

Dec 20th, 9:00 AM - 9:00 AM

Parallel Technical Sessions Schedule

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3rd International Conference on Marketing

Theme: Bottom of Pyramid: Emerging Markets

December 19 – 20, 2016



Day 1: Monday, December 19 th , 2016				
Time	Program			
1:00pm – 2:00pm	<i>Lunch Break</i>			
	<u>Track: Marketing Communication</u>	<u>Track: Bottom of the Pyramid</u>	<u>Track: Marketing Strategy</u>	<u>Track: Green Marketing</u>
2:00pm	“Customer’s Attitude towards Ramadan Advertising”	“What Constitutes the Bottom of Pyramid Market for Innovation?”	“An agent-based approach to vehicle dispatch and route planning in a dynamic milk collection network”	“Moving Towards Sustainable Consumption: A Study of Reduce, Reuse, and Recycle (3Rs) Adoption among Malaysians”
2:30pm	“The Discourse: Doing it differently – the Oreo princess campaign”	“Traces of Company Strategy for Bottom of Income Pyramid in Pakistan - A Probing Analysis	“A study of buyers' and sellers' perception of organic foods in Pakistan: towards a more effective marketing mix”	Trends on Green Consumer Behavior (GCB): "A Viewpoint from Developed and Developing Countries”
3:00pm	“Viral Marketing via the New Media: The Case of Communication Behavior in WhatsApp”	“Rent Discrimination in Sarajevo”	“The Impact of Industry Type, Business Age and Size on Proactive and Responsive Customer Orientation”	“Cosmopolitan Orientation, Consumer Consciousness, Green Purchase Intention: Mediating Role of Green Trust (Green Field Marketing)”

3:30pm	“Identifying factors leading to the success of social justice campaigns driven by social networking engines in engaging the online youth audience”	“Ethics of Serving the Bottom of Pyramid Market – A Study in Context of Indian Food Market”	“Entrepreneurial Marketing and Owner-managed Small Firm Performance in Pakistan”	
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Track: Marketing Communication Track Chair: Dr. Salman Bashir

2:00pm – “Customer’s Attitude towards Ramadan Advertising” # 17

Authors: Farheen Khalid, Muhammad Sufyan Ramish, Junaid Ansari and Dr. Tariq Jalees.

Advertising for most of the brands increases significantly in Ramadan due to which this month appears more like Christmas Shopping festivals in West. Ramadan advertising has generated a lot of controversy in Pakistan. However, this paper will not address those controversies but will measure the effect of Ramadan advertisements on consumer attitude. Three hundred and ninety- one (391) students of different universities in Karachi participated in this study. The questionnaire adopted for this study had established reliabilities and validates which were re-ascertained for the present set of data. All the five constructs used in this study had five items all based on seven point Liker scale It was found that entertainment, information, credibility and good for economy have a positive effect on the consumers' attitude towards advertising, whereas, irritation has a negative effect on the attitude. The finding of this study will help the media industry in developing advertising strategies for developing a favorable consumer attitude towards advertising. Based on the results, which are consistent to earlier studies, the media industry could focus on credible source of ads, keeping the message informative, incorporating the element of entertainment and emphasizing on ethnocentrism. Limitation of the study is that consumer attitude in this study is measured in the domain of electronic media. Future studies could measure effectiveness of Ramadan advertng in other media including print and social media.

2:30pm – “The Discourse: Doing it differently – the Oreo princess campaign” # 45

Authors: Nida Aslam Khan and Jami Moiz

This article brings forth a new perspective in the context of advertising in Pakistan and a unique standard classification structure for evaluating its communication. The three-fold components of *Ethos*, *Pathos* and *Logos* constitute to be the basis of understanding across many disciplines. Using the same essence of the persuasive communication model the other similar communication messages can be evaluated. This study evaluates how the Oreo Princess Campaign in Pakistan has pulverized the existing norms of communication and advertising with respect to Aristotle's tri-partite communication model. Our study provides a basis for further developing the foundation of an effective communication following the three rhetoric elements model for persuasive communication.

