Specifically, how the power of the Sales unit, the manifest influence of the Sales Manager, and the level of interdependence between these managers influences conflict, and the perceived effectiveness of that relationship. Our results show that the greater the Sales unit power, the greater the conflict between these managers, and the lower the relationship effectiveness. In addition, where a Sales Manager has high influence, this is associated with greater effectiveness in Marketing/Sales relationships, but not with lower conflict. In contrast, the level of interdependence between these managers does not affect either conflict, or the perceived effectiveness of this important working relationship.

MULTICHANNEL RETAILING: THE RELATIONSHIP BETWEEN SEARCH AND PURCHASE CHANNEL CHOICE

Peta McIver (Monash University), pemciver@bigpond.net.au
Sandra Luxton (Monash University), Sean Sands (ACRS, Monash University)

Multichannel retailing increasingly involves consumers searching for information online and then choosing to buy products from a variety of channel options. The Internet will continue to have a major impact on consumer information search behaviour, however little is known about the relationship between online search behaviour and purchase channel choice. In this article, we consider the drivers of this relationship through an investigation of the utilitarian and hedonic shopping values of Internet users and present a conceptual model to represent these relationships. This paper contributes to our understanding of multichannel buying behaviour and provides considerations for online media suppliers and media buyers.

GREAT EXPECTATIONS: THE POWER OF STORE ATMOSPHERE AND MERCHANDISE EFFECTS ON CUSTOMERS' PERCEPTIONS OF A RETAIL SALESPERSON

Natalie Mitchell (Monash University), natalie.mitchell@tns-global.com
Harmen Oppewal (Monash University), Michael Beverland (RMIT University)

This paper proposes that a store atmosphere can help shape customers expectations of service levels from retail salespeople, their sales approach, and their decision to visit the store. In addition, the paper suggests that different merchandise categories may moderate on these relationships. An experimental design was administered online (n=861). The results find that a premium store atmosphere will produce higher expectations, but also higher patronage intentions. Merchandise does play a role in patronage intentions in conjunction with atmosphere. Results suggest retailers should consider the salesperson's role prior to investing in improving their store atmosphere, to ensure that all components reinforce the desired store experience.

THE EFFECT OF PRODUCT FAMILIARITY IN PERCEPTIONS AND PREFERENCES OF PRIVATE LABEL AND NATIONAL BRANDS

Thang Pham (The University of Western Australia), thang.pham@uwa.edu.au
Katherine Mizerski (Edith Cowan University), Saalem Sadeque (University of Western Australia), Dick Mizerski (The University of Western Australia)

Private label have been rapidly gaining acceptance from the consumers partially because of the perceived quality and value of these brands (Quelch and Harding, 1996). Although academic studies on this phenomenon have been increasing, the findings regarding consumer's perception of private labelled products remained unclear (Steiner, 2004). The current study used 'blind' taste tests to compare heavy and light users perceptions of product attributes for private vs. national brands, and their preference between the two brand types. Four different product categories were tested with more than 200 young adults. The outcomes suggest that consumption frequency was not a significant effect in participants' ratings of the private and national brand attributes, nor in their preference for national or private brands.

DRIVERS OF RETAIL STORE LOYALTY

B. Ramaseshan (Curtin University of Technology), Ram.Ramaseshan@cbs.curtin.edu.au
Amy Vinden (Curtin University of Technology)

The determinants of retail store loyalty are identified for Australian retailers based on a survey of 239 customers. Multiple regression is used to estimate the relative influence of each of the determinants - store affect, store trust, perceived value of store and satisfaction on retail customers' willingness to recommend the retailers' products/services to others. Results show that while store satisfaction and store trust had significant influence on consumer's loyalty to retail store, perceived value and store affect did not have noteworthy influence on retail store loyalty. The managerial implications are outlined.

THE ROLE OF CONVENIENCE IN THE EVOLUTION OF THE MALL

Vaughan Reimers (Monash University), vaughan.reimers@buseco.monash.edu.au
Valerie Clulow (Monash University)

The shifting market share between malls and strips is an important trend in retailing. While convenience is recognised as having had a major influence behind the initial success of the regional mall, it has largely been ignored in accounting for its more recent decline. Using secondary data, this paper seeks to account for the varying fortunes of the regional mall by examining both convenience and non-convenience factors. The review indicated that while convenience alone could not account for its loss of market share, the decline of the mall appears to have coincided with its loss of time- and effort-saving qualities.

RETAIL CENTRE CONVENIENCE: ITS' INFLUENCE OVER CONSUMER PATRONAGE BEHAVIOUR

Vaughan Reimers (Monash University), vaughan.reimers@buseco.monash.edu.au
Valerie Clulow (Monash University)

The modern consumer seeks to maximise the value they derive from all their marketing exchanges. While there are two ways this can be achieved, current academic interest is typically focused on just one: increasing the hedonic benefits obtained from shopping. This study focuses on the other side of the equation: increasing value by decreasing the time, space and effort costs of shopping. Utilising a survey of consumer households, this study examines the importance of convenience in a multi-purpose shopping context. Analysis revealed that consumers prefer and visit most frequently, the retail form they consider most convenient. Moreover, the greater the convenience they associate with an attribute, the greater the importance they assign to it.

THE RELATIONSHIP BETWEEN NETWORK EFFECTS, NEW PRODUCT PRICING STRATEGIES AND SALES PERFORMANCE: A QUADRATIC AND INTERACTION EFFECT ESTIMATION

Susanna Winter (Lappeenranta University of Technology), susanna.winter@lut.fi
Sanna Sundqvist (Lappeenranta University of Technology)

Taking that new product launch decisions are critical to any company, the present paper focuses on studying strategic and tactic launch decisions and examines the relationships between pricing objectives (strategic launch decision), price setting (tactical launch decision), network effects, and sales performance. We expect that products' network effects challenge the current wisdom in launching new products. Our results from the analysis employing structural equation modeling based on the data of 236 new product launch decisions show that both strategic and tactical launch decisions have an effect on new product sales performance and that the relationship between pricing and performance depends on the degree of network effects.

THE PERCEIVED BENEFITS OF PRICE-RELATED PROMOTIONS AND THE IMPACT OF CONSUMER PRICE KNOWLEDGE: THE CASE OF THE GERMAN AUTOMOBILE MARKET

Christopher Zerres (University of Kassel), zerres@wirtschaft.uni-kassel.de
Reinhard Hünerberg (University of Kassel)

Previous research on perceived benefits of price-related sales promotions has mainly focused on frequently purchased goods, especially grocery items. This contribution discusses a model that explains the impact of price knowledge on perceived benefits of four different pricing instruments, which are commonly used in the German automobile retail business. The model was tested on the basis of a large sample of German new car buyers. Using structural equation modeling, the paper provides evidence that consumers' subjective price knowledge has a positive impact on their perception of price reduction and trade-in benefits, but not of leasing offers and special edition models. Moreover, a positive influence of product involvement on price knowledge has been found.

TRACK 13: SERVICES MARKETING

CONSUMERS' CONTINUED USAGE OF INTERNET BANKING: AUSTRALIAN CONTEXT

Sujana Adapa (University of New England), sadapa@une.edu.au
Jennifer Rindfleish (University of New England), Ray Cooksey (University of New England),
Fredy Valenzuela (University of New England)

The purpose of this paper is to investigate the impact of technology, channel, social and value determinants on the continued usage of internet banking by consumers' in Australian context controlling for demographic characteristics. It is only recently that researchers realized the need to study post adoption behaviour of consumers. Data were obtained from 372 internet banking users in Sydney through a mall intercept survey and subjected to hierarchical multiple regression analyses. Results obtained reveal that continued usage of internet banking will exhibit no differences on the basis of the demographic characteristics and social determinants. Technology , channel and value determinants significantly related to the continued usage of internet banking.

A "HYBRID" REFLECTIVE AND FORMATIVE MODEL OF CUSTOMER LOYALTY IN RETAIL BANKING

Chris Baumann (Macqurie University), cbaumann@efs.mq.edu.au
Greg Elliott (Macquarie University), Hamin Hamin (Macquarie University)

This study examines customer loyalty in retail banking and, in particular, the influence of 'variety seeking' and 'resistance to change' on current and future (both long- and short-term) loyalty. In contrast to the usual "reflective" approach, this study employs a "hybrid" reflective and formative approach to Structural Equation Modelling and, in contrast to the original reflective model, the resultant model produced acceptable measures of fit and predictive results.

CORPORATE REPUTATION AND SERVICE FIRMS: WHICH ELEMENTS IMPACT CONSUMER CHOICE? THE IMPACT OF CORPORATE REPUTATION ON LEARNERS' CHOICE OF UNIVERSITY

Elsamari Botha (University of Cape Town), elsamari.botha@uct.ac.za
Ali Sanders (University of Stellenbosch), Obie Viljoen (University of Stellenbosch)

Many studies define and measure the concept of corporate reputation but few have focused on the importance of corporate reputation for service organisations. This is particularly important for universities, who provide an educational service to students. In order for universities to function sustainably, the question can be asked: "Which reputation factors influence university choice for learners?" Also, are these factors similar to the traditional six elements of corporate reputation given the service nature of universities? Four schools were identified where 313 learners were surveyed. Findings indicate that organisations should not forsake communicating their core service. This greatly influences their corporate reputation where a one-size-fits-all approach may not be appropriate in measuring the reputation of service organisations.

THE ROLE OF RELATIONAL ANTECEDENTS AND THE EFFECT OF EXPERIENCE IN THE DEVELOPMENT OF SERVICE LOYALTY

Jana Bowden (Macquarie University), jbowden@efs.mq.edu.au
Tracey Dagger (University of Queensland), Greg Elliott (Macquarie University)

This study examines the effect of customer satisfaction, trust, customer delight arousal, delight pleasure, affective commitment, calculative commitment, and involvement on customer loyalty. Recognising that customer-provider relationships transpire over time, the authors also consider the effect of service experience on these relationships for new and repeat purchase customers. Satisfaction, trust, and delight pleasure were ultimately found to generate customer loyalty. In the main, service experience did not influence the interrelationship between the constructs that were examined. These findings have important implications for the management of customer-provider relationships for high involvement services, and for managers who predominantly rely on the measurement of customer satisfaction to monitor customer loyalty.

THE RISE OF SMART CONSUMERS

Chien-Hung Tom Chen (Queensland University of Technology), tom.chen@qut.edu.au
Judy Drennan (Queensland University of Technology), Lynda Andrews (Queensland University of Technology)

Value-in-use is often related to consumer experiences. These experiences are vital insights to firms who are searching for new and better ways to enhance their value propositions. It is seem as value-generating outcomes which are essential to the success of technology based service innovations, such as convergent mobile online services (COMS). This paper is set to conceptualise Smart Consumers who voluntarily engages in an emerging behaviour, namely User Experiences Sharing (UES). It is postulated that UES which fosters the quality of cumulative use experiences (CUE) is the effective way to manage user experiences if facilitated by firms. Therefore, it is important to conceptualise the Smart Consumer and these emerging behaviours to enhance firms' value propositions as value co-creation proceeds.

USING SERVICE LOGIC TO INTERPRET CUSTOMERS' EXPERIENCES DURING CALL CENTRE INTERACTIONS

Alison Dean (University of Newcastle), Alison.Dean@newcastle.edu.au

In the co-creation of value by firms and their customers, interactions serve as an important foundation for ongoing value-in-use. This study aims first, to explore customers' positive and negative experiences of interactions with frontline employees; and second, to interpret the findings using service logic. Responses to open-ended questions were collected via mail survey from two types of call centre customers, end consumers of insurance (n=289) and business customers of a bank (n=325). Both types of customers demonstrated similar concerns but a different emphasis. End consumers were preoccupied with value co-creation during the interaction, while business customers focused more on the outcome, and further value-in-use. The paper interprets the findings using Grönroos' (2009) value creation model, and includes managerial implications.

PLACE ATTACHMENT AND THE CONSUMPTION OF SERVICESCAPES

Alain Debenedetti (Universite Paris-Est), alain.debenedetti@dbmail.com
Harmen Oppewal (Monash University)

Place attachment has been studied in various research fields such as psychology or sociology, through the description of the emotional and identity bonds between individuals and their physical environments. The concept has however received only limited attention in the services and consumer behaviour literatures. This paper explores the role of place attachment in the consumption of servicescapes. Building on in-depth interviews, it proposes a two-dimensional typology of what is consumed when consumers feel attached to a place. The findings suggest that when attached, consumers metaphorically transform the public servicescape into a private homey place.

THE EXAMINATION OF THE CONSUMER SATISFACTION IN THE URBAN PUBLIC TRANSPORT

Ida Ercsey (Széchenyi István University), pkofalusi@gmail.com
László Józsa (Széchenyi István University)

This paper examines the user's evaluation of the bus service within urban public transport. Based on a sample of 160 respondents, we carried out an empirical study and found support for the research questions. Not surprisingly, the rider's satisfaction with the bus service was in medium level. The results of this research indicate that type of the segments have significant impact on perceived quality gaps of ten service attributes. We segmented for four segments of the transit market and we emphasised the most important characteristics by survey. According to importance-satisfaction analysis we may determine quality management tasks for provider. The implications and limitations are discussed and finally the direction to the future research is provided.

THE RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP AND CUSTOMER-ORIENTED BOUNDARY-SPANNING BEHAVIOURS: EXAMINING THE ROLE OF COMPASSION

Andrew Farrell (Aston University), a.m.farrell2@aston.ac.uk
Anne Souchon (Loughborough University), Geoff Durden (La Trobe University)

Customer-oriented boundary-spanning behaviours (COBSBs) are critical to the success of service organisations. Transformational leadership, with its emphasis on the social elements of the leader-subordinate dyad, is a likely antecedent to COBSBs. Similarly, the interpersonal nature of services suggests leader compassion could have a significant effect on the saliency of the relationship between transformational leadership and COBSBs. This paper reports on a study of the moderating effect of leader compassion on the relationship between transformational leadership and COBSBs (service delivery behaviours, internal influence and external representation). Transformational leadership and compassion both have significant and positive influences on COBSBs. However, compassion plays no moderating role. These findings are discussed and avenues for further research are proposed.

CUSTOMER CITIZENSHIP BEHAVIOURS DIRECTED AT SERVICE PERSONNEL: WHAT THE EXPERTS HAVE TO SAY

Romana Garma (Victoria University), Romana.Garma@vu.edu.au
Liliana Bove (University of Melbourne)

This paper provides initial insights and face validity of the dimensionality of the higher order construct, customer citizenship behaviour directed to service personnel (CCB-SP). Customer citizenship behaviour directed to service personnel is an important construct to study as it contributes to employee job satisfaction (Bove and Garma, 2006). As citizenship behaviour is source, target and context specific, Rossiter's (2002) construct definition guide and Churchill's (1979) scale development procedures were followed to operationalise the construct. This paper reports the face validity of generated items as undertaken by two groups of experts (Faculty and service personnel). The results suggest six discrete dimensions identified by forty-two reflective items.

CO-EVOLUTION OF A VIRTUAL EXPERIENCE ENVIRONMENTS: THE APPLICATION OF A BUSINESS MODEL TO THE MACHINIMA COMMUNITY

Tony Garry (University of Canterbury), tony.garry@canterbury.ac.nz
Tracy Harwood (De Montfort University, United Kingdom)

Despite recent interest in the S-D logic, a number of central issues require further investigation so as to gain deeper empirical understanding. Drawing on the S-D logic, Network, Relational and business model literature, this paper identifies four key value themes which collectively describe the holistic gestalt of a value creation and capture model. The paper subsequently explores the application of the business model within a virtual community context using a mixed methods qualitative research design. Findings confirm the phenomenological and idiosyncratic determination of value by consumers often disjunctive of the original producer. The findings also provide insight into activities firms may adopt to engage with consumers within value networks so as to instigate and optimise value co-creation and capture processes.

THE EMPLOYEES' PERSPECTIVE ON CUSTOMER ORIENTATION IN THE REAL ESTATE INDUSTRY

John Gountas (La Trobe University), j.gountas@latrobe.edu.au
Sandra Gountas (La Trobe University)

The Employees' Perspective on Customer Orientation in the Real Estate Industry The overall aim of the study is to examine the organisational (standards for service delivery, supervisor support and co-worker support) and certain psychological conditions (self efficacy and job satisfaction) in the real estate agencies that affect customer orientation. The research findings support the hypothesis that customer orientation has a positive and statistically significant relationship with the predictor variables of organisational standards for service delivery (organisational service culture), co-worker support and supervisor support. Self-efficacy and job satisfaction also have positive, significant relationships with customer orientation. The study indicates significant differences in the employee's responses according to age, experience and job position.

EXPLORING CUSTOMER ORIENTATION IN THE REAL ESTATE: THE CUSTOMER PERSPECTIVE

Sandra Gountas (La Trobe University), S.Gountas@latrobe.edu.au
John Gountas (La Trobe University)

Customer orientation is part of a customer's overall satisfaction assessment. This study builds on previous research on the relationship between customer orientation and customer satisfaction (Susskind, Borchgrevink, and Kacmar, 2003). The research is concerned with customers' experiences of the real estate industry and explores the relationships between the customers' perception of the service providers' customer orientation, customer trust, service provider sincerity and satisfaction. The sample is drawn from an existing online database and comprises 697 responses. The findings suggest positive relationships between the variables. The implications for the real estate industry and further opportunities for research are discussed.

AN EXPLORATION OF SERVICE QUALITY IN FRANCHISING RELATIONSHIPS (FRANQUAL)

Debra Grace (Griffith University), d.grace@griffith.edu.au
Scott Weaven (Griffith University), Alice Zhai (Shanghai Jiao Tong University)

Essentially, the degree to which the franchising relationship is effective in facilitating a mutually beneficial exchange depends, to a great extent, on the behaviour of the franchisor. Just as service providers provide intangible products in order to orchestrate viable solutions for customers so, too, the franchisor is the service provider of business solutions for the franchisee (customer). This paper documents the first exploratory phase of research that investigates service quality in franchising (FRANQUAL). In doing so, five franchising quality dimensions (e.g., mechanics, expertise transfer, simplicity, openness and equity) result from in-depth interviews with 22 franchisees.

SERVICE PERFORMANCE EVALUATION USING A CUSTOMER CRITIC APPROACH

Kim Harris (University of Lincoln), kcassidy@lincoln.ac.uk
Richard Harris (Aquinas College), Dominic Elliott (University of Liverpool), Steve Baron (University of Liverpool)

Guided by conceptualizations from the marketing and theatre literatures, a research process, the customer critic approach, is offered that captures the customer experience, and encourages the use and integration of customer resources in evaluating service performance. The approach is explained and tested in a restaurant service performance context, and is compared to alternatives (mystery shopping, questionnaire-based surveys, focus groups).