3:00pm – *“Viral Marketing via the New Media: The Case of Communication Behavior in WhatsApp” # 52*

Authors: Wan Yu Chong and Yusniza Kamarulzaman

WhatsApp is the number one smartphone application in Malaysia. With its enormous user base in Malaysia and around the world, WhatsApp is a platform with great potential for viral marketing, which is a form of electronic word-of-mouth. Past literature indicates that the success of viral marketing greatly depends on the users' decision to forward viral content, with the users' intention being the key factor leading up to the action. The users' decision is crucial in viral marketing, as it is the action that triggers and brings forth a “viral” phenomenon. Although different models have been proposed in the area of SMS and electronic word-of-mouth viral marketing behaviour, these platforms do not work entirely the same way as WhatsApp, which is a mobile instant messaging application. In addition, the factors affecting user's participation in viral marketing, as suggested by past literature, has been rather scattered and lacks a consolidated view. To date, no study has been done to specifically examine the behaviour of Malaysian WhatsApp users and its implications in the area of viral marketing. Therefore, there is a need to focus on the forwarding mechanism of WhatsApp messages in the Malaysian context, and to identify the factors that influence users' intention to forward WhatsApp messages to their contacts. This research suggests a model of consumer intention to forward WhatsApp messages, and looks at the perceived message value (which comprises the perceived entertainment value of the message and perceived usefulness of the message), perceived ease of forwarding the message, and user's attitude. The research instrument is a validated questionnaire, which was distributed online and offline (as hardcopy survey forms) with Malaysian WhatsApp users as the target population. Descriptive data, such as users' message preference, is also collected in the questionnaire for a broader understanding of the target population's users' behaviour. Analysis methods, such as regression and Pearson's correlation analysis are employed in this study for the purpose of data analysis. The results of the analysis suggest that the message value and perceived ease of usage contribute to the positive attitude of the consumers towards forwarding WhatsApp messages to their contacts; while users' attitude mediates the relationship between these factors and the intention to forward WhatsApp messages. The main limitation of this research 2

is the lack of complete data for WhatsApp users in Malaysia. Although this does not affect the validity of the research results, such data would allow a better research design. The study results also show that there are factors that may be manipulated by organizations in order to create a “viral” wave for their marketing message, which may greatly enhance the impact of the marketing message at relatively low cost. Users’ attitude is found to be one of the factors that greatly affects this mechanism, and one of the key factors that influences users’ attitude is the perception or belief concerning a WhatsApp message, with purposive messages and entertaining messages being welcomed and preferred by Malaysian users. In terms of the contributions to theory, methodology and practice, the findings of the study are useful for organisations to develop a WhatsApp viral marketing strategy that may influence users to hit the “forward” button, thus creating a successful viral marketing campaign

3:30pm – *“Identifying factors leading to the success of social justice campaigns driven by social networking engines in engaging the online youth audience” # 8*

Authors: Sara Khan, Rida Sarwar and Mehar Naeem

In the recent years there has been a significant exposure to relatively new media for communication. The online social media networking engines has not only facilitated the business organization but has opened the gateways of expression for the consumers. Facebook, Twitter and YouTube are now considered one of the key media to initiate a campaign which becomes viral in no time. A high percentage of such campaigns are based on social justice related to the violence, criminal, and injustice incidents taking place in Pakistan. The objective of this study was to identify factors that are leading to potential engagement of the online audience in social justice campaigns on social networking engines. The procedure to evaluate these factors was followed by conducting an extensive literature review of global researches carried out on the similar grounds, and measuring the intensity of factors leading to audience engagement through regression and correlation techniques. The data collection is done through questionnaires to measures the response of the online youth audience engaging in social justice campaigns. The practical implications of this research are highlighted in the paper.

Track: Bottom of the Pyramid *Track Chair: Ms. Farah Baig*

2:00pm – *“What Constitutes the Bottom of Pyramid Market for Innovation?” (International Marketing Track) #42*

Authors: Fasiha Subhan and Amira Khattak

Due to globalization and intense competition as a result of globalization, the scholars and practitioners have begun to explore the unreached potential market termed as Bottom of Pyramid (BOP). The BOP is a concept of dividing the world into the tiers of economic pyramid by keeping the privileged on the top and unprivileged poor at the bottom with more than 4 billion of population. The elaborated idea is to create win-win situation where companies' responsibility is not only focusing on increasing the wealth of investors but also creating wealth for BOP. Recent researches are emphasizing the role of innovation to serve BOP markets. However, the main question is that does this huge segment has the capability to become consumers, producers and entrepreneurs and can be profitable for the companies at the same time? The concept of poverty line and income is crucial in this sense to determine an ideal definition and boundaries of BOP for innovation. Hence this research is an attempt to analyze view points of various theorists and organizations about the agreed income level of a typical BOP. It was found that the poverty line in the literature ranges from earning of \$1 to \$16 per day. On the basis of critical analysis, this research redefined the poverty line of BOP as \$5.68 per day earning. Further, the research concludes with definition and boundaries of an ideal BOP market for innovation purposes.

2:30pm – *“Traces of Company Strategy for Bottom of Income Pyramid in Pakistan - A Probing Analysis” (Marketing General) #9*

Authors: Mohammad Ekhlague Ahmed, Marium Mateen Khan and Mohammad Taha Kalam

The following exploratory research is an attempt to probe the awareness of this concept among selected renowned companies in Pakistan. The research focused on what contributions have been made by the selected companies so far and how the marketing strategies for Bottom of the pyramid are structurally shaping up in the Pakistani context.

This paper highlights the involvement of companies with the BoP audience where they have been successful in keeping operations profitable while market development has been on a low with significant room for innovation. The research confirms awareness of the concept of 2 BoP in all industries though what may be understood as BoP at Unilever is called as ‘unbanked population’ in banking industry. Respondents went on to clarify that BoP markets exist in both rural and urban centers depending upon the consumer buying power. The concept is also engraved in the strategy planning process like in case Unilever Pakistan; this is part of their initiative called Unilever Sustainable Living Plan focusing to achieve their vision of doubling the size of business by creating much larger social impact. We have found similarity in the approaches of Pakistani organizations with regional and global companies as far as conceptual framework is concerned. Organizations in Pakistan are also working in line with strategic themes as identified from the practices of

organizations in other countries. We have found that this concept has been mostly applied by different industries as an extension of their normal business strategies finding an opportunity in the emerging BoP markets. This has not been so far dealt with a structural approach for creating a social impact. The limitation in the approach restricts wider adaptation and integration in the organizational culture and strategic thinking. Eyring, Johson, & Nair (2011) found that mere extension of standard product, price, channel and promotion strategies will not give results in rural markets. Value propositions has to be first discovered based on study of consumer's social and income issues, subsequently connecting them to a new business model for BoP.

3:00pm– *“Rent Discrimination in Sarajevo” #51*

Authors: Recai Aydin and Sejma Aydin

Following the relative stabilization of the country after Dayton Peace agreement, B&H has been attracting growing number of foreigners who come to Bosnia for work or education. In recent years, Ilidza area of Sarajevo city has faced with an influx of such foreigners due to recently established university campuses in the area. This development caused large number of foreign students and professors, mostly from Turkey, to reside in and around Ilidza. This study investigates if these foreign students and professors face with discrimination in the rental market, using Oaxaca-Blinder decomposition method as a statistical tool. Ordinary least square (OLS) regressions under different specifications were applied and all of them revealed a significant coefficient for “foreign” dummy, indicating a significant difference between what locals pay and foreigners pay for the rent among IUS students and staff members. Further analysis with Oaxaca-Blinder decomposition method indicated that foreigners pay higher amount of rent in the area as they generally reside in better quality apartments. However, the difference in rent cannot be completely explained with the characteristics of the rental unit. Hence, this study finds an evidence of rental discrimination. The results are found to be similar when only student sample is used by excluding the staff members.

3:30pm– *“Ethics of Serving the Bottom of Pyramid Market- A Study in Context of Indian Food Market” # 15*

Authors: Yukti Sharma and Dr. Reshma Nasreen

BOP 1.0 proposition considers bottom of the pyramid (BOP) market as consumer and a market based approach for alleviating poverty. Free market mechanism fails to inculcate the role of state for protecting the interest of vulnerable consumer. This paper reviews the vulnerabilities of BOP consumers and reality of marketing strategies used for engaging this segment. This paper also presents, the current legislative framework and suggestive guidelines to be considered while forming a marketing mix based on consumption behaviour of subsistence market. It suggests a theoretical framework for ethical interaction in free market mechanism. Further this paper reviews and provides recommendation for marketers and policy makers for formulating and implementing policy at BOP.

Key findings that emerged are that the existing legislative framework fails to recognise complexity of BOP environment and there is an absence of concrete BOP legislative framework

Track: Marketing Strategy *Track Chair: Dr. Yusniza Kamarul zaman*

2:00pm – *“An agent-based approach to vehicle dispatch and route planning in a dynamic milk collection network” # 33*

Authors: Mohammad Mumtaz

Milk collection research has taken a static approach to vehicle route planning where vehicle routes are determined before the milk collection tankers leave the central depot (dispatch point) for milk collection. However, milk collection is a dynamic phenomenon where milk collection requests may arrive after the vehicles have left the dispatch point. In this paper we develop an agent-based model for vehicle dispatch policy and route planning in a dynamic milk collection environment. The model is tested under various conditions present in a milk collection network. Data is collected from a large dairy processor in Pakistan. The model is found robust under all conditions tested.