THE CREDIBILITY EFFECT OF PAID VS NON-PAID REFERRALS

Sabrina Helm (The University of Arizona), helm@email.arizona.edu
Anne Willach (RWTH Aachen)

In services marketing, potential customers often rely on referrals to overcome initial purchase uncertainty. Therefore, providers aim at stimulating referrals, e.g. by using customer referral campaigns. However, these induce cost and, moreover, paying for referrals might affect the recipient's perception of the sender's credibility. Consequently, this paper addresses the following research question: Does paying for referrals have a negative effect on sender credibility as perceived by the recipient? By conducting an experiment addressing mobile telecommunication services, we find evidence for this negative effect on sender credibility. The effect does not differ between sender-recipient relationships characterised by strong or weak ties. Our findings caution managers to consider this potential "social side effect" of using referrals.

EMERGENT BEHAVIOUR, TRIGGERS OF CHANGE AND CUSTOMER ENGAGEMENT

Denise Jarratt (Charles Sturt University), djarratt@csu.edu.au
Ramzi Fayed (International Marketing Institute)

To date, there has been little attention given to the fundamental issue of how organisations might approach market segmentation, targeting and positioning in dynamically changing environments. An analysis of interview data and market research and strategy documentation provided by a major participant in the financial services sector revealed previous and current approaches to market segmentation, issues surrounding the strategic application of these traditional approaches, and key risk elements shaping emerging financial services markets. Scenarios capturing these key risk elements were co-produced by researchers and focus group participants, and an approach to customer engagement which captures the dynamic nature of customer behaviour through triggers affecting value-in-use of financial services was tested against those scenarios.

THE DOCTOR-PATIENT RELATIONSHIP: PARTICIPATION, COMPLIANCE AND SATISFACTION

Deanne Johnson (The University of Adelaide), deanne.johnson@student.adelaide.edu.au
Carolin Plewa (The University of Adelaide), Steve Goodman (The University of Adelaide)

This conceptual paper aims to contribute to the services marketing literature by investigating the doctor-patient relationship through the theoretical lens of relationship marketing and the co-creation paradigm. With a clear link between satisfaction, health outcomes and the adherence to therapeutic suggestions proposed in the literature, patient satisfaction is likely to benefit not only individual health service providers but potentially the health care system as a whole. Hence, this paper conceptualises the drivers of such satisfaction, with a particular focus on the relationship between participation, compliance and satisfaction within the medical encounter, leading to a conceptual model for future empirical research. The paper provides relevant measurements and concludes with a research agenda.

HOW CONSUMERS VALUE MOBILE COUPON SERVICES: A CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS

Saman Khajehzadeh (Monash University), saman.khajehzadeh@buseco.monash.edu.au
Harmen Oppewal (Monash University), Dewi Tojib (Monash University)

This paper proposes a model of consumer value and loyalty towards mobile coupon services. The main idea in this study is that to have loyal customers, mobile service providers should be able to enhance consumers' perceptions of shopping experience, namely, their perceived experiential value. To this end, two factors are posited to be important: the congruency between the content of a mobile coupon message and consumers' shopping motivations, and the convenience of access to the promoted retailer to redeem the coupon. This study is distinct from other studies in the mobile marketing literature in that it takes into account both utilitarian and hedonic aspects of consumer value as well as the role of consumers' psychological states during their shopping trips.

CONSUMER CHARACTERISTICS AND RESPONSES TO FAILURES OF SELF-SERVICE TECHNOLOGY

Sony Kusumasondjaja (Airlangga University), s_kusumasondjaja@yahoo.com

The recent revolution of self-service technology (SST) has characterized and introduced crucial changes in today's hypercompetitive services businesses. However, the significant growth of SST has mostly been studied in the context of adoption and satisfaction. There are only limited studies investigating the failures of the SST and their consequences. This study explores the relationships between consumer characteristics, dissatisfaction, and switching intentions when service failures occur in technology-based self-service. Based on the expectancy disconfirmation theory and the attribution theory, three personal characteristics; namely self-efficacy, technology readiness, and locus of control; are predicted to have moderating effect on dissatisfaction – switching intention relationships. The managerial contributions as well as future research directions are discussed.

THE MODERATING ROLE OF SELF-EFFICACY ON THE RELATIONSHIP BETWEEN EMOTIONAL EXHAUSTION AND JOB STRAIN FOR BOUNDARY-SPANNING SERVICE EMPLOYEES

Ian Lings (Queensland University of Technology), ian.lings@qut.edu.au
Geoff Durden (La Trobe University), Nick Lee (Aston Business School), John Cadogan (Loughborough)

Appropriate behaviours toward customers often requires employees to suppress some genuine emotions and/or express other emotions; genuine or contrived. Managing one's emotions in this way gives rise to emotional exhaustion. This can have consequences for psychological ill health, in the form of work place strain, and ultimately employees' desire to leave. This study examines the relationships between emotional management, emotional exhaustion and turnover intentions amongst diversional therapy professionals. We find that some forms of emotional management have a significant impact on emotional exhaustion and that this predicts workplace strain. Furthermore, the deleterious effects of emotional exhaustion are mitigated somewhat for employees who have strong beliefs in their ability to provide good service, compared to employees with lower self efficacy beliefs.

WHICH CUSTOMER ORIENTED FITNESS INSTRUCTOR BEHAVIOURS DRIVE CUSTOMER RELATIONSHIPS?

Fiona Long (Curtin University of Technology),fiona.long@cbs.curtin.edu.au
Robyn Ouschan (Curtin Universit of Technology), B. Ramaseshan (Curtin University of Technology)

The impact of customer oriented boundary spanning behaviours (COBSBs) on employee job performance and sales has been well documented. This paper extends outcomes of the COBSBs dimensions (service delivery, internal influence and external representation) to customer relationship variables in the fitness industry context. A mail survey was used to collect data from fitness instructors and their customers. The findings of the study indicate that external representation and internal influence behaviours impact significantly on customer trust and organisational commitment but not service delivery behaviours. Thus, to enhance relationships with customers, employees should engage in positive word of mouth about the organisation and be pro-active in service improvement efforts.

THE INFLUENCE OF GUARANTEE COMPENSATION AND FIX ON SERVICE RECOVERY

Lisa McQuilken (Deakin University), lisa.mcquilken@deakin.edu.au

This study employed a 3 x 2 full-factorial, between-subjects design experiment examining the influence of service guarantee compensation and fix on hotel guests' satisfaction following invocation of a service guarantee. The study involved a sample of 390 online panel members. As expected, satisfaction is enhanced when the problem is corrected, however overcompensating guests beyond what was initially promised does not enhance satisfaction evaluations. Increasing compensation from the low to the medium (promised) level results in stronger satisfaction ratings when the problem is fixed versus when it is not.

THE INFLUENCE OF FAILURE SEVERITY AND PERCEIVED EMPLOYEE EFFORT ON CONSUMERS' POSTCOMPLAINT NEGATIVE WOM INTENTIONS IN A SERVICE GUARANTEE CONTEXT

Lisa McQuilken (Deakin University), lisa.mcquilken@deakin.edu.au

This study employed a 2 x 2 full-factorial, between-subjects design experiment examining the influence of failure severity and perceived employee effort on hotel guests' negative word-of-mouth (WOM) intentions following invocation of a service guarantee. The study involved a sample of 131 online panel members. Results suggest that negative WOM intentions reduced when a greater level of effort is exerted by staff in rectifying the guest's problem and increased when a more severe failure is experienced. There is a stronger difference in guests' negative WOM intentions between the high and low employee effort conditions when a minor versus a severe service failure is experienced by guests.

THE ROLE OF CUSTOMER COMMUNITY IN VALUE CO-CREATION FOR THIRD PLACES: AN EXAMPLE OF SENIOR CITIZENS

Kanika Meshram (University of Newcastle), kanika.meshram@studentmail.newcastle.edu.au
Alison Dean (University of Newcastle), Kym Cowley (University of Newcastle)

This paper reports findings of two sequential studies; qualitative (Study 1) and then quantitative (Study 2) that aimed to investigate factors that contribute to seniors' place value co-creation via social engagement in third places. Using QSR NVivo 7 software for Study 1 and SPSS and AMOS software for Study 2 the results revealed that, the 'operant' resources of third places which are friendship and sociability between seniors co-created three types of place values; place value to socialise, place value as home and value of routine visit. The implications of these findings for customer centric view on value co-creation and for operant resources are discussed.

CO-CREATION IN THE HERITAGE SECTOR

Joanna Minkiewicz (Melbourne Business School), j.minkiewicz@mbs.edu
Jody Evans (Melbourne Business School), Kerrie Bridson (Deakin University)

This conceptual paper aims to contribute to current services marketing, service-dominant logic and co-creation literature by investigating the co-creation of experiences and conceptualizing it in terms of three dimensions. A conceptual model is developed in the context of the heritage sector, with each of the three proposed dimensions discussed in-depth.

A CONCEPTUAL FRAMEWORK ON HOUSE BUYERS' SATISFACTION OF HOUSING PROJECTS

Aziam Mustafa (Universiti Teknologi MARA), maziam02@yahoo.com

This paper attempts to develop an extended conceptual framework of house buyers' satisfaction in Malaysia. This study employs the Expectancy Disconfirmation Paradigm Theory (EDP), the Purchase Buying Behavior Model and the Gap Analysis Model. Essentially, the extended conceptual framework is proposed and to provide a proper direction for further study. Product and service quality, price, location, delivery system and house buyers' characteristic are modeled as constructs that influence house buyers' satisfaction.

SUSTAINABLE MANAGEMENT AND MARKETING: A RE-EVALUATION OF CUSTOMER SWITCHING BEHAVIOUR IN SERVICE INDUSTRIES

Leonce Newby (CQ University), l.newby@cqu.edu.au
Tony Ward (CQ University)

This empirical paper describes the findings from a survey of 120 consumers on the reported causes of switching service product suppliers. Ten principal causes for switching were identified and respondents were asked to identify all of the reasons why they had switched for a recent service product purchase. The results were rank ordered and compared with the seminal study by Keaveney (1995) who used seven causes. The main similarity was the confirmation that 'Core service failure' was the principal cause of switching in both studies, accounting for about 30% of events. The main difference was that 'Competition' moved from sixth ranked in the Keaveney study to second in this study, indicating perhaps the increasing competitiveness of contemporary markets.

WHAT'S WRONG WITH ME? CONCERNS ABOUT ONLINE MEDICAL SELF-DIAGNOSIS

Nichola Robertson (Deakin University), nichola.robertson@deakin.edu.au
Paul Harrison (Deakin University)

Self-service technologies (SSTs) are becoming increasingly commonplace in healthcare. However, research on the customer (patient) experience in this context is rare. This paper focuses on online medical self-diagnosis, a type of e-health service. This SST can provide customers with benefits such as greater convenience and control, yet we argue that this form of do-it-yourself doctoring also raises concerns for customers. This paper contributes to the service domain by presenting research propositions on the potential negative implications for customers, and their antecedents, of online medical self-diagnosis. We propose that this form of self-diagnosis is related to harms, such as customer anxiety, customer willingness to bypass healthcare professionals, and self-medication. Future research opportunities are discussed, along with implications for policy and practice.

ANTECEDENTS AND CONSEQUENCES OF CUSTOMER SATISFACTION WITH INTERACTIVE VOICE RESPONSE

Nichola Robertson (Deakin University), nichola.robertson@deakin.edu.au
Heath McDonald (Deakin University)

The aim of this study was to empirically test a model of antecedents and consequences of customers' satisfaction with interactive voice response (IVR). IVR is a commonplace self-service technology (SST), yet it has seldom been the focus of academic research. As customers' frustration with IVR is apparent, understanding how customers evaluate IVR and their behavioural intentions is important. Findings of a study of Australian Football League (AFL) members who had used its IVR indicated that customer satisfaction resulted when the system was easy to use, offered fast service and provided customers with control. Overall satisfaction with the IVR system was related to customers' intentions to reuse it and their trust in the AFL. Managerial implications of the findings are discussed.

CONCEPTUALISING AND MEASURING SERVICE INNOVATION IN PROJECT-ORIENTED SERVICE FIRMS

Sandeep Salunke (The University of Queensland), s.salunke@business.uq.edu.au
Jay Weerawardena (The University of Queensland), Janet McColl-Kennedy (The University of Queensland)

The literature on NSD-based competitive strategy that has grown in significance suggests that service innovation or new service development (NSD) enables service firms to gain competitive advantage. However, the literature still lacks a well-founded conceptualisation and measure of the NSD construct. Addressing this need, this study uses insights gained from literature and in-depth interviews along with data collected from 180 project-oriented firms (i.e., firms that use projects to deliver services) to conceptualise and measure the NSD construct. Two dimensions of NSD that facilitate value creation are identified and incorporated in the new measure. These dimensions reflect the change initiatives embodied in the interactive and supportive dimensions of the new service offering. Results suggest that NSD leads to competitive advantage.

SATISFACTION WITH SERVICES: AN IMPACT-PERFORMANCE ANALYSIS FOR SOCCER-FAN SATISFACTION JUDGEMENTS

Marko Sarstedt (Ludwig-Maximilians-University Munich), sarstedt@bwl.lmu.de
Manfred Schwaiger (Ludwig-Maximilians-University Munich), Christian Ringle (University of Hamburg), Siegfried Gudergan (University of Technology, Sydney)

Fan satisfaction is with services is a key element to successfully compete in the soccer industry. In this paper we examine the antecedent factors that explain the variations in overall service satisfaction judgements. We draw on service an activities put in place by soccer clubs to illustrate these effects. Based on a literature review, interviews with both soccer fans and an industry expert, we develop a measurement approach for satisfaction which we test subsequently using a large-scale sample among soccer fans. An analysis of the impact-performance implications of antecedent drivers shows that stadium features, team characteristics, and fan-based support for the club and its management are the most important factors that influence overall satisfaction.

A CONCEPTUAL MODEL OF SERVICE QUALITY AND ADHERENCE IN A HEALTH SETTING

Lan Snell (University of Sydney), lansnell@bigpond.net.au
Lesley White (University of Sydney)

This paper presents the findings from an exploratory study with 20 Home Medicines Review (HMR) patients in Australia. The HMR program is a government initiative aimed at improving patient health and involves collaboration between the GP, pharmacist and patient in reviewing patient use of medicines. The objective of our study was to develop a socio-cognitive model of service quality and adherence with respect to HMRs. Specifically, we explored how emotional intelligence (EI) and perceived health competence (PHC) affect service quality perceptions and whether these evaluations impact the patients' adherence behaviour. The findings suggest that EI and PHC influence quality perceptions, which in turn impacts adherence. A conceptual model has been developed reflecting these relationships as a basis for further research.

COGNITIVE APPRAISAL PROCESSES IN SERVICE FAILURE SITUATIONS

Jiraporn Surachartkumtonkun (University of New South Wales), jiraporn@unsw.edu.au
Paul Patterson (University of New South Wales), Janet McColl-Kennedy (University of Queensland)

The authors employ cognitive appraisal theory to examine in both Eastern (Thailand) and Western (US) context, how customers perceive threats or losses (psychological and economic/ financial) during service failure situations. We examine what specific service failure circumstances lead to different cognitive appraisals. Six dimensions of cognitive appraisal emerged from the data: threats to physical well-being, self-esteem, economic resources, fairness, control, and violations of trust. The result will help guide an organisation to provide effective recovery strategies by giving customers resources similar in kind to that which has been violated or damaged during the service failure encounter.

NEGATIVE EMOTIONS IN CUSTOMERS' SERVICE EXPERIENCE FIRMS' SERVICE RECOVERY IN THE NORWEGIAN TOURISM INDUSTRY - MEASUREMENTS MODELS

Sander Svari (Oslo School of Management),sander.svari@c-k.no
Terje Slatten (Lilehammer University College), Goran Svensson (Oslo School of Management), Bo Edvardsson (Karlstad University)

The objective of this paper is to test the validity and reliability of a construct of emotions consisting of the dimensions "self", "other" and "situation" (referring to where the customer puts the blame for a negative incident) in the context of 'Consumers' Service Experience' (CSE) and the following processes of Service Recovery by Firms' (SRF). A triangular approach was used, based on interviews and a survey in the Norwegian tourism industry. This paper reports the results from the survey consisting of 3,104 customers. The SOS-construct tested has indicated an acceptable fit, validity and reliability. The SOS-construct brings together, complements and fortifies existing theory and previous research in the context of negative emotions in CSE and SRF.

AFTER THE HORSE HAS LEFT THE BARN IT'S TOO LATE TO CLOSE THE DOOR: A STUDY OF SERVICE FIRMS' CONFLICT HANDLING ABILITY

Gianfranco Walsh (Univesity of Koblenz-Landau), walsh@uni-koblenz.de
Nelson Ndubisi (Monash University Malaysia), Kevin Ibeh (University of Strathclyde)

In recent years, service failures and service recovery have received much research attention. The authors introduce the concept of conflict handling, which refers to a service firm's capability to anticipate conflicts in service interactions and to equitably resolve these when they occur. In a survey carried out in two service contexts, it was found that conflict handling has an impact on satisfaction and trust, but not on customer perceptions of customer orientation. Furthermore, trust and customer perceptions of customer orientation mediate the relationship between conflict handling and customer loyalty and customer satisfaction and customer loyalty. Research and managerial implications based on these findings are also presented.

SITUATIONAL INFLUENCES IN THE CHOICE OF SELF-SERVICE IN A MULTI-CHANNEL RETAIL CONTEXT

Cheng Wang (University of New South Wales), c.wang@unsw.edu.au
Jennifer Harris (University of New South Wales), Paul Patterson (University of New South Wales)

The topic of self-service technologies has been extensively researched in recent years. A general conclusion from previous research is that adoption is driven by SST characteristics and individual differences. However, few studies have focused on the influence of situational factors in people's actual choice of an SST in a multi-channel context. This paper argues that situational factors play an influential role when consumers are faced with the choice between self-service and personal service in a retail setting. Results from observations and interviews indicate that positive SST attitudes do not always lead to the actual use and in a multi-channel context, three situational factors – waiting time, task complexity and group influence, have a significant impact on people's choice of self-service.