2:30pm – *“A study of buyers' and sellers' perception of organic foods in Pakistan: towards a more effective marketing mix (Green field marketing)” # 14*

Authors: Sara Khan

Issues of food safety, nutritional value as well as environmental and ecological damage as a result of agricultural abuse have acquired global significance. Many people are looking for equitable, less cruel and sustainable answers to these

problems. Organic food products are one such solution to people's food and agricultural needs. Looking at the viewpoints of both consumers and producers, this research undertakes to study the marketing mix of the organic foods market in Pakistan and explores marketing solutions to enhance its development (research objective). Using qualitative interviews and thematic analysis, respondents' answers are coded and analyzed to put forward their opinions and recommendations for strengthening the marketing of the aforesaid products. The theme of the paper is marketing mix, with product, price, place, promotion and packaging being the relevant categories. It was seen that almost all respondents considered chemical-free clean foods more healthy and tasty. Some purchased organic foods regularly for the purpose, some hatever clean and safe solutions (whether organic or not) they could conveniently find and some were not involved enough to look for options better than what they were already consuming. Price and availability were cited as the main reasons that deterred people from buying organic food products. Many producers and even a few customers also felt organic products were locked up in the narrow positioning of 'rich man's health foods.' Hence there was a need to promote them more 'holistically' from the point of view of not only health, but also ecological and environmental safety, and as more humane and sustainable alternatives to conventional agriculture. Responsibility for this needed to be shouldered by all - consumers, producers, doctors, environmental and animal right activists and governmental agencies. The purpose of the research is to present stakeholders of the organic foods market in Pakistan with an informed marketing perspective in order to facilitate them to take more effective decisions. A contribution of this paper thus lies in providing marketing knowledge and recommendations for the organic foods market in the country.

3:00pm – *“The Impact of Industry Type, Business Age and Size on Proactive and Responsive Customer Orientation (Market Strategy)”*
37

Authors: Corrinne Lee and Norbani Che Ha

This study investigates on proactive customer orientation and responsive customer orientation among business units operating in the technology, information, communication and entertainment (TICE) industry of Malaysia. The impact of the demographic factors of these business units on proactive customer orientation and responsive customer orientation is examined. The specific demographic factors are (1) industry type, (2) business unit age by year of establishment, (3) business unit size according to the number of employees, and (4) business unit size according to the annual sales turnover.

3:30pm – “FOUNDER CHARACTERISTICS AND SMALL FIRM PERFORMANCE IN PAKISTAN” # 48

Authors: Ejaz Mian and Osman Mohamad

Although there is a large body of research on small firms, there is dearth of studies on small firms in developing countries. Developing countries present new sets of challenges which need new approach. Small firm founders in developing countries often lack marketing and general management knowledge, have low levels of literacy, lack training facilities for various types of skills, and have weak government support and infra-structure. Literature suggests founder characteristics have profound effect on the performance of small firms. This study seeks to investigate role of founder characteristics in performance of small firms in Pakistan. Small firms are defined as firms with 6 to 50 employees. A total of 440 firms from the manufacturing and services sector are selected from metropolitan Karachi and data is collected through a questionnaire. Survey instrument was a questionnaire with two parts. The first part included 17 questions related to information about founders and part two consisted of 5 questions related to performance. The questionnaire was personally administered through personal visits. Questionnaire is based on eighteen questions relating the variables of the study. Stratified random sampling is used. Innovation, proactive-ness and motivation are found to be significantly related to performance.

Track: Green Marketing *Track Chair: Dr. Amrul Asraf*

2:00pm – *“Moving Towards Sustainable Consumption: A Study of Reduce, Reuse and Recycle (3Rs) Adoption among Malaysians” #50*

Authors: Regina Yan Ginny and Yusniza Kamarulzaman

Over the last decade, rapid globalization, industrial development, economic growth and technological advancement has resulted in population growth and unprecedented changes to the social and cultural lifestyle in Malaysia. One of the dramatic increase was witnessed in the consumption of goods and services due to the rising household income and progressive consumption-oriented lifestyles; which on one hand, helps to stimulate economic activities, but on the other hand, and poses threat to the diversity and stability of the natural environment in various ways. Hence, the key purpose of this study is to identify the factors that affects 3Rs adoption among Malaysians by proposing a model for the prediction of 3Rs adoption, deriving upon Stern et al. (1999) and Stern’s (2000) Value-Belief-Norm model with the inclusion of perceived behavioral control from Ajzen’s (1991) Theory of Planner Behavior. A total of 407 respondents have been collected and qualified from all over Malaysia who were actual adopters of 3Rs. The descriptive results demonstrate a profile, behavior and experience of consumers towards 3Rs adoption. The regression analysis was utilized to test the hypothesized relationships among the constructs. All six hypothesized links were supported. Furthermore, the Sobel test confirms that the new ecological paradigm acts as a mediating variable to altruistic value, biospheric value and egoistic value and

directly affects the adoption. Ultimately, the statistical and explanatory power of the model was established. The findings clearly indicate several key contributions to both marketing theory and practice. It was proven that new ecological paradigm is the key determinant of 3Rs adoption decisions, and then followed by perceived behavioral control. Also, biospheric value is the key influence on new ecological paradigm, followed by altruistic value and egoistic value. The study also reveals that recycling behavior is different from waste reduction and reusing behavior. Overall, there are more Malaysians performing recycling behavior as compared to reducing and reusing waste.

2:30pm – *“Trends on Green Consumer Behavior (GCB): A Viewpoint from Developed and Developing Countries” # 39*

Authors: Siti Aisyah Asrul

Green consumers are those who purchase and consume green products and the one who persevere the environment with being green. The effort of these green consumers is with regards to their awareness of how the environment has been savagely polluted and they are working hard to reduce the pollution by saving the environment. They play their role as one of the living mechanism with purchasing and consuming eco-friendly products and even influence their family and peers to be part of it. Green behaviour has been well-developed by the consumers all around the continents, be it from developing country or developed country. Therefore, the green consumer behaviour has been introduced academically for the reference of educators and marketers to help them having an in-depth understanding and educate the consumers who yet develop this behaviour in them. The green consumer behaviour of each country is educated and understood differently as the behaviour is hard to measure. This is also due to inherent differences in lifestyles, beliefs, cultures and practices. Some of the countries find this behaviour as new and it is hard to change. In order to have an overview of all trends from developing and developed countries This paper merely discussed the trend of green consumer behaviour by accumulating the findings of a previous study done by the researchers in the scope of developing countries and developed countries on how the green consumer behaviour of each country are developed per se. This study was conducted by reviewing secondary data from academic journals and relevant materials. This study also discussed the challenges faced by both consumers and marketers in order to sustain the green consumer behaviour. The limitation of this study is that the literature with regards to green consumer behaviour is not adequate as for developing countries. This might be because of not many developing countries are familiar with being green. This trend of green consumer behaviour is exemplified in order to help other researchers and marketers to overlook the trend in one write-up.

3:00pm – *“Cosmopolitan Orientation, Consumer Consciousness, Green Purchase Intention: Mediating Role of Green Trust (Green Field Marketing)” # 43*

Authors: Muhammad Danish, Amira Khattak and Kamal Badar

At the dawn of 21st century, climate change is a biggest global challenge for all stakeholders to cope with it. Particularly firms being biggest contributors are investing time and efforts to shift their business processes and products toward environment friendly ideas. Concurrently, firms are also increasing outreach in developing countries and eager to understand what factors contribute in green purchase intention of consumers in developing countries. Due to emergence of social media, people can easily become part of the world, follow global norms / lifestyle and gain cosmopolitan orientation without geographical exposure. Voluminous literature on green purchase intention has been documented from demographic, personality and attitudes perspectives. However, how cosmopolitan orientation play role in increasing green purchase intention is still under theorized. Pakistan being a developing country with 100 million population of young consumers of less than 30 years of age, liberalized policies and highly connected with globe offers an attractive potential market for firms. Hence this study, based on consumer culture theory and expanded rational expectation (ERE) model, examines the impact of cosmopolitan orientation on consumers consciousness (environment and health) and then substantiate up to what extant these consumer consciousness likely to influence green purchase intention. Generally markets where consumer rights are not practiced the chances of scepticism increases. Thus study determined up to what extent green trust mediate the relationship between consumer consciousness and green purchase intention. Survey method was used with sample of 300 young students of less than 30 years of age of public and private universities located in Karachi and Islamabad cities of Pakistan. A self-administered questionnaire was filled applying convenient sampling technique between September and October 2015. The regression analysis was used to test hypothesis and interactions. Results show that cosmopolitan orientation stimulate consumer environmental and health consciousness that are rigours determinants of green purchase intention with condition that if green trust on green product is positive. This study recommends that firms should communicate explicitly their social contribution, having standardized advertising campaign and clearly explain the benefits of green products for health, environment and society.

Day 2: Tuesday, December 20th, 2016				
Time	Program			
1:00pm – 2:00pm	<i>Lunch Break</i>			
	<u>Track: Brand Management</u>	<u>Track: Consumer Behavior</u>	<u>Track: Research Methodology</u>	<u>Track: Marketing & Innovation</u>