TOWARD AN UNDERSTANDING OF CUSTOMER PERSPECTIVES ON ORGANIZATIONAL OPERANT RESOURCES

Gary Warnaby (University of Liverpool), gary.warnaby@liv.ac.uk
Steve Baron (University of Liverpool), Pooja Konjier (University of Liverpool)

The paper provides the basis for a classification of organizational operant resources as seen from a customer perspective. It facilitates, particularly, research and further understanding of FP9 of the service-dominant logic of marketing (all social and economic actors are resource integrators), and stimulates more focused research on other foundational premises. It is based on research undertaken for, and with the British Library, and offers an alternative research approach to the more conventional customer satisfaction survey.

AN INVESTIGATION OF CONSUMER ACCEPTANCE OF M-BANKING IN AUSTRALIA

Lisa Wessels (Queenland University of Technology), lisa.wessels@qut.edu.au
Judy Drennan (Queenland University of Technology)

Mobile phone banking (M-Banking) adoption around the world has been slow, and this has been perpetuated by the limited research that has been undertaken in the area. To address this gap, the study developed a model of antecedents to consumers' intention to use M-Banking using attitudinal theory as a framework. To test the model, a quantitative web-based survey was undertaken with 314 respondents. The findings show that perceived usefulness, compatibility, perceived risk, perceived cost and attitude are primary determinants of consumer acceptance of M-Banking in an Australian context. The research contributes to an enhanced understanding of the multiple antecedent beliefs to customer attitudes and usage intentions that must be considered when introducing technology into the service encounter.

ARE INERTIA AND CALCULATIVE COMMITMENT DISTINCT CONSTRUCTS? AN INDIRECT TEST IN THE FINANCIAL SERVICES SECTOR

Venkata Yanamandram (University of Wollongong), venkaty@uow.edu.au
Lesley White (University of Sydney)

Both inert and calculatively committed customers express somewhat similar behaviours that include repeat purchasing despite having negative perceptions and associating in opportunistic behaviours. These characteristics have however resulted in some researchers conceptualising interchangeably the related yet distinct constructs. This paper aims to extend the knowledge on inertia and calculative commitment by examining the extent to which they are distinct. An analysis of data collected online from 376 businesses using a key informant approach indicate that these two constructs demonstrate discriminant validity. Whilst switching costs impact both inertia and calculative commitment, they have differential effects. The implications of these findings are discussed.

BUILDING TRUST IN E-BANKING: WHERE IS THE LINE BETWEEN ONLINE AND OFFLINE BANKING?

Kenneth Yap (University of Western Australia), kyap@biz.uwa.edu.au
David Wong (Curtin University of Technology), Claire Loh (Curtin University of Technology), Randall Bak ,(Curtin University of Technology)

This paper examines the role of situational normality cues (online attributes of an e-banking website) and structural assurance cues (size and reputation of the bank, and the quality of traditional service at the branch) in a consumer's trust in and use of e-banking. Data were collected from a survey and a usable sample of 202 was obtained. Hierarchical moderated regression analysis was used to test the model. Results show that traditional service quality and website features that give customers confidence build trust in e-banking. Bank managers should use good service at the branch as an opportunity to build trust in e-banking.

MASTERING SERVICE AND SALES SIMULTANEOUSLY – KEY TO ACHIEVING AMBIDEXTERITY IN RETAIL BANKING

Ting Yu (The University of New South Wales), t.yu@unsw.edu.au
Paul Patterson (The University of New South Wales), Ko de Ruyter (Maastricht University)

Traditional service organisations now face an important dilemma: how to exploit the current resources to maximize service quality and customer satisfaction while simultaneously exploring opportunities to generate sales – i.e. acting ambidextrously. Retail bank branches are a good example to illustrate this challenge. While dealing with this dilemma is crucial, the simultaneous pursuit of service and sales has received very little research attention. We explore the impact of employee differences on branch ambidexterity. This study context was a large retail bank in Thailand. We found that goal orientation, self-efficacy and role stress are either positively or negatively related to branch ambidexterity. By including transformational leadership as a moderator, we are able to explain the impacts of employee differences more effectively.

TRACK 14: STRATEGIC MARKETING

EXPLORATIVE STUDY OF PROACTIVE AND RESPONSIVE EXPORT MARKET ORIENTATION: AN IN-DEPTH INTERVIEW

Ili Salsabila Abd. Razak (College of Business, Universiti Utara Malaysia), ili.abdrazak@gmail.com
Asmat-Nizam Abdul-Talib (Universiti Utara Malaysia)

This paper explores the existence of proactive and responsive export market orientation in the fieldwork through a series of semi-structured interview conducted among five Malaysian exporting managers involving 15 export ventures. While this is done to obtain a ground case to rationalize further investigation over the dual dimensions in the export market orientation, findings have also contributed to not only enough support for a proper research on the issue to be conducted, but also pave the way to many possible researches of the field. The newly explored area therefore is believed will in many ways advance new perspective on the development of market orientation theory and practice.

BUSINESS MODEL INNOVATION VS REPLICATION: FINANCIAL PERFORMANCE IMPLICATIONS OF STRATEGIC EMPHASES

Jaakko Aspara (Helsinki School of Economics), jaakko.aspara@hse.fi
Henrikki Tikkanen (Helsinki School of Economics), Joel Hietanen (Helsinki School of Economics), Antti Sihvonen (Helsinki School of Economics)

The purpose of this article is to examine the financial performance implications of a firm's strategic emphases regarding business model innovation vs. replication. Also implications of firm size are considered. Based on survey data of top managers' reports from approximately 500 firms, the authors analyze the differences in average profitable growth across firms that differ in their strategic orientations. It is found that firms that have a high strategic emphasis on business model innovation as well as a high emphasis on replication exhibit a higher average value of profitable growth than firms without such emphasis.

MARKETING SUBUNITS AND BUSINESS PERFORMANCE

Seigyoung Auh (Thunderbird School of Global Management), seigyoungauh@gmail.com
Omar Merlo (University of Cambridge)

While marketing continues to gain prominence as an orientation within the firm, questions remain about the role of the marketing function. The study investigates (1) whether the existence of a powerful marketing department is beneficial to financial performance, (2) whether a powerful marketing department explains any additional variance in financial performance above and beyond that explained by a market orientation, and (3) whether specific environmental factors affect the marketing power-performance relationship. The study confirms that a powerful marketing subunit has beneficial effects on performance above and beyond the adoption of a market orientation, and that this effect is stronger in highly competitive markets, turbulent markets, and markets exhibiting strong potential.

FACTORS RESPONSIBLE FOR INDIAN IT ENTREPRENEURS' ABILITY TO DELIVER SUPERIOR CUSTOMER VALUE

Ravi Bhat (Unitec Institute of Technology), rbhat@unitec.ac.nz
Sanjaya Gaur (Auckland University of Technology)

A conceptual framework explaining the factors responsible for the Small and Medium Scale Indian IT Entrepreneurs' ability to deliver superior customer value is presented based on an extant review of the literature. This framework discusses the constructs of entrepreneurial orientation and collectivism, their relationship to market orientation and relationship building via network-based resource capital and the delivery of superior customer value, thereby helping in business success. Previous research that relates to market orientation (MO) and superior customer value relationship building and non-market forms of resource capital, and its effect on firm performance are also discussed.

RESOURCES, CAPABILITIES AND COMPETITION IN HIGHER EDUCATION

John Fahy (University of Limerick), John.Fahy@ul.ie
SaraKate Hurley (University of Limerick), Graham Hooley (Aston University), Luigi DeLuca (Aston University)

Once a relatively stable industry operating in a benign environment, global higher education is undergoing dramatic change. Higher education institutions (HEIs) now face a variety of challenges including globalisation, changes in funding arrangements and the emergence of organisations like consultancies that are moving into the 'education space'. Increasingly, there is a need to think in competitive terms and many senior management teams are not equipped with the necessary skills. This paper presents a review of the major challenges facing HEIs and then draws on extant theory from the resource-based view of the firm (RBV) to offer a number of propositions regarding the types of resources and capabilities that will be needed in order to compete successfully.

EXAMINING THE MARKETING - SALES RELATIONSHIPS AND ITS IMPLICATIONS FOR BUSINESS PERFORMANCE

Ken Grant (Monash University), ken.grant@buseco.monash.edu.au
Hanny Nasution (Monash University)

The marketing and sales interface was considered as one of the most important issues facing marketing and sales managers. This study investigates antecedents of the marketing-sales interface and its implications to business performance. This study further examines differences in the business performance levels between different degrees of marketing-sales relationships. The sample was collected from 155 marketing and salespeople within Australian firms. The results indicate that organisational characteristics and market orientation are significantly related to marketing and sales relationships. The marketing and sales relationships are significantly related to business performance. The results further suggest that there are significant differences in the level of business performance between different degrees of marketing and sales linkages.

THE EFFECT OF MANAGERIAL COGNITION AND PERSISTENCE ON MARKETING TEAM PERFORMANCE

David Gray (Macquarie University), dgray@efs.mq.edu.au

Marketing strategy decisions are often the responsibility of small teams who are often inter-functionally interdependent with areas such as research and development, logistics, operations and finance. The ability to predict marketing team performance depends, in part, on the quality of the team's interpersonal skills, their thinking skills, and their ability to understand and empathize with the needs of other functional areas, and finally their ability to adapt to the market conditions at hand and to persist with the achievement of their objectives despite adverse conditions. To better understand the antecedents of team performance this paper develops a conceptual model to analyse the interrelationship and influence of two key antecedents being managerial cognition and team persistence on team performance.

TALKING TO OUR FINANCIAL BACKERS: THE KEY ROLE OF FINANCIAL 'OFFER MODELS'

Robert Hamlin (University of Otago), rob.hamlin@otago.ac.nz

This article describes the use and construction of spreadsheet based financial models of product and service offers in Marketing. The importance of making a clear case to financial backers in terms that they can understand, sympathise with and use as a basis for their own analyses is described. The process by which Marketing secures financial support for its activities is then described in detail. The role of spreadsheet based financial models in this process is illustrated. The required capabilities of any financial model that is acting to support marketing in this process are established. The basic structure of a model that is capable of achieving this and a set of six 'golden rules' that govern their construction are presented.

INNOVATIVENESS: ITS ANTECEDENTS AND RELATIONSHIP TO SME BUSINESS PERFORMANCE

Mohammad Hoq (University of Malaya), hoq.ziaul@gmail.com
Norbani Ha (University of Malaya)

This study address three research questions : (1) What effects do organizational orientations (i.e. social capital orientation, market orientation and entrepreneurial orientation) have on innovativeness? (2) What effect does innovativeness has on business performance? (3) To what extent innovativeness mediate relationship between organizational orientations and business performance? Resource Based View (RBV) was applied to not only to develop key antecedents to innovativeness, such as social capital orientation, market orientation and entrepreneurial orientation, but also the relationship between innovativeness and business performance. Findings confirm the validity of the model. It also indicates innovativeness, appears to be a key mediator in the web of relationships among organizational orientations and business performance. Lastly, implications are offered on the antecedents and consequences of innovativeness.

EMPIRICALLY INVESTIGATING SERVICE-DOMINANT LOGIC: DEVELOPING AND VALIDATING A SERVICE-DOMINANT ORIENTATION MEASURE

Ingo Karpen (University of Melbourne), karpeni@unimelb.edu.au
Liliana Bove (University of Melbourne), Bryan Lukas (University of Melbourne)

The management of service capabilities allows businesses to better co-create value with their customers. Service-Dominant (S-D) logic provides an underlying theoretical framework for co-creation of value but empirical support is not yet well developed, particularly at a strategic level. Against this background, we develop and validate a service-dominant orientation (SDO) measure based on Karpen and Bove's (2008) conceptualisation that is consistent with S-D logic. As part of a six-stage, multi-method process, our analyses suggest that companies in the automotive retail context can gain significant market performance benefits beyond those of market orientation when levering their SDO capability.

DEVELOPING MARKET-BASED ORGANISATIONAL LEARNING CAPABILITIES: CASE STUDY EVIDENCE FROM THREE BUSINESS PROCESS OUTSOURCING FIRMS

Ashish Malik (The Open Polytechnic Of New Zealand), ashish.malik@openpolytechnic.ac.nz
Ashish Sinha (University of New South Wales)

While the extant literature has analysed the synergistic impact of firms' learning and market orientations on organisational performance, little is known how these market-based organisational learning capabilities (MOLC) are developed. Recent studies (Malik, 2009; Malik and Nilakant, 2008) have highlighted the critical and an unexplored link between an organisation's quality management capabilities and its MOLC. Using a case study approach, we investigate the interaction between a firm's quality management capabilities with its MOLC and its impact on sustained competitive advantage in three business process outsourcing firms in India. While our findings are consistent with those of earlier research, we find that a firm's QMC plays a vital role in developing its MOLC. Implications for practitioners and future research are provided.

THE ORGANISATIONAL EMBEDDEDNESS AND CAPABILITIES LINKAGES: IMPLICATIONS FOR ORGANISATIONAL PERFORMANCE

Felix Mavondo (Monash University), Felix.Mavondo@buseco.monash.edu
Hanny Nasution (Monash University), Elaine Wong (Forethought Research)

The role of embeddeness is recognised as an exploratory tool for organisational action and outcomes. This study investigates the relationship between organisational embeddedness, capabilities, and organisational performance in the Australian context. The mail survey method was used to collect data from 420 Senior Executives in charge in making strategic decisions within the Australian firms. The effective response rate was 34.8%. The results indicate that in general, organisational embeddedness has direct impact on organisational capabilities. Organisational capabilities mediate the organisational embeddedness and performance linkages. The results further suggest that the learning orientation is significantly related to organisational performance. The results emphasise the importance of the sociological factors in determining organisational performance and potentially as explanations for organisational actions and performance.

EXPLORING MARKETING EFFECTIVENESS VIA MARKET ORIENTATION, RESOURCE POSSESSION AND MARKETING CAPABILITY

Liem Ngo (University of Newcastle), liem.ngo@newcastle.edu.au
Aron O'Cass (The University of Newcastle)

This paper focuses specifically on marketing resource possession, and marketing capability deployment within the broader theoretical domain of resource based theory. We argue that “possession of valuable resources” (resource-possession) does not fully explain economic rent differentials between firms. Instead, the effect that resource-possession has on economic rent depends on “what firms do with their resources” (capability-deployment). This contention is tested by examining the relationship between market orientation (MO), marketing resource possession, marketing resource deployment, and marketing effectiveness.

FACTORS AFFECTING ENTREPRENEURS’ DECISION TO ENTER NEW MARKETS: PROPOSITIONS AND THEORIZED INFLUENCES

Keith Perks (University of Brighton), K.J.Perks@bton.ac.uk
Markus Steinhauser (University of Brighton), Paurav Shukla (University of Brighton)

New market entry is an important strategic decision, yet relatively little research has addressed the factors triggering the act. We seek to address this gap by evaluating the role of entrepreneurs in the decision to enter new markets through a theorized set of influences evaluated in a case study of a German financial services company. The findings suggest that an entrepreneur’s tacit knowledge, networks, and the firm’s resources, networks and customer contacts are important influences on their decision to enter new markets.

EXAMINING THE ROLE OF DYNAMIC COMBINATIVE CAPABILITY AND LEARNING IN SERVICE INNOVATION-BASED PERFORMANCE IN PROJECT-ORIENTED SERVICE FIRMS

Sandeep Salunke (The University of Queensland), s.salunke@business.uq.edu.au
Jay Weerawardena (The University of Queensland), Janet McColl-Kennedy (The University of Queensland)

This paper addresses the limited empirically founded approaches to model the antecedents of service innovation/new service development (NSD) and service firm performance. Drawing on the dynamic capability-based view of competitive strategy, the paper attempts to model the role of dynamic capabilities in NSD and firm performance using the project-oriented firm context. The model conjectures that entrepreneurial project-oriented service firms pursuing innovation, build and nurture dynamic combinative capability and learning capabilities. The findings of a study of 190 project-oriented firms confirm that the ability of the firm to strategically combine resources is linked to service innovation-based performance. Implications for theory and practice are discussed.

ADJUSTING THE BCG MATRIX FOR THE RECESSION

Avichai Shuv-Ami (College of Management), aviami@colman.ac.il

The idea of the BCG matrix is that managers are able to evaluate their businesses using objective criteria and to develop strategies suitable to the business' particular situation. The BCG matrix can be used for portfolio analysis in times of economic crisis, but adjustments must be made. The first adjustment involves adding two more criteria – profit margins and cash flows. The second adjustment involves redefining the breaking points between the high and low of the relative market share and market growth rate averages of the industry and/or the company. The third adjustment is to add two more strategies – freeze and cut. Using all these adjustments provides better flexibility for BCG matrix analysis in a shrinking economy and recession.

CHALLENGES TO IMPLEMENTING MARKET ORIENTATION IN THE FUNDS MANAGEMENT INDUSTRY

Kate Westberg (RMIT University), kate.westberg@rmit.edu.au
Terrence Hallahan (RMIT University), Rajendra Mulye (RMIT University), Michael Schwartz (RMIT University), Constantino Stavros (RMIT University),

Market orientation has been extensively discussed in the literature however few studies have examined the challenges associated with adopting this orientation from both a firm and industry perspective. This study used depth interviews with senior marketing executives to examine the extent of market orientation in the funds management industry in Australia and the challenges associated with its implementation. The findings suggest that, despite the recognised need for market orientation, the industry is still primarily sales and product driven. Significant cultural and structural changes within the industry and individual firms are required before a market orientation can be achieved. External drivers, such as increased competition and the adoption of distribution channels which facilitate relationships with end consumers, may hasten the transition.

THE EFFECTS OF SENSING AND SEIZING OF MARKET OPPORTUNITIES AND RECONFIGURING ACTIVITIES ON THE ORGANISATIONAL RESOURCE BASE

Ralf Wilden (University of Technology, Sydney), ralf.wilden@uts.edu.au
Siegfried Gudergan (University of Technology, Sydney), Ian Lings (Queensland University of Technology)

This study has important implications for marketing theory and practice. In an era of turbulent market environments, the organisational ability to sense and seize market opportunities and to reconfigure the resource base accordingly, has significant effects on performance. This paper uses a dynamic capability framework to explain more explicitly the intricacies of the relationship between sensing and seizing of market opportunities and reconfiguring the resource base (i.e. dynamic capabilities) and the resource base. We investigate how the attributes of dynamic capability deployment, timing, frequency and speed, influence the resource base. We test the proposed framework using survey data from 228 large organisations. Findings show that the timing and frequency of dynamic capability deployment have significant effects on the resource base.