2:00pm	“Comparative study: Effect of color on major Chocolate brands in Pakistan”	“Structural Effect of Psychological Capital on Online Purchase Intention”	“Heuristics of Applying Statistical Tests Using Appropriate Measurement Scales”	“Empirical Determinants of Product Innovation in Micro-enterprises in Pakistan - An Exploratory Analysis”
2:30pm	“Brand Switching Behavior of Muslim Consumers; The Road Not Taken”	“Towards a better understanding of fashion clothing purchase involvement”	“Re-clarification of Corporate Character Scale (Davies et al., 2003) in Upscale Hotels”	“Identification of perceived quality attributes and its influence on brand attitude and purchase intentions in context of car buying”
3:00pm	“Tactics to save Brands from permanent failure”	“The Influence of Religiosity on the Shopping Orientation of Muslims in Karachi”	“Translating practice theory into consumer research with coherent research strategies”	“Online grocery in Pakistan: A remote proposition or an exciting opportunity?”
3:30pm	“The mediating role of brand image of health product brands on consumer-brand relationships in social media”	“The Influence of Personal and Product Factors on Gift ‘Purchase Intention”	“Micro Credit System for Increasing Female Employment and Entrepreneurship in Turkey”	

Track: Brand Management *Track Chair: Dr. Ejaz Mian*

2: 00pm – “Comparative study: Effect of color on major Chocolate brands in Pakistan (Branding and Packaging)” # 11

Authors: Khawaja Saad Sohail and Sarah Khan

From the moment we open our eyes there is one thing that surrounds us and that is color. Thus color is one of the most important part of human life. Similarly when we talk about marketing we can't go any further unless we take into account how this major variable "Color" will impact us. This research aims to study how color effects people in Pakistan. Are there any differences in color choices among people based on their age, gender and religion. Does occasion play any part in impacting our color choice. Furthermore this research will also provide evidence about how change in color effects brand image, brand love, brand recall and brand loyalty by taking into account major chocolate brand namely DairyMilk, Mars, Novella and Kitkat. This research was carried out in the twin cities Rawalpindi and Islamabad in Pakistan. The data was collected through online questionnaires with a total sample size of 151 respondents. Correlations, Cross tabulations and Kruskal – Wallis H test was used to interpret the data.

2: 30pm – *"Brand Switching Behavior of Muslim Consumers; The Road Not Taken" # 23*

Authors: Munazza Saeed and Ilhaamie Binti Abdul Ghani Azmi

The purpose of this study is to build an argument in order to investigate the Muslim consumers switching behaviour. Moreover, it also intends to examine the previous literature on brand switching behaviour generally and in relation to the Muslim consumers specifically. This study seeks to expand the body of knowledge in consumer behaviour research with the emphasis on the role of Islam. The benefits that will be yielded from this study will not only provide guidelines to business researchers, but will also enhance the current understanding of Muslim consumers. It studies how the Muslim consumer's brand switching behaviour is influenced by religious beliefs of Muslim consumers and image of a brand. Previous studies have only attempted to understand brand switching without considering the religion specifically Islam.

3:00pm – *"Tactics to save Brands from permanent failure" # 32*

Authors: Kausar Saeed, Syed Fahim, Aisha Siddiqui and Kamran Siddiqui

The purpose of this study is to present the experts opinion about various tactics used to save brands from permanent failures. The population of the survey is the marketing managers belonging to FMCG, health, pharmaceutical, services and manufacturing sectors based in Karachi. The sampling technique used in this survey was judgmental and a sample size of 196 marketing professionals was believed to be adequate for the current study. This paper offers numerous expert opinions about tactics to save brands from permanent failure.

3:30pm – *“The mediating role of brand image of health product brands on consumer-brand relationships in social media # 38*

Authors: Dilip Mutum, Jing Ning and Ezlika Ghazali

This paper presents the finding of a study which examines the mediating role of brand image towards the effects of various brand factors influencing consumer-brand relationship, viz., brand experience, brand attribute, endorser effect, brand familiarity, online advertisement and social media engagement. This paper was extracted from a much larger study which examined the relationships in the context of health product brands in Malaysia. The results of this study hold important implications for both practitioners and academics. Marketers need to make efforts to further improve their brand image and communicate it clearly to the consumers. This will lead to better consumer brand relationships and hopefully will ultimately lead to brand loyalty. This study also contributes to the body of knowledge as this is among the first to look at the mediating role of brand image especially in the context of branding on social media and looking specifically at health product brands.

Track: Consumer Behavior *Track Chair: Dr. Amira Khattak*

2:00pm – *“Structural Effect of Psychological Capital on Online Purchase Intention” # 12*

Authors: Muhammad Zahid Maitlo, Dr. Salman Memon and Sumaiya Syed

The online purchase intention is very crucial in today’s competitive environment where organizations are constrained to use different mediums for selling goods in order to seize a competitive advantage. The online system provides a platform for shoppers to have their demanded products and service according to their needs. However, online purchase intentions are the building blocks of remoted purchase pattern without any physical involvement with the product. Most importantly, customers become more comfortable and hopeful of having good products with an optimistic view. The fundamental objective of this study is to determine the structural effect of PsyCap on online purchase intentions. Data were collected from 213 internet users using convenience sampling technique. The structural equation model (SEM) was used to test the hypothesized model that shows relationship between PsyCap efficacy, PsyCap hope, PsyCap optimism, PsyCap resilience and online purchase intention. The finding of study indicates that customers with positive and strong PsyCap resources lead to frequent online purchase. Thus, customers should keep increase their PsyCap in order to make strong online purchase intentions.

2:30pm – *“Towards a better understanding of fashion clothing purchase involvement” # 22*

Authors: Mahfuzur Rahman, Mohamed Albaity, Che Ruhana Isa and Nurul Azma

This study is concerned with Malaysian consumer involvement in fashion clothing. To achieve this, materialism, fashion clothing involvement (FCI), and religiosity are examined as drivers of fashion clothing purchase involvement (FCPI). Gender, race, and age are explored to have better understanding of FCPI in Malaysia. Data were gathered using a Malaysian university student sample resulting in 281 completed questionnaires. The results support the study’s model and its hypotheses and indicate that materialism, FCI, and religiosity are significant drivers of FCPI. While also, materialism is a significant driver of FCI and FCI mediates the relationship between materialism and FCPI. The results also show that Malaysian youth do not possess a high level of materialistic tendencies. This study offers enormous opportunities for the international apparel marketers to formulate relevant business policies and strategies.

3:00pm – *“The Influence of Religiosity on the Shopping Orientation of Muslims in Karachi” # 44*

Authors: Ayesha Latif Shaikh and Dr. Mustaghis Ur-Rahman

Religion as a component of culture impacts people’s values, attitudes and lifestyles which are subsequently reflected in behavior as consumers. In this research we examine the effect of religiosity on consumer behavior of the Muslims living in Karachi. Since 84% of Pakistan’s population perceives themselves as religious it is important to find if there exists a relationship between religiosity and shopping orientation in Pakistan. This research tested the significance of relationship between Religiosity (perceived strength of religiosity, intrapersonal and interpersonal religiosity) and Shopping Orientation (brand/fashion/quality consciousness and shopping enjoyment). The research was focused on the readymade garments market. Worthington’s (2003) Religious Commitment Inventory (RCI-10) was adopted to assess Religiosity. The scale by Shamsadani, Hean & Lee (2001) was adopted to measure Shopping Orientation. A sample was purposively selected of men and women, aged 20 plus, living in Karachi, educated till secondary level or more and affiliated with Islamic educational institutes. Respondents’ data was collected via structured questionnaire-based survey. The findings are that religious respondents have moderately low fashion consciousness and brand consciousness and they are indifferent towards quality. Shopping enjoyment is moderately low in the sampled group. Religiosity is *significantly* but *negatively related* to overall shopping orientation. Specifically, perceived strength of religiosity and intra-personal religiosity are significantly and inversely related

to brand and fashion consciousness and also to shopping enjoyment. It is recommended that brands which target religious people for e.g. religious clothing brands should not portray themselves as fashionable because strongly religious people have lower inclination to follow fashion. Lastly, retail outlets, malls and departmental store should conduct exploratory studies to discover how to improve the shopping experience for religious people too. This can be very important in view of the ever-present social phenomena of religious people being opinion leaders in society in general.

3:30pm – *“The Influence of Personal and Product Factors on Gift ‘Purchase Intention” # 47*

Authors: Cheng Siang Liew, Yusniza Kamarul zaman and Mohd Nor Othman

The purpose of this paper is to examine the effects of personal and product factors on gift purchase intention. As this paper seeks to understand the Malaysian consumers’ gift purchasing behavior, a non-probability quota sampling is being adopted. The quota sampling is based on gender (50 Male- 50 Female) and ethnicity (50 Malay-30 Chinese-20 Indian). This research adopted mall intercepts method in collecting the data, since most of the gifts are often bought in shopping malls. Self-administered questionnaire was utilized and a total 447 questionnaires were used for further analysis.

Track: Research Methodology *Track Chair: Dr. Sara Khan*

2:00pm – *“Heuristics of Applying Statistical Tests Using Appropriate Measurement Scales” # 20*

Authors: Kamran Siddiqui, Muhammad Ather Elahi and Ishtiaq Bajwa

This paper aims to present the abridged guidelines for the usage of various measurement scales in social research. Selection of measurement scales play a pivotal role in social science research and most of statistical techniques and tests require a specific measurement scales to be employed in the research. This paper starts with a summary of measurement scales and then provides useful guidelines for permissible arithmetic operations, permissible descriptive statistics, and permissible graphical presentations. It also provides summary of statistical tests for independent and dependent variables containing different measurement scales and permissible uni-variate, bivariate and multivariate statistical analysis for different measurement scales. At the end it provides limitations of this study.