AN ANALYSIS OF THE IMPACT OF LOW PRICE BRANDS ON THE ORDER OF ENTRY ADVANTAGE

Dean Wilkie (University of Sydney), D.Wilkie@econ.usyd.edu.au
Lester Johnson (University of Melbourne), Lesley White (University of Sydney)

The objectives of this research are to investigate (1) if a later entrant can reduce an order of entry advantage by positioning itself as a low price brand (2) if an order of entry advantage exists within this positioning. The results indicate that a low price brand reduces, but does not eliminate, the market share penalty for being a later entrant. In addition, an order of entry advantage is found to exist amongst the low price segment of brands. The implications are that whilst a later entrant should anticipate lower shares than earlier entrants, a low price positioning with complementary marketing strategies can help overcome this disadvantage.

THE EFFECT OF MARKETING PLANNING AND MARKET ORIENTATION ON HIGHER EDUCATION PERFORMANCE

Yulia Yeni (Andalas University), yuliayeni@yahoo.com.au
Carmel Herington (Griffith University)

There is limited literature on market orientation in higher education (hereafter called HE) and discussion on this issue has been mixed. This research focuses on a revival of interest in market orientation in HE and what that involves in terms of marketing planning as an antecedent to market orientation and institutional performance as a consequence of market orientation. A total number of 700 survey questionnaires were distributed to key persons such as heads or secretaries of departments within bachelor degree programs in public institutions, autonomous institutions and private institutions in the western and central parts of Indonesia. The results indicate that marketing planning and market orientation can assist Indonesian HE institutions to achieve a higher level of institutional performance.

TRACK 15: SUPPLY CHAIN MANAGEMENT, LOGISTICS AND E-BUSINESS

ADOPTION OF E-COMMERCE BY THE SMES IN BANGLADESH: THE EFFECTS OF INNOVATION CHARACTERISTICS AND PERCEIVED RISK

Md. Shah Azam (Curtin University of Technology), ashantonu@yahoo.co.uk
Mohammed Quaddus (Curtin University of Technology)

The adoption of e-commerce has been widely analyzed in various studies. In fact, e-commerce has become an inescapable fact of life. This study examines Bangladesh's SMEs e-commerce adoption behavior by developing a model utilizing Rogers' innovation diffusion model with an additional of one variable. The study collected data from 171 SMEs through a structured questionnaire. The study reports the effects of perceived compatibility, complexity, observability and perceived risk appear significantly related to the willingness to adopt e-commerce. The paper concludes with implications.

SEGMENTING CONSUMERS VIA PERCEPTIONS OF BRAND VALUE IN VIRTUAL WORLDS

Stuart Barnes (University of East Anglia), stuart.barnes@uea.ac.uk
Jan Mattsson (Roskilde University)

Virtual worlds are emerging as a promising new channel for online marketing and brand-building. However, little is understood about the perceptions of the many consumers experiencing brands in virtual worlds such as Second Life. This paper examines perceptions of consumers of four major real-life brands (Armani, Dell, Mercedes and Hublot) that have established operations in Second Life. A survey was conducted using an avatar survey bot (n=1039). Using the FIMIX-PLS procedure an axiological measurement instrument for brand value and formative modelling techniques, we identify segments of consumers with different perceptions of value for each brand. The analysis shows a clear difficulty in establishing 'emotional' consumers in Second Life. The paper rounds off with conclusions and implications for research and practice.

TECHNOLOGY COMMERCIALISATION MAPPING IN A DEVELOPING COUNTRY: INDONESIAN CASE STUDY

Wawan Dhewanto (Monash University), wawan.dhewanto@buseco.monash.edu.au
Khamdan Umam (Center for Research on Energy Policy)

Innovation is considered the main engine of economic growth in both developed and developing countries. Despite the important role of innovation, little has been understood about technology transfer becoming a commercial success in developing countries, especially in the Indonesian context. The purpose of this paper is to identify technology commercialisation activities in Indonesia. Based on secondary data sources, an analysis of the current state regarding the issue is constructed. The findings suggest that technology commercialisation in Indonesia is initiated at the levels of university, government research institution, and corporate. This study provides insights for policy makers, business leaders, and university administrators into the appropriate roles of institutions and organisations in promoting and assisting technology commercialisation activities of their respective inventors.

INTERNET IMPLEMENTATION LEAPFROGGING AND WEBSITE PERFORMANCE

Ahmad Fareed Ismail (The University of Western Australia), aismail@biz.uwa.edu.au
Noor Hazarina Hashim (Universiti Teknologi Malaysia), Roland Schegg (University of Applied Sciences), Jamie Murphy (The University of Western Australia)

Drawing upon the Diffusion of Innovations (DOI) theory, this paper invests the leapfrog phenomenon, particularly Internet implementation and its effects on website performance. This paper proposes a research agenda for investigating the Internet implementation stage among different adopter levels. Even though DOI covers many aspects of innovation adoption and implementation, implementation stage research remains sparse and perhaps no research has investigated the leapfrog phenomenon within DOI. This research agenda helps contribute, academically and practically, to these issues.

THE DIFFUSION OF INFORMATION TECHNOLOGY APPLICATIONS IN MALAYSIA'S FOODSERVICE INDUSTRY

Ahmad Fareed Ismail (The University of Western Australia), aismail@biz.uwa.edu.au
Jamie Murphy (The University of Western Australia), Huey Chern Boo (University Putra Malaysia), Sambasivan Murali (Graduate School of Management, University Putra Malaysia)

The paper gives perspectives on the two levels of innovation diffusion -adoption and implementation- in the foodservice industry. The study investigates how three organizational factors – company affiliation, sufficient capital and company age – relate to the adoption and implementation of six information technology (IT) applications by Malaysian foodservice companies. The IT applications fall into two groups, namely basic IT applications and advanced IT applications. A survey of 323 Malaysian foodservice companies in Kuala Lumpur and Selangor had a response rate of 45%. The results of multiple regression analysis revealed that sufficient capital and company affiliation factors related significantly to adoption of basic IT applications. However, only the sufficient capital factor affected the implementation of advance IT applications.

ANALYSING BEEF SUPPLY CHAIN STRATEGY IN AUSTRALIA, THE UNITED STATES AND THE UNITED KINGDOM

Ferry Jie (University of Wollongong) ferry@uow.edu.au
Kevin Parton (Charles Sturt University)

The purpose of this paper is to apply recently developed methods to compare and contrast the operation of beef supply chains in Australia, the US and the UK. This comparison reveals aspects of the supply chains that are a consequence of their respective contexts, including resource endowments in the various countries. The market structure is a critical factor in determining optimal supply chain configurations. As a consequence, a lean approach to supply chain management is more likely to succeed in Australia than in the other two countries.

FORECASTING THE NUMBER OF WEB SHOPPERS IN AUSTRALIA: AN APPLICATION OF THE BASS MODEL

Mohammad Naseri (Macquarie University), mnaseri@efs.mq.edu.au
Greg Elliott (Macquarie University)

This study examines the diffusion pattern of online shopping in Australia using the Bass Model. Three scenarios were developed. Analysis of the Bass model's parameters indicates that diffusion of online shopping is primarily the function of imitation rather than adopters' innovativeness. More importantly, it is found that the number of new online shoppers in Australia has already reached its peak in 2005 and that the number of new online shoppers is rapidly diminishing. The Bass Model predicts that by 2012 expansion of online market will cease, at least as far as the number of shoppers are concerned. Our forecasting closely matches the actual number of online shoppers (2004-2006) reported by ACNielsen.

THE ROLE OF CITIZENSHIP BEHAVIOUR IN E-SERVICE QUALITY DELIVERY IN BLOG RETAILING

Jia Yun Ng (Monash University), jyng7@student.monash.edu
Margaret Matanda (Monash University)

We attempt to understand the role of customer citizenship behavior in E-service delivery within the blog retailing environment. First, critical service quality factors identified were tested on the effects towards e-loyalty. Results indicate that e-service quality factors such as fulfillment and credibility positively influences e-loyalty in blog retail. We then propose and test customer citizenship behavior as a predictor and found a direct linear effect on e-loyalty. We also attempt to incorporate customer citizenship behavior as a moderator, facilitating the relationship between e-service quality and e-loyalty in the blog retailing. Results show evidence of partial moderating effect of citizenship behavior on the link between e-service quality and e-loyalty.

UNDERSTANDING THE IMPACT OF ENVIRONMENTAL UNCERTAINTY ON EFFICIENCY PERFORMANCE INDICATOR OF THAI RICE MILLERS

Phatcharee Thongrattana (University of Wollongong), ptt175@uow.edu.au
Ferry Jie (University of Wollongong), Nelson Perera (University of Wollongong)

The purpose of this paper is to investigate seven uncertain factors (supply, demand, process, planning and control, competitors' action, climate condition and Thai government policy uncertainty) affecting on efficiency of Thai rice millers. Understanding uncertain factors influencing on efficiency of Thai rice millers is very crucial to manage them properly, and to obtain sustainable efficiency performance. The major findings of this research show that particular aspects of demand, process, planning and control, competitor and government policy uncertainty are significantly related to decrease efficiency in Thai rice millers. The unexpected new price introduction from competitors has the greatest pessimistic influence on efficiency of Thai rice miller. On the contrast, supply and climate uncertainty are not significantly related to efficiency.

STRATEGIC FIRM ORIENTATIONS, E-BUSINESS ADOPTION AND BUSINESS PERFORMANCE

Ray Welling (The University of Sydney), rwel0010@uni.sydney.edu.au
Lesley White (University of Sydney)

Organisations are embracing e-business in order to respond to customer trends and thrive in a rapidly-changing environment. It is of managerial and academic relevance to examine the organisational cultures and behaviours that are likely to lead to successful integration of e-business and positive effects on business performance. This paper presents the results of a study using structural equation modelling to examine the relationships between reactive and proactive market orientation, innovation orientation, service orientation, e-business adoption and business performance among a cross-section of Australian businesses. The results indicate e-business adoption is significantly related to business performance and mediates the relationship between most of the firm orientations and business performance, and innovation orientation is significantly correlated with reactive and proactive market orientation.

RISKY BUSINESS: PERCEIVED RISK, TRUST AND THE USE OF E-BANKING

David Wong (Curtin University of Technology), David.wong@cbs.curtin.edu.au
Claire Loh (Curtin University of Technology), Bradley Turner (Curtin University of Technology), Randall Bak (Curtin University of Technology), Kenneth Yap (University of Western Australia)

The relationship between online risk and trust is a complex one. Existing studies have produced mixed results on the role of perceived risk in transacting online and trust of the online service provider. This study examines perceived risk as a moderator between consumer's trust of a bank's e-banking website and their willingness to use e-banking. The role of perceived risk as a moderator was not supported. Rather results show that a consumer's willingness to use e-banking depends on the consumer's perception of risk in transacting on the internet. Trust of the specific e-banking website was found to be the moderator instead. Therefore banks should educate their customers and manage general consumers' perception of the risks in transacting on the internet.

WHAT DO POTENTIAL FRANCHISEES LOOK FOR IN A FRANCHISE? AN EXPLORATORY INVESTIGATION USING SIGNALLING THEORY

Owen Wright (Griffith University), o.wright@griffith.edu.au
Scott Weaven (Griffith University), Hume Winzar (Macquarie University)

This paper presents exploratory research which investigates and identifies attributes of franchised businesses and how those attributes are perceived by potential franchisees in the early stages of the business sale process. This research adopts a view of the nature and effectiveness of the franchise disclosure document and its usefulness in the franchise sales process to prospective franchisees? We apply a signalling-theoretic perspective of the value proposition of franchise opportunities with the goal of assisting key franchising stakeholders to design effective (generic) disclosure documents, within the context of mandatory provisions, so as to minimise franchisor and franchisee goal divergence, conflict and (ultimately) franchise unit and system failure. We find that much of the required material has little value to prospecting franchisee.

TRACK 16: SUSTAINABLE AND SOCIAL ISSUES IN MARKETING

PURSUING STATUS THROUGH ETHICAL CONSUMPTION?

Gareth Allison (Auckland University of Technology), gareth.allison@aut.ac.nz

On one level ethical consumerism is concerned with a collective effort to make the world a better place for all its inhabitants. Status consumption, on the other hand, is a mechanism for elevating some individuals above the common herd. That these two forms of consumption can coexist is something of an oxymoron. This paper argues that, for some consumers, so called 'ethical' products serve as a means of positioning themselves as part of an elite. If true this raises issues for advocates of ethical consumerism as a means of achieving real change.

THE UNIQUE INFLUENCES OF UNIVERSITY STUDENTS' SATISFACTORY AND DISSATISFACTORY HIGH RISK DRINKING EXPERIENCES ON THEIR READINESS TO CHANGE

Michael Baird (Curtin University of Technology) michael.baird@cbs.curtin.edu.au
Robyn Ouschan (Curtin University of Technology), Ian Phau (Curtin University of Technology)

This exploratory study investigates the individual influences of satisfaction and dissatisfaction with alcohol consumption on readiness to change high risk drinking behaviours. The research involves a comprehensive survey of students from a large university in Australia. As reasoned by previous researchers, high risk drinking behaviour is prevalent amongst university students in Australia. Separate measures are used to measure satisfaction and dissatisfaction with alcohol consumption, and readiness to change high risk drinking behaviours is measured in terms of drinking actions (i.e., drinking less) and social interactions (i.e., discouraging friends from drinking). The findings show dissatisfaction has a significant impact on both readinesses to change high risk drinking behaviours whereas satisfaction only influences readiness to change in terms of social interactions.

SOCIAL NETWORKS, SOCIAL HARASSMENT AND SOCIAL POLICY

David Bednall (Deakin University), David.Bednall@deakin.edu.au
Alan Hirst (London South Bank University), Marie Ashwin (École de Management de Normandie), Orhan İçöz (Yasar University), Bertil Hultén (Kalmar University),Timothy Bednall (Australian Red Cross)

This paper reports on the misuse of social networking sites (SNS). It was based on a study of 226 students in UK, Sweden, Turkey and France and a panel survey of 1068 Australian adults. Although only a minority of people experienced social harassment and abuse, the distressing nature of the bad experiences suggested that social marketing was needed on several fronts -self-regulation, regulation, education and personal responsibility - in order to minimise these behaviours.

PRO-ENVIRONMENTAL TOURISTS AND THEIR VIEWS AND UNDERSTANDINGS OF 'GREEN' TOURISM PRODUCTS

Sue Bergin-Seers (Monash University), sue.bergin-seers@buseco.monash.edu.au
Judith Mair (Victoria University)

Consumers are becoming more aware of environmental issues but we are not sure what they know about pro-environmental tourism products and what they look for and expect from tourism businesses. It is suspected that the pro-environmental tourist has high levels of environmental awareness and may demand more from businesses in the future. The increasing knowledge of consumers has implications for marketers. This study explored a number of tourists across Victoria with the aim of finding out more about their knowledge, expectations and behaviours with regard to pro-environmental tourism products. The findings highlight differences between the more environmentally active tourist and the less environmentally active tourist.

TOWARDS AN UNDERSTANDING OF SOURCES OF MEANING IN SUSTAINABILITY

Itir Binay (Monash University), itir.binay@buseco.monash.edu.au
Jan Brace-Govan (Monash University)

Characteristics of materialism and anti-consumption are examined in relation to the meanings of possession so as to define a stream of research that can lead to better theorisation on the promotion of sustainable levels of consumption. Anti-consumption is classified as 'anti-consumption by preference' and 'anti-consumption by rejection'. Where 'anti-consumption by preference' still requires consumers to engage in some level of materialism, 'anti-consumption by rejection' suggests moving away from possessions as sources of meaning. Eco-communities, where the number of individual possessions are limited through sharing, and values in relation to spirituality and environmentalism are praised, are suggested to be an understudied context within marketing which can help marketing with strategies to promote more sustainable levels of consumption and new product development.

AN EVALUATION OF ADVERTISING STRATEGIES FOR ANTI-HOONING

Jasha Bowe (University of South Australia), jasha.bowe@gmail.com

Hooning or reckless driving accounts for numerous traffic fatalities each year. This exploratory paper evaluates eight advertising strategies previously used to degrees of success for anti-smoking, and empirically determines their likely effectiveness for anti-hooning in Australia. Drawing on tenets of social psychology, the results show that some strategies may apply to anti-hooning, while others may be ineffective, This paper highlights areas that social marketers can focus attention on to combat reckless driving behaviours on Australian roads. In particular, campaigns should target young drivers, highly susceptible to peer influence and who have a sense of invulnerability when behind the wheel.

PARENTAL INTENTIONS TO PURCHASE SUSTAINABLY PACKAGED SNACK FOOD PRODUCTS: APPLYING THE THEORY OF PLANNED BEHAVIOUR AND NORM ACTIVATION MODEL

Catherine Darvell (Monash University), cvdar1@student.monash.edu
Fiona Newton (Monash University- Berwick Campus), Joshua Newton (Monash University), Andrea Kirk-Brown (Monash University)

Despite increasing emphasis being given to sustainability, relatively little is known about consumer purchase intentions towards products with sustainable packaging attributes. Using the Theory of Planned Behaviour (TPB) and the Norm Activation Model (NAM) we examine the antecedents to parental purchase intentions towards snack food products with biodegradable or minimal packaging. Purchase intentions towards products with biodegradable packaging appear to be highly influenced by internalised values; the combined TPB/NAM framework explained 39.8% of the variance in behavioural intention. In relation to minimal packaging, the TPB/NAM framework accounted for 35.43% of the variance in behavioural intent, with the opinions of significant others being the strongest predictor. The results afford insights into how manufacturers could leverage their sustainable packaging innovations.

'GREENTAILING': A KEY TO THRIVING IN THE RECESSION?

Carla Ferraro (Australian Centre for Retail Studies), Carla.Ferraro@buseco.monash.edu.au
Sean Sands (Australian Centre for Retail Studies)

The retail sector has been hit hard as a result of the current financial crisis, and, as a result there have been mixed reports on the importance of green and sustainable business practices. Through a series of depth interviews with leading retail executives in Australia and New Zealand, we set out to investigate the future of green and sustainability in retail today. Using the grounded theory methodology of Strauss and Corbin (1998), we found that many executives, particularly those working within relatively large organisations (i.e. over 100 staff at the corporate level) see the long-term value and success of their business as inextricably linked to the integration of green and sustainability into corporate management and operations.

EFFECTIVE PUBLIC SECTOR COMMUNICATIONS: MYTHS AND NARRATIVES IN A LONDON BOROUGH

Julie Fowlie (University of Brighton), j.fowlie@bton.ac.uk
Matthew Wood (University of Brighton), David Evans (TCC),Peter Watt (TCC),James Thirtle (Insight Clinic Hypnosis)

This paper demonstrates the importance of a social marketing approach, based on, stakeholder insight, for effective communication. This insight was used to develop an in-depth understanding of the issues that concern residents of The London Borough of Barking and Dagenham (B&D), how they perceive the council and why traditional "myth-busting" approaches do not work. It then outlines an innovative staff training programme which enabled front-line employees to understand residents' perspectives and emotions around key issues and to change the way they communicate with them. Working with a leading community engagement consultancy The Campaign Company (TCC) academics had the opportunity to apply a new behavioural change framework that integrates theories of emotional intelligence with the principles of social and relationship marketing.

MODELLING GENERAL AND CARBON RELATED ENVIRONMENTAL KNOWLEDGE, ATTITUDES AND BEHAVIOUR

Romana Garma (Victoria University), Romana.Garma@vu.edu.au
Andrea Vocino (Deakin University), Michael Polonsky (Deakin University)

Using the theory of reasoned action, this study proposes a structural equation model that tests the relationships among carbon and environmental knowledge, attitude and behaviour. We found that carbon related knowledge is unrelated to attitudes, but general environmental attitudes drive both general and carbon related behaviours. The results suggest that specific environmental behaviour may therefore be more driven by general attitudes and knowledge, rather than by issue specific knowledge.

CRITICAL SOCIAL MARKETING - ASSESSING THE IMPACT OF ALCOHOL MARKETING ON YOUTH DRINKING

Ross Gordon (Open University Business School and The University of Stirling), r.gordon@open.ac.uk
Fiona Harris (Open University Business School)

This paper presents data from wave one of a longitudinal cohort study examining the impact of alcohol marketing on drinking of 920 secondary school pupils in Scotland. Critical social marketing studies such as this can help to inform the evidence base, and policy and regulation. Variables were constructed for 13 different types of alcohol marketing, along with various measures of drinking behaviour. Confounding variables tested included media exposure, demographics and parental and peer influence. Regression analyses found significant associations between awareness of, exposure to, and involvement in, alcohol marketing, and drinking behaviours and attitudes towards alcohol. The findings add to the evidence base demonstrating an association between alcohol marketing and youth drinking behaviour, and can help inform policy and regulation.

ENERGY LABELS: FORMATS AND IMPACT ON CONSUMPTION BEHAVIOUR

Haodong Gu (The University of New South Wales), h.gu@unsw.edu.au
Pamela Morrison (The University of New South Wales), Chongxin Yu (The University of New South Wales)

Energy labels are designed to encourage the purchase of more efficient electrical home appliances. Previous research on energy labels mostly focused on their direct effect on consumer product selection, with no research focused on the indirect effects of energy labeling. This paper investigates the moderating role of energy labels on the relationship between consumer predispositions (energy consciousness) and purchase of energy saving products. Data was collected in mainland China, where energy labels were introduced in 2005. We tested the two main types of energy labels: “operating cost” labels and “energy rating”. Experimental data indicates that “energy rating” labels are both more effective in encouraging purchase of higher energy efficient appliances, and also in enhancing purchase-consciousness association than “operating cost” labels.

SOCIAL SUPPORT AND SMOKING CESSATION: HOW DO QUITTERS ASSIST EACH OTHER?

Janet Hoek (University of Otago), janet.hoek@otago.ac.nz
Leah Watkins (University of Otago)

Recently, smoking cessation initiatives have developed informal on-line support communities where quitters can communicate directly with each other. We undertook a netnography and analysed a one month sample of blogs posted by quitters participating in the New Zealand Quitline forum; entries were coded according to the functional and enacted support sought or provided. Bloggers requested functional support to address specific problems while their general postings implicitly sought enacted support. Successful quitters maintained strong online presences; they shared their own experience of quitting and occasionally acted as coaches. While limited to self-selected participants, this informal support forum nevertheless promoted self-efficacy, provided high levels of functional and enacted support, created a sustaining community, and helped encourage and maintain smokefree behaviours.

CAUSE-RELATED MARKETING IN SOUTH AFRICA - A QUALITATIVE EXPLORATION

Debbie Human (University of Stellenbosch), debbiehuman@gmail.com
Nic Terblanche (University of Stellenbosch)

Cause-related marketing, a technique that provides benefits to business, non-profit organisations and consumers, learns about sustainability from triple bottom line principles. A literature review provides triple bottom line principles for greater sustainability. The principles are suggested for the planning of cause-related marketing campaigns with a more effective and sustainable impact. During qualitative research South African business practitioners and consumers agree to the relevance of triple bottom line principles for campaign planning even before structural campaign decisions are made to ensure a more holistic, strategic approach to cause-related marketing; comprehensive reporting; and greater transparency, leadership involvement and ethics.

EARLY FINDINGS FROM A STUDY OF INFLUENCES ON FINANCIAL DECISION-MAKING IN A CHRONICALLY POOR RURAL AREA OF BANGLADESH

Laurel Jackson (University of Western Sydney), laurel.jackson@uws.edu.au

This paper reports on some of the early findings from a study of the influences on financial decision-making processes and outcomes in a chronically poor rural area of Bangladesh. The early findings of this qualitative study indicate that decision making with respect to financial matters made in rural households is significantly affected by chronic poverty. Specifically, these conditions produce pressured decisions which tend to increase vulnerability because they often involve taking up micro-credit offerings that cannot be easily repaid within the requirements of the loan, creating a cycle of debt.

MARKETING AND SOCIETY: STRUCTURAL ERROR CORRECTION MODEL OF MARKETING SYSTEM-ENVIRONMENT EFFECTS

Djavlonbek Kadirov (EIT Hawke's Bay), dkadirov@eit.ac.nz

The paper explores the macromarketing problem of the long-run and short-run effects of a marketing system on the environment. The structural error correction model (SECM) is estimated in the context of the US economy. In the long-run, the effect of a shock to greenhouse gas emissions is the same whether it comes from marketing activities or consumption. Societal progress is positively associated with marketing activities. It is negatively associated with the level of consumption. An interesting finding was that greenhouse gas emissions would decrease (!) at the annual rate of 3% if a zero growth is maintained in marketing and societal progress. A current positive shock to the emission equilibrium "buys" 6% increase in societal progress in the following period.

PROFILING GENERATION Y – WHERE DO THEY TRAVEL?

Uraiporn Kattiyapornpong (Deakin University), ping.kattiyapornpong@deakin.edu.au

While there are several studies which discuss travel behaviour of senior travellers, there is limited discussion of the travel habits of generation Y. The objective of this paper is to profile Generation Y based on their travel attitudes and behaviour in order to better understand this segment. This research utilizes data provided by the Roy Morgan Research Centre in Australia (RMRC). The data were collected in 2006 and 2007 from a large sample of 46,000 Australian respondents. Generation Y is compared to other Generations on travel motivation, holiday activities, booking methods used, media habits and destination preferences. Generation Y has distinctive travel attitudes and destination preferences. Directions for future research are outlined.

IS A SOCIAL MARKETING FRAMEWORK THE KEY TO PROMOTING VOLUNTEER PARTICIPATION?

Leonie Lockstone-Binney (Victoria University), leonie.lockstone@vu.edu.au
Wayne Binney (Victoria University), Tom Baum (University of Strathclyde)

This paper explores the suitability of a conceptual social marketing model, the MOA (motivation, opportunity and ability) framework (Rothschild, 1999), to volunteering to determine whether it has the potential to promote volunteering with its associated socially desirable benefits. In doing so, the individual components of the model are discussed from a social marketing perspective and communalities in the volunteering research highlighted. This discussion culminates in the presentation of an adapted MOA framework, the practical implications of which for volunteer-involving organisations are briefly discussed and an agenda for future research proposed.

BOUNDARIES OF BELONGING: INSIGHTS INTO THE MEMBERSHIP OF CONSUMER MOVEMENTS

Miranda Mirosa (University of Otago), miranda.mirosa@otago.ac.nz
Rob Lawson (University of Otago)

Consumer movement research in marketing remains an area which is mainly descriptive with little reference to substantiated theory. For example, there is no systematic way of discussing the different types of members that make-up a consumer movement. Thus this paper addresses this issue by assessing the usefulness of adopting Cova and Cova's (2002) typology of tribal membership roles to assist with this task. This is done in the context of the slow food movement, where the typology is used to classify the slow food membership base into four distinct categories based on the person's level of involvement in the movement. The ability to classify members in this way will allow for more detailed analysis and profiling of the movement members.

USING MARKET SEGMENTATION TO IMPROVE TARGETING OF NATURAL RESOURCE MANAGEMENT EXPENDITURES

Mark Morrison (Charles Sturt University), mmorrison@csu.edu.au
Jeanette Durante (Department of Environment and Resource Management), Jenni Greig (Charles Sturt University), John Ward (CSIRO)

Standard marketing tools have rarely been used in natural resource management (NRM) yet marketing provides a rich set of information to improve targeting of expenditures. Market segmentation allows identification of landholder segments which are "investment ready" and programs that they would be most willing to participate in. It also allows identification of segments that are not investment ready, and what might be done to encourage participation. We report the results of a large scale segmentation exercise involving a quantitative survey of 6000 landholders. We find three mainstream and two lifestyle segments which differ substantially in their propensity to be involved in NRM programs.

ARE PARENTS OVERFEEDING AND INDULGING? QUALITATIVE INSIGHTS FOR SOCIAL MARKETERS INTO CHILD OBESITY

Julie Norton (University of the Sunshine Coast), soochi@iprimus.com.au
Debra Harker (University of the Sunshine Coast), Michael Harker (University of the Sunshine Coast)

In light of the increasing prevalence and earlier onset of childhood obesity, this qualitative study explores the parental role in children's food consumption. A broad range of influential parental attitudes and behaviours was identified. Caregivers who deem that it is their responsibility to determine the amount a child should eat are likely to use "treats" as an incentive for increased intake. Combined with a caregiver attitude that "treats" are required to avoid deprivation, children may be at risk of overconsumption from an early age. Further examination of these issues as well as social acceptability of caregiver behaviours is warranted as these factors seem fundamental to caregivers' actions, children's food preferences and ultimately, food consumption.

THE IMPACT OF GYM USERS' PERCEIVED VALUE OF FITNESS CENTRES ON THEIR QUALITY OF LIFE PERCEPTIONS

Robyn Ouschan (Curtin University of Technology), Robyn.Ouschan@cbs.curtin.edu.au
Meghann Nikola (Curtin University of Technology)

This study investigates how the value of fitness centres relates to gym users' quality of life perceptions. It extends the understanding of customer evaluations of services to societal outcomes. Obesity trends around the world have increased the importance of health and fitness. The study entailed a survey of gym users from three different fitness centres. The factor analysis results reveal gym users differentiate between emotional, monetary, functional quality and social dimensions. A subsequent multiple regression analysis suggests three of those four value dimensions (emotional, monetary and functional quality) have a significant positive impact on gym users' quality of life perceptions. Thus, to encourage gym attendance the enjoyment, affordability and quality of the service should be stressed rather than social elements.

VALIDATING KAPLAN'S CONSTRUCTS IN A DEVELOPING COUNTRY

Raja Peter (Massey University), r.m.peter@massey.ac.nz
Vasanthi Peter (Open Polytechnic of New Zealand)

This paper examines the validity of measures of constructs used by Kaplan (1999a; 1999b) in his new innovation-decision framework which extends the diffusion of innovations model proposed by Rogers (1995). The data was collected from a developing country, India. Confirmatory factor analysis was adopted in the study and the results of the congeneric models show that each construct was well defined by multiple indicator variables. An examination of issues pertaining to reliability, construct validity, convergent validity and discriminant validity revealed that requisite conditions for these were met, paving the way for the development of scales to measure these constructs.

AN ECOLOGICAL ACCOUNT OF SENIORS' ATTITUDES TO PHYSICAL ACTIVITY: SOCIAL MARKETING IMPLICATIONS

Simone Pettigrew (University of Western Australia), simone.pettigrew@uwa.edu.au

Social marketing has an important role to play in addressing population overweight by encouraging individuals to engage in higher levels of physical activity and assisting policy makers in developing upstream programs to create social and physical environments that are conducive to this behaviour. Older Australians need particular attention as they have been neglected in previous Australian media campaigns designed to encourage increased physical activity and they remain an under-researched group despite their growing segment size and their heightened need for regular exercise to prevent age-related illnesses. The present study adopted the ecological model of behaviour analysis to explore the many and varied factors influencing seniors' physical activity levels. Specific recommendations for future interventions targeting this group are provided.

THE SALIENCE OF VOMITING IN TEENAGERS' BINGE DRINKING INTENTIONS

Simone Pettigrew (University of Western Australia), simone.pettigrew@uwa.edu.au
Melanie Pescud (University of Western Australia), Wade Jarvis (University of Western Australia), Dave Webb (University of Western Australia)

Binge drinking among Australian teenagers has been identified as a serious health issue. Unfortunately, efforts to date to address this problem have been largely ineffective. It has been suggested that using images of teenagers vomiting in social marketing campaigns isn't effective because vomiting is viewed as a positive outcome due its ability to signify a 'big night'. The present study accessed online information posted by Australian teenagers to explore alcohol-related beliefs and behaviours that are reported online. A thematic analysis of the blogs suggests that for many Australian teenagers vomiting is still a deterrent to heavy drinking, and that they may be turning to illicit drugs to achieve an altered mental state with a lower risk of vomiting.

WHO FRAMED THE SUSTAINABILITY CRISIS? UNDERSTANDING THE CONTRASTING AND COMPLEMENTARY IDEOLOGIES OF SUSTAINABLE CONSUMPTION

Marcus Phipps (Monash University), marcus.phipps@buseco.monash.edu
Jan Brace-Govan (Monash University)

The paper explores the different ideological frames that exist around sustainable consumption. Frames are a way of making sense of certain strips of activity, and can be used to interpret different ideological approaches. Through a grounded theory approach, the study analysed blockbuster environmental films and Facebook fan pages to explore how sustainability was framed within these cultural resources. Using Snow and Benford's (1988) framing methodology, the paper outlines the contrasting frames that exist around sustainable consumption, and highlights implications for social marketing campaigns.

GREEN MARKETING IN THE TOP PUBLICLY TRADED AUSTRALIAN ORGANIZATIONS

Michael Polonsky (Deakin University), michael.polonsky@deakin.edu.au
Sussie Morrish (University of Canterbury), Morgan Miles (Georgia Southern University)

This paper examines the inclusion of sustainability into marketing activities of the top Australian firms. The results found that almost half of organisations (46%) did not integrate sustainability or environmental issues into their mission statement. Of those that did include sustainability in their mission, few then integrated environmental issues into other areas of their activities, as reported on their corporate web sites. This suggests that while sustainability is frequently talked about within organisations as being important, it does not necessarily translate in to a strategic integration across activities. Firms might therefore be using environmental issues tactically, which could unfortunately result in superficial attempts at becoming environmentally sustainable.

SUSTAINABLE TOURISM MARKETING: WHAT SHOULD BE IN THE MIX?

Alan Pomering (University of Wollongong), alanp@uow.edu.au
Lester Johnson (Melbourne Business School), Gary Noble (University of Wollongong)

When tourism marketers consider how they will manage the marketing activities they wish to direct toward a particular target market, they turn to a framework such as the marketing mix. But what should a contemporary tourism marketing mix include? We consider three popular marketing mix approaches to develop a typology of activities that, we argue, should be in the mix for the tourism marketer, given the specific characteristics of tourism product offers. More importantly, we go one step further to consider how this expanded marketing mix might accommodate the imperative of sustainability by cross-referencing the mix elements with the three Ps of the triple bottom line framework.

TALKING POLICY: RTD TAXATION VERSUS SOCIAL MARKETING OUTCOMES

Josephine Previte (The University of Queensland), j.previte@business.uq.edu.au
Marie-Louise Fry (The University of Queensland)

The popularity of alcopop products amongst young drinkers has motivated government to continue supporting price related policy approaches (2009 RTD tax) in an attempt to influence binge drinking behaviours. We maintain this approach is conflict-ridden and reduces the opportunity to build sustainable, stakeholder relationships across society. This paper presents a Leximancer content analysis to reveal the discourse used by dominant stakeholders in the alcohol debate (Health versus Industry). Based on this analysis we call on social marketers to move beyond single-sector approaches when addressing the binge drinking problem. We further direct alcohol policy stakeholders towards multi-sector collaboration, cooperation, and partnership approaches leveraging the resources and capacity of all stakeholders towards finding a viable relevant solution to the youth alcohol problem.

THE INFLUENCE OF REFERENCE GROUPS ON ALCOHOL CONSUMPTION: A TRI-COUNTRY, SOCIAL MARKETING STUDY OF YOUNG WOMEN

Maria Raciti (University of the Sunshine Coast), mraciti@usc.edu.au
Rebecca O'Hara (Department of Communities), Debra Harker (University of the Sunshine Coast), Michael Harker (University of the Sunshine Coast), Bishnu Sharma (University of the Sunshine Coast), Karin Reinhard (Baden-Wurttemberg Cooperative State University), Fiona Davies (Cardiff University)

The purpose of our tri-country, social marketing study was to compare and contrast the influence of reference groups on alcohol consumption among young women attending university. With risky alcohol consumption highly prevalent among young women, our study examined reference group influence on those that consume alcohol responsibly as well as those who do not. Our self-administered quantitative survey was administered in three countries – Australia (n=305); Germany (n=325) and Wales (n=354). Multinominal and binomial logistic regression found that both subjective and group norm influenced the consumption of alcohol by young women in Wales. In Germany, group norm was not a significant predictor of alcohol consumption in contrast to Australia, where group norm influenced low-risk, risky and high-risk alcohol consumption.

GATEKEEPER INFLUENCE ON FOOD ACQUISITION, FOOD PREPARATION, AND FAMILY DIET

Mike Reid (RMIT University), mike.reid@rmit.edu.au
Tony Worsley (University of Wollongong), Felix Mavondo (Monash University)

The problems associated with overweight and obesity has focused attention on obesogenic, or obesity promoting environments. The home environment, in particular the role of the main food gatekeeper, has come under particular scrutiny for its impact on the family diet (Campbell et al, 2007; Coveney, 2004; Crawford et al, 2007). 326 US and 323 Australian gatekeepers are studied to understand relationships between healthy eating capability, food acquisition and food preparation behaviours, and satisfaction with the household diet. The results suggest that gatekeeper attitudes and perceived control over family diet play a significant role in shaping food-related behaviours and diet satisfaction. Impulsiveness, focusing on freshness, meal planning, and vegetable prominence in meals are also important behavioural factors for satisfaction with diet.

SUSTAINABILITY AND CHILDHOOD OBESITY

Lucia Reisch (Copenhagen Business School), lr.ikl@cbs.dk
Wencke Gwozdz (Copenhagen Business School), Suzanne Beckmann (Copenhagen Business School)

Overweight and obesity, especially in children, has increased alarmingly in the past decades with dramatic economic, social and individual consequences. Many countries have developed action plans, yet a concerted action of all involved stakeholders is only in its beginning. In this paper we outline the consequences of obesity in the context of the sustainability concept, then explain the main influencing factors, and finally describe the roles of the central stakeholders in order to sketch a model of concerted action fighting (childhood) obesity.

FORGOING OWNERSHIP IN EXCHANGE: CUSTOMER CHOICE AND SERVICE-DOMINANT LOGIC

Sam Riethmuller (Australian National University), samuel.riethmuller@anu.edu.au
Gary Buttriss (Australian National University)

Service Dominant Logic proposes that all exchange is the exchange of service and that products are simply mechanisms for service provision. A major implication is that the transfer of ownership may not be necessary, nor desired by consumers. Nonownership models have the potential to contribute to ecological sustainability. The proposed study explores the impact that nonownership has on customer preference in the household solar market. Choice-based Conjoint analysis will explore the trade-offs that customers make when selecting between ownership and nonownership offers. This study will contribute to the understanding of nonownership models of exchange, offering a market-driven approach to the development of sustainable business models.

BRANDS AND LABELS AS SUSTAINABILITY SIGNALS

Stefan Roth (University of Kaiserslautern), roth@wiwi.uni-kl.de
Manuel Klingler (University of Kaiserslautern), Thomas Schmidt (University of Kaiserslautern), David Zitzlsperger (University of Kaiserslautern)

Numerous environmental and social crises led to an increasing awareness of consumers for environmental and social problems. Theoretical and empirical findings have shown that information asymmetries between producers and consumers might impede the functionality of sustainable product markets. To overcome these information deficits market players have different options: Two potential sustainability signals, brands and third-party labels are empirically analysed in this paper. Therefore, we conduct an experimental study in which labels and brands were manipulated and their impact on perceived producer credibility and producer sustainability was investigated. We show significant main effects for some product categories.

IMPROVING ALCOHOL KNOWLEDGE IN THE ACT

Sharyn Rundle-Thiele (Griffith University), s.rundle-thiele@griffith.edu.au

Previous studies show that while awareness of the legal blood alcohol limit is high knowledge of the number of standard drinks contained in alcoholic beverages is low. This study sought to understand whether an online survey giving motorists the correct answers could increase knowledge relating to alcohol and thus assist, as one of many means, to minimize the potential to drink and drive and maximize the potential for people to make informed decisions about the amount of alcohol consumed. The results of this two phase study suggest that an online alcohol knowledge test can improve knowledge relating to alcohol. Implications for public policy are outlined.

CONSUMER TIPPING: A STUDY OF THE CAR GUARDING INDUSTRY

Stephen Saunders (Monash University), stephen.saunders@buseco.monash.edu.au
Danie Petzer (University of Johannesburg)

The act of guarding a car at a public parking space - to potentially deter would-be car thieves -is a common service offered by “car guards” in Southern Africa. The car guard normally relies solely on tips (or gratuities) in return for the service given. The objective of this research study is to better understand the predictors of consumer tipping decisions. More specifically this study examines, from a consumer decision making perspective, the role that service quality, personal norms and social norms play in determining a consumers’ decision to tip car guards. The results showed that service quality and personal norms were significant predictors of tip size, while social norms are not significant predictors of tip size.

IT IS A MASS MARKET FOR WATER AND ENERGY REDUCTION APPEALS

Anne Sharp (University of South Australia), anne.sharp@marketingscience.info
Stine Høj (University of South Australia)

There has been huge growth in public programs aimed at reducing home water and energy usage, but little is known about what responses can be expected, who should be targeted, and how to market the programs. This paper examines these issues in the context of Green Loans, which entails $300 million expenditure to assist Australian householders through an expert assessment of the home and access to low cost finance to make the changes. Approximately half of homeowners would make the changes recommended and a quarter would have their improvement likelihood increased by the financial assistance offer. In the main, the profile of responsive householders is quite general. The implications are that such initiatives should be treated as mass marketing programs.

INTERNAL SOCIAL MARKETING: A ROUTE TO SUSTAINABILITY?

Anne Smith (The Open University Business School), anne.smith@open.ac.uk

Reducing the level of carbon emissions to counter the effects of climate change is high on the social and political agenda. Although it is argued that social marketing can help to change consumer behaviour in line with pro-environmental objectives, the potential for achieving change within an organisational context has been neglected. This paper argues that the concepts and techniques of 'internal marketing' can be extended to include social objectives. A case study of a major U.K. service organisation shows how 'internal social marketing' can reduce the level of organisational carbon emissions through: building relationship commitment; increasing the perceived value of the exchange and increasing self-efficacy. The role of communication and development of internal products in achieving these aims is highlighted.

A POWER HUNGRY GENERATION

Samantha Smith (Monash University), sksmi1@student.monash.edu
Gary Deng (Monash University)

Curbing Australia's electricity usage is a key challenge for governments, both now and in years to come. Particularly challenging to social marketers is the relationship Generation Y has with the environment. In this research, regression analysis reveals that Generation Ys living independently of their parents use significantly higher energy than those Generation Ys living with their parents. High users of multimedia devices, over 20% of this group view appliances and lights being left on as causing high energy usage or waste and are much more likely to blame the frequent use of large electrical appliances. Yet they are the least likely group to turn off appliances when not in use (36%) or to choose energy efficient appliances (7%).

EATING CLEAN & GREEN? INVESTIGATING CONSUMER MOTIVATIONS TOWARDS THE PURCHASE OF ORGANIC FOOD

Samantha Smith (University of Melbourne), smithsamantha12@gmail.com
Angela Paladino (University of Melbourne)

Growing consumer concern for health and environment issues has resulted in increased attention towards organic food. This has driven an increase in research, as marketers seek to understand the motivations behind organic purchases. This study explores the effects of variables health consciousness, environmental concern, quality, price consciousness, subjective norms, and familiarity on organic attitudes, purchase intentions and behaviour. These formed the antecedents of the causal model which utilised Ajzen and Fishbein's (1980) Theory of Reasoned Action. Results showed strong support for the relationship between organic knowledge, subjective norms and environmental concern on organic attitudes. While health consciousness, quality, subjective norms and familiarity were found to influence purchase intentions, familiarity was found to exhibit a significant relationship with organic purchase behaviour.

AN EMPIRICAL EXAMINATION OF GOAL DESIRE AND EMOTION IN THE CONTEXT OF SMOKING CESSATION

Jennifer Thomson (University of Stirling), j.a.thomson@stir.ac.uk
Deirdre Shaw (University of Glasgow), Edward Shiu (University of Strathclyde)

This research employed the Extended Model of Goal Directed Behaviour (EMGB) in a new behavioural context: smoking cessation using nicotine replacement therapy. This study explores the relationship between two key constructs within the model: Goal Desire and Anticipated Emotions. This study examines the hypothesis that Goal Desire should be reconceived as an appraisal condition and thus an antecedent to Anticipated Emotion. Based on a sample of 200 respondents the analysis demonstrates that the strength of Goal Desire does, in fact, affect the level of Anticipated Emotion. The findings and implications for both decision theory and social marketing are discussed.

A CONSUMER PERSPECTIVE OF GREEN EVENT PERFORMANCE

Tania von der Heidt (Southern Cross University), tania.vonderheidt@scu.edu.au
Rose Firmin (Southern Cross University)

This paper looks at the under-researched area of assessing organisational green performance and its drivers from the consumer's point of view. Drawing on the green literature, a model is advanced in which certain environmental attitudes held by consumers drive or restrain the performance evaluation. Ultimately, the performance evaluation may be linked to consumers' willingness to pay more for a green product. The model is tested in the context of a major annual musical event. Four of the five consumer attitudinal factors, in particular green orientation and collectivist values, significantly predicted green performance assessment. In turn, consumers' green performance assessment was found to predict the probability of the willingness to pay more for a green ticket.

ACCEPTANCE OF RENEWABLE ENERGIES: MODEL DEVELOPMENT AND FIRST EMPIRICAL RESULTS

Klaus-Peter Wiedmann (Leibniz University of Hanover), kpw@wiedmann.biz
Sandra Venghaus (Leibniz University of Hanover), Mareike von Zitzewitz (Leibniz University of Hanover)

In order to achieve the energy turnaround it is of prime importance to ensure that renewables become more widely accepted and used – not only industrially, but also in the private sector. This paper develops a dynamic acceptance model on the basis of an end user survey conducted in Germany. The used construct of acceptance is based on the so-called three-dimension-theory of attitudes and explains the decision process leading from a positive attitude to the actual purchase and use of renewable energies. The model seeks to explain, why private end users use renewable energies, or due to which motivational, temporal, social, financial or situational behavioral restrictions they do not. In fact, these restrictions correlate strongly with the respective behavior.

SOCIAL MARKETING THROUGH EMOTIONAL CONNECTIONS: "MYTH BUSTING" IN A LONDON BOROUGH

Matthew Wood (University of Brighton), matthew.wood@bton.ac.uk
Julie Fowlie (University of Brighton), Peter Watt (The Campaign Company), Heather Wills (London Borough of Barking and Dagenham)

This paper demonstrates how social marketing can increase community engagement and change perceptions of local authorities amongst residents. Working alongside a leading community engagement consultancy academics tested a new theoretical behavioural change framework that integrates emotional intelligence with the principles of social and relationship marketing. The heart of this approach is the generation of insight through rigorous qualitative and quantitative research. This insight was used to develop an in-depth understanding of the issues that concern residents, how they perceive the council and why traditional "myth-busting" approaches do not work. This led to an innovative staff training programme to enable staff to understand residents' perspectives and emotions around key issues and to change the way they communicate and interact with them.

A QUALITATIVE INVESTIGATION OF SOURCES OF VALUE IN SOCIAL MARKETING FROM THE LENS OF A PUBLIC HEALTH SERVICE

Nadia Zainuddin (Queensland University of Technology), n.zainuddin@qut.edu.au
Josephine Previte (University of Queensland), Rebekah Russell-Bennett (Queensland University of Technology)

This paper seeks to identify the sources of value in a government health screening service. Consumers' use of such services for their own benefits demonstrates desirable behaviour and their continued use of these services indicates maintenance of the behaviour. There are also positive outcomes for society as the health of its members is improved overall through this behaviour. Individual-depth interviews with 25 women who use breast cancer screening services provided by BreastScreen Queensland (BSQ) revealed five categories of sources of value. They are information sources, interaction sources, service, environment, and consumer participation. These findings provide valuable insights into the value construction of consumers and contribute towards our understanding of the value concept in social marketing.

TRACK 17: TOURISM, SPORTS AND ARTS MARKETING

THE FOUR R'S OF PLACE BRANDING

Rob Aitken (university of otago), rob.aitken@otago.ac.nz
Adriana Campelo (University of Otago)

This paper is part of a research agenda that adopts the paradigm of co-creation to analyse the process and practice of place branding with the intention of recommending a set of principles for place branding. This particular research investigates the interactions and relationships between people and their place to identify the constructs that are interwoven into those interactions and which influence the nature of the brand. We present a model that identifies four constructs that encapsulate the co-created experience of the place: Rights, Roles, Relationships and Responsibilities. The bottom-up approach should be taken to developing a place brand and that brand ownership is determined by the extent to which the representation of the place reflects the experience of the community.

WE PLAY THE SAME GAME, BUT DO WE SHARE THE SAME PASSION? A COMPARISON OF FRENCH AND AUSTRALIAN EMOTIONAL REACTIONS DURING SPORT EVENTS

Charles Bal (Université Paris 1 Panthéon Sorbonne/The University of Adelaide), charles.bal@adelaide.edu.au
Pascale Quester (University of Adelaide), Carolin Plewa (The University of Adelaide)

Despite their omnipresence in sports events and their key role in attracting patrons to sporting events, sport-related emotions have not been extensively studied. Examining the two dimensions of valence and intensity, this paper compares the emotional reactions of two groups of French and Australian spectators during two major events of the world tennis calendar: Roland Garros and the Australian Open. This paper provides evidence that French and Australian patrons experienced comparable emotions, and explains the differences observed. Contrary to our expectations, data reveal that emotions affect the formation of attitude toward both events differently.

WHEN HAPPINESS RHYMES WITH SPONSORSHIP EFFECTIVENESS: AN INVESTIGATION INTO HOW EMOTIONAL VALENCE INFLUENCES SPONSOR MEMORISATION

Charles Bal (Université Paris 1 Panthéon Sorbonne/ The University of Adelaide), charles.bal@adelaide.edu.au
Pascale Quester (University of Adelaide), Carolin Plewa (The University of Adelaide)

Facing the limits of a fully cognitively-based approach of the sponsorship persuasion process, scholars have progressively introduced affective variables to investigate the way sponsorship works. However, if most recognize the emotional content elicited by every sport event, less is known about whether and how it affects sponsorship effectiveness. This study addresses this gap by using the processing efficiency principle to explain how emotional valence affects sponsor memorisation. Data from a pilot study (N=143), undertaken during the Australian Open 2008, confirm that positive emotional response leads to more accurate sponsor memorisation.

AUSTRALIA'S BRAND EQUITY AS A TOURISM DESTINATION FOR LATIN AMERICAN CONSUMERS

Constanza Bianchi (Queensland University of Technology), constanza.bianchi@qut.edu.au
Steven Pike (Queensland University of Technology)

Scant research has examined the measurement of destination branding performance. This paper reports the results of an investigation of brand equity for Australia as a long haul destination in a Latin American market. A model of consumer-based brand equity (CBBE) was adapted from the marketing literature and tested with data from a large Chilean sample of tourists, comprising a mix of previous visitors and non-visitors to Australia. The research took place at the launch of the nation's new international brand campaign. The results indicate that Australia is a well known but not compelling destination brand for participants, which reflects the lower priority the South American market has been given by the Australian national tourism office (NTO).

RELIGION MEETS COMMEMORATION: PILGRIMAGES AND TOURS TO BATTLEFIELDS OF THE WESTERN FRONT

Peter Clarke (Griffith University), p.clarke@griffith.edu.au
Anne Eastgate (University of South Australia)

This paper argues that battlefield tours have strong religious overtones covering respect for ancestors, remembrance, sacrifice and responsibility that features non-spiritual philosophies. This study incorporates views of 23 respondents during a Western Front battlefields tour. The Life Course Perspectives (Hutchinson, 2003) provides a framework to build an understanding of commemoration and religious interactions. The discussion relating to icons, memorials and cemeteries suggests that tours of this nature accrue attributes of a pilgrimage. A selected précis of religion precedes the proposition that Western Front battlefield commemoration meets religion. Tour members believe the Somme region, memorials and cemeteries to be sacred, symbolic places that hold secular meaning, attracts reverence and are a part of their life.

SHOULD VARIETY-SEEKING BE ENCOURAGED TO PROMOTE LESS POPULAR DESTINATIONS?

Zhirong Duan (University of New South Wales), zhirong.duan@unsw.edu.au
Jie Meng (University of New South Wales)

Variety-seeking behaviour has been suggested in previous literature as one of the main driving forces of multi-destination trips, which might lead to visits of less popular destinations. Using IVS data, the paper reports on an examination of destinations visited by international tourists who departed Australia during the fourth quarter of 1999. Through analysis of tourist volume distribution pattern related to the variety of destinations in trips, our results suggest some differentiated strategies related to variety-seeking behaviour for different destinations.

STRATEGIC MARKETING PRACTICES AND BUSINESS PERFORMANCE IN A SPORT CONTEXT

Ron Garland (University of Waikato), rgarland@mngt.waikato.ac.nz
Roger Brooksbank (University of Waikato)

Interest in strategic marketing as a means of achieving organisational success has broadened from the "for profit" business sector to the non-profit domain which is typified, in a sporting context in Australia and New Zealand, by voluntary sport organisations such as golf clubs. With the onset of a "more commercial" economic and political environment, clubs have begun to adopt practices normally associated with strategic marketing. Yet, to date, little is known about these efforts or their effectiveness. This paper investigates the incidence and extent of use of several key strategic marketing practices among Australasian golf clubs with a particular focus on seeking to identify those practices that set the more successful golf clubs apart from the rest.

A MODEL OF PREDICTORS OF ATTENDANCE AT MAJOR SPORTING EVENTS

John Hall (Deakin University), john.hall@deakin.edu.au
Barry O'Mahony (Victoria Univrsity), Julian Vieceli (Deakin University)

Sports events represent a major category of event revenue contributing economic benefits to cities and regions. Attendance at sports events is recognised as an important activity (Shamir and Ruskin 1984), but over the past 20 years sports event attendance expenditure has declined (Ross 2006). Consequently, understanding the factors that influence sports event attendance is crucial to the sustainability of these events. This study identifies the antecedents of sports event attendance among 460 respondents who were surveyed in Melbourne, Australia. Structural Equation Modelling was used to test an empirical model of attendance motivations. The model identifies constructs relating to emotional responses and facilities, as the predictors of event attendance.

NATIONAL DESTINATION MARKETING ORGANISATIONS AND WEB 2.0

Jim Hamill (University of Strathclyde), jim.hamill@strath.ac.uk
Sean Ennis (University of Strathclyde), Daniela Attard (University of Strathclyde), Michael Marck (University of Strathclyde)

Based on 25 destination marketing organisation (DMO) web sites, supported by in-depth personal interviews, this paper evaluates the strategic response of European National DMOs to the global marketing opportunities and threats presented by the rapid growth of Web 2.0. The paper concludes that only limited progress has being made in this area, with the majority of European DMOs being 'cautious' or 'non-adopters' of emerging 2.0 applications and technologies. Given the profound impact that Web 2.0 is having on consumer behaviour and decision-making in global tourism, the lack of progress being made could impact negatively on future DMO competitiveness. The research revealed a high level of DMO awareness and understanding concerning the global marketing and customer engagement potential of Tourism 2.0.

SEGMENTATION OF THE SPIRITUAL TOURISM MARKET

Farooq Haq (Charles Darwin University), Farooq.haq@cdu.edu.au
Leonce Newby (CQ University Australia), John Jackson (CQ University Australia)

This exploratory research paper acknowledges the value of segmentation in deepening a positioning strategy when the market segments are effectively defined and penetrated. This study aimed at expanding spiritual tourism segmentation knowledge. The methodological approach used was theoretically justified by adopting the first part of the four phase segmentation process model as the framework for this spiritual tourism segmentation study (Goller, Hogg and Kalafatis 2002). In-depth interviews were conducted with a convenience sample of spiritual tourism consumers and providers in Australia and Pakistan. It was concluded that a distinctive attitudinal characteristic of spiritual tourists, their tendency toward inclusivity or exclusivity, offered the most appropriate base for segmenting the spiritual tourism market.

AN EXPLORATION OF MOTIVES FOR ATTENDING AUSTRALIAN ECOTOURISM LOCATIONS AND THEIR INFLUENCE ON FUTURE INTENTIONS

Nicole Hartley (University of Technology Sydney), nicole.hartley@uts.edu.au
Paul Harrison (Deakin University)

This paper sought to explore the push [internal] motivations of eco-tourists and the influence of these motivational drives on their future ecotourism intentions. Findings from this exploratory study identified five key internal motivations, namely, ‘self-esteem’, ‘relaxation’, ‘social interaction’, self-fulfilment’ and ‘thrill and excitement’. Further analysis identified that ‘self-esteem’, ‘relaxation’ and ‘self-fulfilment’ motives were significantly related to eco-tourist’s intention to volunteer as well as their intention to donate money to an eco-tourism destination. Additionally, ‘self-fulfilment’ and ‘thrill and excitement’ motives were identified as impacting upon eco-tourists’ future attendance intentions. Consequently, findings from this research provide eco-tourism operators with insight into eco-tourist motivations to inform product and brand development and promotional activities and assist in the ongoing development effective eco-tourist retention strategies.

PROFILING THE SPORT CONSUMPTION ATTITUDES AND BEHAVIOURS OF FANTASY FOOTBALL PLAYERS

Adam Karg (Deakin University), ajkar@deakin.edu.au
Heath McDonald (Deakin University)

Most sporting codes encourage participation in Fantasy Sport (FS), despite few making direct revenue from it. There is a lack of empirical evidence whether this is good practice, for although FS can increase involvement and education, it may also compete with other forms of sport consumption for consumers limited resources. This study begins to address whether FS competes with or complements sport consumption by comparing FS players with non-players. Data was collected from surveys (n=182) of AFL fans, with findings indicating FS players had higher tested measures of attitudes (e.g., team identification, commitment) and behaviours (e.g., game attendance, television viewing) related to the sport. What remains to be determined is causality, and suggestions on how to examine this are given.

EVALUATING THE USE OF THE WEB FOR TOURISM MARKETING IN HONG KONG

Greg Kerr (University of Wollongong), gkerr@uow.edu.au
Lois Burgess (University of Wollongong), Chun Fung (Arnel) Tsoi (University of Wollongong)

Tourism is important to the economy of Hong Kong with over 25 million individuals visiting the island annually. Increasingly, the Internet has an important role to play in tourism as it provides a range of services from information to transactions. This research investigates the use of the Internet to Hong Kong tourism by utilizing the extended model of Internet Commerce Adoption (eMICA) to evaluate the level of Website development in Hong Kong tourism. The findings show a broader range of Internet offerings by businesses compared to government sites. This study provides a foundation for a broader and longitudinal study of tourism websites in Hong Kong and the use of the eMICA model allows for reliable international comparisons in future studies.

ULTIMATE CONSUMPTION

Anita Kozak (Private Practice), kozak@iinet.net.au
Ian Wilkinson (University of New South Wales)

We report the results of a study of rich consumers as a subculture of consumption, Such consumers have distinctive characteristics compared to others in terms of a lack of monetary constraints on their consumption behaviour – hence the term ultimate consumption. We focus on vacation behaviour because this is where opportunities for ultimate consumption exist. Guided by research questions arising from prior research, depth interviews are carried out with eight couples about their recent vacation experiences. We identify two types of vacations, proactive and reactive, that play different roles in their lives.

CONSUMER BASED BRAND ASSOCIATIONS FOR PROFESSIONAL FOOTBALL LEAGUES

Thilo Kunkel (Griffith University), t.kunkel@griffith.edu.au
Daniel Funk (Griffith University), Ceridwyn King (Griffith University)

Most sport branding research focuses on sport teams as a brand. While the literature focuses on the teams, sport league branding is becoming increasingly important, due to the fact that professional sport leagues face an increasing competition for sport spectators, and against other entertainment opportunities. In a desire to be the preferred code of choice, keepers of the respective league brands look to leverage their brand associations to establish brand equity. This study examines if the existing team brand associations literature can be applied to leagues, and finds that 12 of the 14 tested team brand associations are applicable for sport leagues. Furthermore, existing differences between four football leagues in Australia in terms of the league brand associations are explored.

PREDICTING ONLINE TRAVEL PURCHASES: THE CASE OF SWITZERLAND

Christian Laesser (University of St. Gallen), christian.laesser@unisg.ch

This paper examines why and under what conditions prospective travelers complete their bookings through online services compared to other methods. The study is based on a representative survey within 1,898 Swiss households. The results show that the likelihood of booking online increases if someone is drawn to a website to gather information in the first place, and if the product sold through the website is transparent and well-understood (either per se or because the customer is familiar with the product), or if any other booking-related communication would impose a financial charge, independent of the socio-demographic background of the prospective traveler.

TESTING THE APPLICABILITY OF PRODUCT CONSUMPTION EMOTIONS (PCE) WITHIN FESTIVAL CONTEXTS

Jenny (Jiyeon) Lee (University of New South Wales), jylee@unsw.edu.au
Gerard Kyle (Texas A&M University)

The purpose of this study was to examine the applicability of product consumption emotions in festival contexts and identify salient emotional descriptors specific to festivals. Data were collected from festival goers using onsite survey in Spring/Summer 2008 at three Texas community festivals. Using confirmatory factor analysis, it was found that joy was the most salient emotion expressed by respondents, while the negative emotions of sadness, fear, and surprise were less frequently reported. The general pattern of emotions festival visitors expressed was consistent with past work examining consumers' emotional experiences of durable goods, personal services, and other tourism products. The study findings provided empirical support for the applicability of employing product consumption emotions to understand visitors' emotional experience of community-based festivals.

CRUISE TOURISM: THE ROLE OF BUS DRIVERS AS DETERMINANTS OF A SATISFACTORY SHORE EXPERIENCE

Nikki Lloyd (University of Otago), nikki.ishida@otago.ac.nz
Maree Thyne (University of Otago), James Henry (University of Otago)

This paper investigates the factors that influence the onshore experience that cruise passengers receive while visiting ports of call in New Zealand. With cruise ships being seen as places of containment or even destinations themselves, there is a lack of research into what makes a satisfactory shore experience. This paper reports on research undertaken onboard a cruise ship, in February 2009. In-depth interviews were undertaken with passengers onboard the ship, to investigate their motivations behind participating in shore excursions and determinants of satisfaction with these excursions. Findings suggest that the bus driver has a very important role as a front line service provider and they often become the 'real' face of the destination being visited.

INCENTIVES OF INTERNATIONAL AND LOCAL HOTEL CHAINS TO INVEST IN CONGESTION-REDUCING ACTIVITIES WITHIN A TOURIST DESTINATION REGION

Kazumitsu Minamikawa (Nanzan University), minamik@nanzan-u.ac.jp
Kenichi Ohkita (Yamaguchi University)

The environmental quality of destination has become a tool that hotels in the area have to hold the tourism demand. However, the level of the quality of a region may decrease by increased congestion of tourists visiting the region. This paper studies the ways in which hotel chains' incentives to invest in congestion-reducing activities are influenced by whether they belong to a local chain or an international chain. We analyse the interaction between two congestible regions with four hotels that provide accommodation services and make sequential decisions on congestion-reducing activities and room prices, and compare the results between local and international chain outcomes. It is shown that this incentive is found to be greater for local than for international chains.

CONSUMERS' ORIENTATION TOWARD SPORT: DOES IT MATTER FOR SPONSORS?

Karen Palmer (The University of Adelaide), karen.palmer@adelaide.edu.au
Carolin Plewa (The University of Adelaide)

Sports sponsorship has developed as a prolific research stream, with many authors examining sponsor-property relationships and the influence of various consumer and sport-related factors on sponsorship success. Despite advancement in this area, a number of questions remain, particularly in relation to the consumers' consumption of sport and its effect on sponsorship. In this paper we conceptualise the moderating role of consumer orientation toward sports on sponsorship effectiveness. As part of the conceptual framework, the role played by self-congruity and brand personality will also be elaborated upon. The paper concludes with a research agenda.

ASSESSING THE ROLE OF PASSION AS A MEDIATOR OF CONSUMER INTENTIONS TO ATTEND A MOTOR SPORTS EVENT.

Robin Pentecost (Griffith Business School), r.pentecost@griffith.edu.au

It makes logical sense that the level of passion one feels towards an event (termed fanship for this research) is likely to influence behaviour. Exploratory research, using two known affective constructs (attitudes, satisfaction), found such a dimension to mediate the attitude-intentions relationship but not the satisfaction-intentions relationship. The importance of this finding is that there is some factor consequent to attitudes influencing intentions towards an event. For the events marketer such a dimension adds another potential segmentation tool. Theoretical development of the construct is acknowledged with limitations and areas for future research recognized.

EXAMINING THE ANTECEDENTS OF GROUP-ORIENTED TRAVEL BEHAVIOUR TO LARGE-SCALE EVENTS: A CONCEPTUAL MODEL AND PROPOSITIONS

Nicole Regan (The University of Newcastle), Nicole.Regan@studentmail.newcastle.edu.au
Jamie Carlson (The University of Newcastle), Philip Rosenberger III (The University of Newcastle)

Major large-scale events, such as the Olympics and Ashes cricket series, attract tourists, resulting in increased consumer spending on accommodation, food and recreational activities. Formalised, fan-group event-tourism organisations - e.g. The Barmy Army and The Fanatics - play an increasingly visible role in organising fan-group travel to major sporting events around the world. However, a lack of understanding exists regarding attitudes and motivations to engage in group-oriented, event-based travel behaviour. A theoretical framework is presented that posits travel motivation, enduring involvement, fan identity and destination-image as significant factors influencing group-oriented, event-based travel intentions. Propositions to guide future research are also presented.

PUBLIC SWIMMING POOLS: WHO USES THEM AND WHY.

Vaughan Reimers (Monash University), vaughan.reimers@buseco.monash.edu.au
Gabrielle Walters (Monash University)

Despite the importance of aquatic recreation in Australia, the role of public facilities in catering to such leisure needs has largely been ignored. Utilising a survey of patrons, this study develops a profile of users of public outdoor swimming pools and identifies the motives behind their patronage. Analysis revealed some potential access concerns, with males, older residents and the disabled being under-represented in the profile of users. Four motives behind patronage were identified: hedonic motives, convenience, the pool itself and staff & service.

REGION / SUB REGION AS INFLUENCE IN WINE SELECTION

Tekle Shanka (Curtin University of Technology), tekle.shanka@cbs.curtin.edu.au
Aymee Mastaglia (Curtin University of Technology)

The paper discusses the extent of the influence wine regions in Western Australia (WA) have on consumers' wine purchase decisions. Participants in a structured survey were beginner to intermediate classes in the Wine Education Centre (WEC). Of the 220 completed questionnaires, 216 useable responses were analysed using SPSS v. 17. Results showed that familiar/famous wine regions and areas were most influential in wine purchase decisions for age group and self-reported wine knowledge. Results are discussed with suggestions for future research direction on individual wine producing regions.

PICTURES ON THE WEB: NORMATIVE PHOTO SHARING WITH FRIENDS AND TRAVELLERS

Sharifah Syed-Ahmad (University of Western Australia), sfsa@biz.uwa.edu.au
Jane Klobas (Bocconi University), Ahmad Fareed Ismail (The University of Western Australia), Jamie Murphy (The University of Western Australia)

A Google search in early October 2009 for ‘travel photo’ returned over 950 million web pages, indicating a prevalence of online travel pictures. This conceptual paper examines sharing travel pictures on the Web as a form of online destination recommendations. An extended Theory of Planned Behaviour, decomposing subjective norm into six sub-norms, helps explain how these sub-norms relate to an online behaviour, posting pictures on the Web. The paper closes with a series of propositions using these sub-norms as a future research agenda.

TRAVEL CAREER PATTERN AND TRAVEL HORIZON: SOME COMMON GROUND?

Karin Teichmann (Vienna University of Economics and Business), karin.teichmann@wu.ac.at
Andreas Zins (Vienna University of Economics and Business)

This study explores the role of travel career pattern and travel horizon on future travel plans. The study examines if these two concepts show some systematic links which are useful in explaining future destination preferences. The first research question investigates the motivational dimensions as proposed by Pearce’s travel career pattern. The results show that motives for near future leisure trips exhibit the expected pattern and differ by age and travel experience. The second question focuses on a re-interpretation of travel horizons as expressed by future destination preference patterns based on cultures zones instead of geographic distances. Five distinct travel horizon patterns are identified using cluster analysis to show that travel career factors have little influence on future destination preferences.

CO-CONSTRUCTING THE MUSEUM VISITORS’ EXPERIENCE: A CASE OF TWO LITERARY MUSEUMS

Maree Thyne (University of Otago), maree.thyne@otago.ac.nz
Anne-Marie Hede (Victoria University), Tabitha White (Victoria University)

This paper explores the way in which visitor experiences can be co-constructed in a museum context, depending on the type of authenticity apparent. The research is set within the context of two literary heritage attractions – 56 Eden Street (the childhood home of Janet Frame) and the Katherine Mansfield Birthplace. Findings highlight that visitors perceived that they have had a positive experience even in the absence of indexically authentic artefacts, because they draw on the knowledge of the curator and their own imagination to co-construct their experience.

CONSUMER AWARENESS OF SPONSORSHIP - A FMCG CONTEXT

Frances Woodside (University of Southern Queensland), woodside@usq.edu.au
Jane Summers (University of Southern Queensland)

Investigation of marketing expenditure during the late 90s and early 00s shows an increase in the use of sponsorship by both large and small companies. Despite its widespread use, sponsorship leveraged packaging (SLP) has received little research attention. As a result, there is little understanding of what to expect when SLP is used and how to maximise its impact on consumers. This paper reports findings relating to consumer awareness of SLP, part of a larger study. Findings indicate that sponsorship leveraging on FMCG packaging significantly impacts consumer response to sponsorship, however prior awareness of the sponsorship appears to have little impact. The understanding provided in this paper has strategic relevance for brand managers in guiding sponsorship and package design decisions.

UNDERSTANDING THE PROPENSITY OF CHINESE UNIVERSITY STUDENTS FOR LEISURE TRAVEL WITHIN AUSTRALIA

Yun Zhang (University of Wollongong) yz142@uow.edu.au
Lois Burgess (University of Wollongong), Greg Kerr (University of Wollongong)

The provision of education to international students in Australia is increasingly important to the higher education sector as well as other industry sectors including tourism. Although previous studies have identified the contributions of international students to tourism, there are limited studies investigating leisure travel behaviour based on student nationality and segments within nationalities. As the first stage of a broader study, this research by way of open-ended interviews, investigates the propensity of Chinese university students to travel within Australia. By way of qualitative data analysis the findings reveal a number of paradoxes which need to be addressed in further research to better understand the attitudes and behaviours of Chinese students towards travel for leisure purposes whilst in Australia.

REVIEWERS' ROLE IN THE ACADEMIC PROCESS

Publishing at conferences and in journals is the currency of academia. Our research training often focuses on the development, testing, interpretation and communication of research ideas. In this process there are three essential roles, Author, Editor/Track chair and Reviewer. There are generally ample opportunities for individuals to get advice and mentoring in regards to the research process and writing, as designing and undertaking research, and producing research outputs, is often a collaborative process. However, there tends to be less formal support in regards to the role of a reviewer and how reviewers assess the manuscripts they are asked to evaluate as this task is typically undertaken by individuals rather than groups. Furthermore, reviewing is generally considered a "service" responsibility to the discipline and may have a lower status because it is not regarded as producing or testing knowledge (Woodruff 2003).

However, reviewers' role is critical as they serve as gatekeepers of knowledge, by providing feedback to editors and authors and assisting authors as they shape and refine their work. Yet, although reviewers' comments can be invaluable, reviewers may take radically different approaches to their task we have probably all encountered reviewers whose behaviour fits the following roles:

Playing the devil's advocate, where they seek to 'poke holes' in arguments throughout; Acting as a copy editor where they focus on grammar, spelling, consistency with the journals style, etc.; Act as an expert in the field commenting on the scope and depth of discussion within an area; and Act almost as a coauthor (Taylor 2003), where they seek to improve the work presented to them by identifying how weaknesses can be addressed.

It is generally unclear how people learn how to become constructive reviewers (Ostrom 2003). Most people learn how to review by replicating the reviews they have received in the past (Singh 2003). The process of mimicry works only if we are replicating well crafted reviews, i.e. those that are well thought-out and provide critical, yet constructive feedback. However, if individuals are modeling their work on poor examples, we run the risk of perpetuating low value reviews in the profession.

The objective of this combined special session is to overview the reviewing process by exploring the reviewers' role and considering this from varied perspectives. The five speakers have authored works in leading journals, served as reviewers for a diverse range of conferences and journals, and managed track chair and guest editor roles, where papers have been assessed (and divergent views received from reviewers). As such, they will offer insights from their own experiences across these roles, which they will draw on to provide practical advice designed to improve review quality.

Speakers:
Ray Cooksey, Professor of Management and Acting Pro Vice-Chancellor (Research), University of New England, (Editor, Journal of Management & Organization). He will discuss the development of meta-criteria for assessing the quality of management research independently

of paradigm guiding assumptions, to help make decisions on contributions, whereby the meta-criteria focusing on Contextualisation, Realisation, Explication.
Helen DeCieri, Professor of Management, Monash University (Associate Editor, Human Resource Management). She will discuss the need to be flexible when reviewing across different types of outlets, as well as across international contexts. She will discuss ways in which reviewers, editors, and authors, can deal with international differences and variations between journals.

Janet Hoek, Professor of Marketing, University of Otago. She will discuss reviewers as silent co-authors, not overstepping the boundaries. McInnis suggests reviewers should remember and apply kindergarten rules of kindness when evaluating others' work. While this advice may seem superficial, the metaphor provides a helpful framework for analyzing the different relationships that may develop between reviewers and authors.

Lester W Johnson, Professor of Management (Marketing) The University of Melbourne (Editor Australasian Marketing Journal). He will discuss the role of reviewers in the editorial process, as they form a vital role in the shaping academic discourse within journals.

Michael Jay Polonsky, Chair in Marketing Deakin University. He will overview the session as well as discuss the benefits to people serving as reviewers. While reviewing is seen as a form of service to the academic community (Woodruff 2003), at the same time individuals benefit from the process by expanding networks in the academic community.

RECENT PROGRESS ON BEST-WORST SCALING

The purpose of this special session is to review and discuss recent developments related to the three cases of best-worst scaling (hereafter, BWS). These three cases are: 1) choice among things (CATs), 2) choice in profiles (CIPs), and 3) choice among profiles (CAPs). We review recent theoretical and methodological developments for these cases, and provide empirical illustrations. We discuss limitations and advantages, and identify and note future research opportunities. The material in this special session is associated with a forthcoming book on Best Worst Scaling by the above authors.

Session Chair: Jordan Louviere, Professor of Marketing and Executive Director, Centre for the Study of Choice (CenSoC), Faculty of Business, The University of Technology, Sydney
Email: jordan.louviere@uts.edu.au

Co-authors:

David Pihlens and Terry Flynn, Centre for the Study of Choice (CenSoC), The University of Technology, Sydney

Abstracts for proposed talks.

RECENT DEVELOPMENTS IN BWS CASE 1

Jordan Louviere and Tony Marley

BWS Case 1 is the classical best-worst (or "maximum-difference") scaling case introduced by Finn & Louviere (1993, *Jl of Public Policy & Mark*). Typically, one has a "list" of "things" (items, statements, people, brands, etc) to be measured on some underlying, latent scale. Case 1 can be thought of as a multiple comparison extension of the method of paired comparisons where experimental participants choose the best and worst (smallest, largest; most, least important, etc) things (items, objects, etc) in sets of three or more things. It is a type of discrete choice experiment (DCE) introduced by Louviere & Woodworth (1983, *JMR*) where choice options are labeled but attributes do not vary.

Marley & Louviere (2005, *Jl of Math Psych*) derive theoretical properties for Case 1. We summarize them, and discuss implications for applying the theory to practical measurement problems. Case 1 has many advantages over paired comparisons; and arguably is superior to paired comparisons except where one needs an accurate estimate of the scale position of one thing (item, object, etc). Case 1 also has many advantages over rating scales, and I widely used by marketing researchers worldwide. We discuss several issues that arise in applying BWS Case 1 that many seem unaware of, and we illustrate it with two cases: a) measuring attitudes of a sample of Australian farmers towards rural retailers and the farm economy as revealed in agreement/disagreement with 13 statements, and b) measuring perceived importance of 13 attributes for the decision to "go direct" instead of choosing local retailers.

RECENT DEVELOPMENTS IN BWS CASE 2

Terry Flynn and Jordan Louviere

BWS Case 2 involves choices of attribute levels *within* conjoint profiles. That is, a profile of attribute levels is a choice set, and experimental participants choose the best and worst (most, least attractive, etc) attribute levels in each profile. It is a version of discrete choice experiments (DCEs) introduced by Louviere and Woodworth (1983, *JMR*) where each conjoint profile is a choice set, and choice options are attribute levels described therein.

Marley, Flynn & Louviere (2008, *Jl of Math Psych*) derived theoretical properties of BWS case 2. We summarize key derivations and discuss implications for applying the theory to practical measurement problems. Introduced by Louviere (1994), Case 2 has advantages over many preference elicitation methods as it measures all attribute levels on a common latent scale, allowing inter-dimensional utility comparisons, and avoiding a need to rescale to common metrics like dollars. It also can be used to measure utilities of single people instead of groups of people. We discuss several issues that arise in applying Case 2 and illustrate it with two cases: a) measuring values of attributes and levels for dermatological appointments, and b) measuring attributes and levels of ski areas.

RECENT DEVELOPMENTS IN BWS CASE 3

David Pihlens, Jordan Louviere and Terry Flynn

BWS Case 3 is a type of discrete choice experiment (DCE) introduced by Louviere & Woodworth (1983, *JMR*). Instead of experimental participants choosing the best (or "most preferred") option in each DCE choice set, participants choose the best and worst profiles from sets of three or more profiles.

Marley, Pihlens, Flynn & Louviere (2009, *Jl of Math Psych*) derive theoretical properties of BWS for this case. Case 3 has advantages over traditional "first choice" DCE elicitation procedures as one obtains much more information about preferences in each choice set. In many cases, one obtains enough information to estimate choice models for single persons. We summarize and discuss key formal properties of Case 3, including how and why the task structure leads to several potential model forms. The model forms are "new", or at least we are unaware of prior work comparing models for sequential choices with other choice strategies like strict ranking or strictly best choices. We compare the new models with current models for several datasets, and discuss implications for applications of Case 3. We illustrate Case 3 with two examples for choice of mobile phones and choices of pizza and fruit juice products.

PRESIDENT'S SESSION: "IS MARKETING ACADEMIA LOSING ITS WAY?"

In the guest editorial for the *Journal of Marketing* (July 2009) three senior North America academics (David Reibstein, George Day and Jerry Wind) make a serious challenge to marketing academia. They state:

"There is an alarming and growing gap between the interests, standards, and priorities of academic marketers and the needs of marketing executives operating in an ambiguous, uncertain, fast-changing, and complex market-space. This has gone beyond the familiar dilemma of academic research pitted against practical relevance. Our contention there is that this widening divergence has become detrimental to the field."

The authors contend the prevailing paradigm amongst US academics is for "reductionist, specified, and fragmented research" and that is produced by solo scholars or small teams. This cannot address the multi-functional and interconnected problems of managers. They claim the domain of marketing is steadily shrinking, with a concomitant loss of academic influence. Their agenda for action challenges the "inward looking mind-set of the academics" and suggest bringing "greater relevance to the academics research agenda". Finally in the discussion about implementation the editorial focuses on; the need to change incentives, having greater relevance to doctoral programmes, and the need to mobilize institutions and academic journals.

In this special session the invited panel address two issues paying particular attention to the conference theme of sustainability:

Is the editorial's diagnosis the same for marketing academia outside the US?

Is the editorial's agenda for action appropriate?

Are there the same implementation problems outside the US?

Chair: Mark Gabbott, ANZMAC President.

Panel: Michael Kleinaltenkamp, Freie Universitaet Berlin, Germany;

John Roberts Australian National University & MSI Academic Trustee

Jill Sweeny University of Western Australia

Mark Uncles University of New South Wales

Rod Brodie University of Auckland

'THE INTERFACE BETWEEN INDUSTRY AND ACADEMIA'

This session will examine the challenges and opportunities associated with between industry and academia. An invited panel of speakers who have experience of operating at this interface will share their experiences through brief presentations, then there will be a Q and A session where they will respond to the questions/comments from the audience.

Speakers include the Chairperson of the Board of Trustees of the Chartered Institute of Marketing (CIM) who is based in the UK; the ex-Chief Marketing Officer of the Australian Football League who is based in Melbourne and the owner of an SME Communications business, who again is based in Melbourne. There will be a fourth panel member (yet to be comfirmed), but all of the above have direct experience of working at the interface between industry and academia and they are all keen to share their experiences.

Chair: Steve Worthington

Participants:

Chris Lenton, Chairman of the Board of Trustees of the Chartered Institute of Marketing ;

Colin McLeod, ex-General Manager of Marketing and Communications, AFL;

Samantha Smith, Principle, Pinnacle Communications;

Ian Duncan, 'Direct Selling Association of Australia

PERSPECTIVES IN BRAND MANAGEMENT

If there isn't much more to business than marketing, then there isn't much more to marketing than brands. Brands are a more pervasive societal facet of marketing than advertising, selling and retailing combined, for indeed what are these activities if not about brands. Moreover, brands have become, in the words of that world famous anti-brand brand Naomi Klein, “cultural accessories and personal philosophies”. The science, art, and craft of creating and maintaining brands is called brand management. Brand management, in all its various incarnations and from all of its various vantage points is the focus of this special session on perspectives in brand management.

The speakers are all authorities in the area of brand management, have taught brand management at leading schools on all continents, and are all widely published and cited in the field.

Speakers:

Mark Uncles is Professor of Marketing in the School of Marketing, Australian School of Business, University of New South Wales, Australia

Chris Styles is Associate Dean (Executive Education) and Professor of Marketing, Faculty of Economics and Business, University of Sydney, Australia

Leyland Pitt is the Dennis Culver EMBA Alumni Chair of Business in the Segal Graduate School of Business, Simon Fraser University, Vancouver, Canada

Session to be Chaired by: Anjali Bal, Segal Graduate School of Business, Simon Fraser University, Vancouver, Canada

Discussant: Michael Ewing, Professor and Head, School of Marketing, Monash University, Melbourne, Australia

FOREIGN MARKET ENTRY MODE CHOICES IN THE INTERNATIONALIZATION OF HIGHER EDUCATION INSTITUTIONS

Dr. Harald Dolles
Visiting Professor in International Business
University of Gothenburg, School of Business, Economics and Law
Gothenburg, Sweden
e-mail: harald.dolles@handels.gu.se
Professor of Management & International Business
German Graduate School of Management and Law
Heilbronn, Germany
e-mail: harald.dolles@ggs.de

PERSPECTIVES IN BRAND MANAGEMENT

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MARKETING DURING A RECESSION

The current economic downturn continues to reach headlines around the world. Marketing managers feel an increasing pressure to justify their expenses. However, there is little research to guide these managers during a recession. To determine the best marketing response to a recession, it is crucial to understand how consumers respond to a extended period of belt tightening. In this special session we try to add to this understanding from two angles. First, using disaggregate analyses, we look at how consumers spend their (shrinking) budgets, and how they respond to government stimulus payments. Next, using more aggregate analyses, we study under what conditions spending increases during a recession makes sense, and whether advertising and price effectiveness changes over the business cycle.

Wagner Kamakura, Duke University, USA

Harmen Oppewal, Monash University, Australia

John Roberts, Australian National University and London Business School

Harald van Heerde, University of Waikato, New Zealand [Session Chair]

INDUSTRY PANEL: SUSTAINABLE MANAGEMENT AND MARKETING PRACTICES: AN INDUSTRY PERSPECTIVE

Session Chair: Max Coulthard

Participants:

Richard Mason, Metro Trains Melbourne SSS

Nick Savaidis, Etiko Fair Trade

Pat McCafferty, Yarra Valley Water

Bob Beaumont, AusIndustry

John Holloway, Direct Selling Association of Australia

Graham Bradley, Australian Business Council TBC

Kerryn Schrank, PriceWaterhouseCoopers TBC

POSTERS

A CROSS-CULTURAL INQUIRY INTO CONSUMER MOTIVATION FOR LUXURY CONSUMPTION

Gareth Allison (Auckland University of Technology), gareth.allison@aut.ac.nz

This research investigates the nature of consumer motivation for the consumption of luxuries amongst three distinct cultural groups. Previous research had indicated that it was likely that motivation would differ between cultures even when the same products have been consumed. A series of three discussion groups with New Zealand, Chinese and Central Europeans were conducted in order to gain qualitative insights into the nature of motivation amongst different cultures. Distinctions emerged amongst the groups in relation to the form of motivation with the greatest salience. In particular, the Chinese placed emphasis on interpersonal attributes, whereas the Central Europeans placed importance on personal attributes. The research findings are presented and discussed.

CONSUMERS' ATTITUDE TOWARD PRIVATE LABEL AND ITS RELATION WITH THEIR MOTIVATIONAL VALUES

Reza Nasution (Institut Teknologi Bandung), reza@sbm.itb.ac.id
Amanda Dewi (Institut Teknologi Bandung), Agung Sembada (Institut Teknologi Bandung),
Wawan Dhewanto (Monash University)

Past research has highlighted individual customer demographic characteristics that relate to private label purchase. Those research, however, have neglected the role of personal values in driving consumer behaviour. This research is aimed to fill this gap by studying private label purchase behaviour in Indonesia and its relation to the personal values of the respondents. Schwartz Value System is applied after comparing this with other value systems. Two dimensions in the system, which are openness to change and conservation are analysed in relation with private label purchase behaviour of students in the university. Using correlation analysis, the research provides an important finding about the role of personal values (in terms of openness to change vs. conservation) in private label purchase.

NON-CONSCIOUS EFFECTS, INFORMATION TYPES AND MEMORY: BRAND EQUITY PERSPECTIVE

Mathew Chylinski (UNSW), m.chylinski@unsw.edu.au

Previous literature has introduced the concept of how conscious effects can affect consumers' choices by influencing their memory and hence, the brand associations and awareness formed in their minds. However, there is another realm of non-conscious effects which has yet to be investigated in depth. Moreover, the congruence of information type is also believed to impact on the consumer's decision-making process. This research thus aims to draw a conceptual link between memory and brand equity, through the use of both non-conscious effects and information types.

GIFT-GIVING BEHAVIOUR AND PERSONAL VALUES IN AUSTRALIA

Anny Lekkumporn (Monash University), peeraya.lekkumporn@buseco.monash.edu.au
Yelena Tsarenko (Monash University), Dewi Tojib (Monash University)

This study aims to explain the relationship between Personal Value (PV) and Gift Giving Behaviour (GGB), specifically for intangible gift. The effect of nine factors of PV on nine GGB construct is tested. Hosting a dinner for the close relationship such as friend and family is employed as a context for this study. The results reveal that certain value determines certain dimension of GGB construct.

THE USE OF SUGGESTION SYSTEMS AS A TOOL TO SOLICIT INPUT FROM INTERNAL CUSTOMERS

Gregory Wilson (Unitec), gwilson@unitec.ac.nz
Andries Du Plessis (Unitec New Zealand), Andrew Marx (University of Pretoria)

Organisations, as part of their ongoing commitment to improve, focus marketing activities on feedback from their external customers and suppliers. The internal customer also play an important role in providing vital commentary via suggestions or ideas that could enhance company performance. Organisations in New Zealand were studied to determine how their suggestion systems operated and how effective they were from both a managerial and an employee perspective. A diagram was developed to assist with the generating of ideas system. Line managers should authorise implementation of suggestions. In rewarding staff for their contributions, higher level approval was needed for remuneration. In conclusion, managers will always play a pivotal role in the success or demise of a suggestion system.

SOCIAL SUPERMARKETS – A NEW MARKETING CHANNEL?

Christina Holweg (WU Vienna University), christina.holweg@wu.ac.at
Eva Lienbacher (WU Vienna University), Daniela Weber (Institute of Statistics and Mathematics), Peter Schnedlitz (WU Vienna University)

Since their start in 1999, social supermarkets play an increasingly important role in the Austrian retail scene. They sell consumer goods and food at a 70 percent discount rate to people living in poverty. The products offered are donations from food producers, retailers or the public. Whilst organisations managing donations of food and consumer products exist wordwide as food banks, the phenomenon of social supermarkets seems specific to Austria so far. Given the lack of academic literature, an explorative research approach (Grounded Theory) was chosen including expert interviews, a consumer survey and a manufacturer's survey. First results indicate that social supermarkets are a specific kind of new marketing channel with various benefits to consumers, manufacturers as well as retailers.

CLIENTS' PERCEPTION OF THE SUSTAINABILITY OF TOUR OPERATORS' OFFERS

Maud Tixier (ESSEC), tixierm@essec.fr

Parallel to the offer commercialized by specialized tour operators on the sustainable niche, traditional tour-operators have also begun to claim the sustainability of their product. One can therefore ponder on the legitimacy of the names they appropriate. The article assesses the sustainability of the tour operators' offer and by extension their legitimacy in claiming themselves to be responsible. The survey was carried out among 18 French traditional tour operators on the internet sites and their catalogue perusals and 10 (in fact more because of regrouping) specialized tour operators. Results show that various actions have been undertaken, relayed by communication, to promote an environment-friendly sustainable tourism in the broad sense of the term.

PROMOTING SUSTAINABLE CONSUMPTION: WHAT ABOUT ORGANIC FOOD?

David Pearson (Australian National University), david.pearson@anu.edu.au
Joanna Henryks (University of New England)

The security and sustainability of our food systems are under increasing scrutiny as Governments grapple with the challenges presented by climate change, peak oil and population growth. Organic food comes from a well established production method and is available to most consumers in the developed world. This article explores the extent to which marketing organic food is different and how this impacts on its sustainability. It concludes that organic food purchases do make a contribution to sustainable consumption; however, their impact is relatively small.

SUSTAINABLE CONSUMPTION: THE BIRTH OF AN INNOVATIVE FOOD BRAND WITHIN A UNIVERSITY COMMUNITY

Dave Brown (Auckland University of Technology)

This presentation is focused on a new food brand that will help consumers within a University community make better choices in response to a growing demand for a more sustainable living (Grant 2007). In a world of seismic economic, environmental and social change the need for a more sustainable way of behaving is rapidly moving into the fast lane of survival priorities (Porritt 2006). The global collapse of economic growth over the last 12 months and its effect on the natural environment has primarily been the result of a dependence on outmoded models of consumption (Hamilton 2005; James 2006). Using the same techniques developed by the 'persuasion industries' that are arguably responsible for the problem of unsustainable consumption we can offer a constructive solution to more sustainable consumption.

EXPLORING AAKER'S (1997) BRAND PERSONALITY STRUCTURE IN THE AUSTRALIAN ACTION-SPORTS CLOTHING MARKET

Philip J. Rosenberger III (Marketing Group, Newcastle Business School, The University of Newcastle) and Fabio Buresti (Droga 5)

This replication research explores the dimensionality of Aaker's (1997) brand-personality (BP) construct, seeking to determine if Aaker's five-factor BP structure is applicable in the Australian action-sports (A/S) youth branded clothing market context. An alternative 3-factor BP structure was identified that appeared to better represent the A/S context than Aaker's 5-factor BP structure.

INCREASING INTERACTION IN MARKETING COURSES: A HANDS-ON EXPERIMENT

Philip J. Rosenberger III (Marketing Group, Newcastle Business School, The University of Newcastle)

The aim of the project undertaken was to raise the level of student participation and involvement in the learning process, which would (hopefully) result in the students taking a greater interest in the content and the learning process and, thus, lead to improved learning outcomes (e.g. enhanced retention, comprehension and understanding and perceived relevance). A series of four new hands-on activities was used in undergraduate Product and Brand Management lectures and tutorials, which also included out-of-class aspects. The four activities included: a Web-based SRI VALS Survey; design a reusable shopping bag; make an image collage using a digital (mobile phone) camera (still mode); make a TV Ad using the movie mode of a (mobile phone) camera. Overall, students generally found the activities: interesting; liked most of them; involved them more in learning; got them thinking differently than normal; helped their understanding of concepts; were aided by the follow-up discussion.

AUTHOR INDEX

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