2:30pm – *“Re-clarification of Corporate Character Scale (Davies et al., 2003) in Upscale Hotels” # 49*

Authors: Dr. Mozard Mohtar, Associate Professor Dr. Norbani Che Ha and Dr. Zalfa Laili Hamzah

This study examines the robustness of corporate character scale (CCS) in hotel industry in Malaysia via parallel analysis of factor analytic methods. A total of 529 respondents were surveyed for the purpose with Shangri-La and Hilton as sample hotels. Principal Axis Factoring and Principal Component Analysis and LISREL 8.8 were used to analyze the scale. Results show four instead of five factors scale and all factors meet necessary validity and reliability requirements.

3:00pm – *“Translating practice theory into consumer research with coherent research strategies” # 35*

Authors: Yoon Lee, Amrul Asraf Mohd- Any and Norbani Che-Ha

This article contributes to the emergent discussions of translating practice theory into the empirical consumer research. Practice theory conceptualized consumption as meaningful outcomes of social accomplishments underpinned by both tacit and discursive processes, acts of doing and mental processes through material things and immaterial processes. Practice theory thus decentered the traditional influential roles of goal, rules and norms in consumer research but instead emphasizes on the performative dimension of the doings, saying, and material objects. Building on current methodological discussions from multidisciplinary areas, this paper discusses applications, developments and challenges of deploying practice-based theory to consumer research. The paper investigates the appropriateness and limitations of interview and observation method, the two most commonly deployed method in practice theory research. Finally, the article concludes with some considerations on how the methodological approaches discussed can assist in advancing the consumer consumption research field.

3:30pm - *“Micro Credit System for Increasing Female Employment and Entrepreneurship in Turkey” #*

Authors: Senol Yap

The labor participation level of women in Turkey has remained quite low. Although the government incentive policies have relatively improved, positive developments expected in this area have not taken place at the desired level. The micro-credit scheme aiming at

providing relatively smaller amount of loans to entrepreneur women to start their business began in 1980s in the world, and became operational in our country at the beginning of 2000s. Currently, certain level of successful is observed through in many Turkish provinces through this system. To this day, nearly 200 thousand female entrepreneur established their business through small capital provided by the micro credit system in Turkey. Moreover, they have already paid back all the loans that they used. In this study, the application of micro-credit system for increasing female participation in labor force and business life is investigated.

Track: Marketing & Innovation: Track Chair: Nida Aslam Khan

2:00pm – “Empirical Determinants of Product Innovation in Micro-enterprises in Pakistan - An Exploratory Analysis”

Authors: Syed Mohammad Saeed and Mohammed Nishat

Product innovation is assumed to increase consumer utility but is effective only if the innovating firm invests in marketing, so that consumers become aware of the newly developed product. Firms first decide whether or not to conduct product innovation and then determine their expenditure for bringing the new product to the market. In the later stage they are involved in competition on the product market. This study investigates the determinants of product innovation in small firms in various industries of Pakistan. This study is an exploratory effort based on a sample of 200 plus respondents and uses logistic model. The empirical model identifies the factors that are key drivers of product, firm, and market innovation process. Controlling for size and age differences, the analysis reveals some major differences to the extent small firms use innovative practices and their connection with new product introduction. The dependent variables are described as proxies for innovation of a new product to the firm, and that to the industry. The explanatory variables are identified as proxies for innovative practices such as managerial focus, defined innovative plan, external network for learning, market research by firms, inter cooperation, involvement of frontline workers and training and development. The empirical results indicate that firms who have with internal knowledge management system, well documented plan and co-operative effort with other organizations have higher tendency for product innovation. The comparatively smaller firms and those that have some improvement in their product, and those exports are less motivated for product innovation. This study also distinguishes the product innovation behavior among manufacturing and services sector firms.

2:30pm – “Identification of perceived quality attributes and its influence on brand attitude and purchase intentions in context of car buying”

Authors: Hira Naeem and Huma Amir

The purpose of this study is to investigate perceived quality in terms of consumer’s perception about different attributes of a product and their attitude towards it which determine their purchase intentions. The industry chosen to study the variables was an automobile one and the product was Yaris which is about to be launched locally in Pakistan. A total of 227 respondents participated in the study including the exploratory and conclusive parts. The finding indicated that attitude and perceived attributes do influence purchase intention of the consumers of Pakistan and also that attributes have a positive impact on consumer’s attitude. The research hints that the automobiles companies should first focus on consumer’s perception about the attributes of the car and then design their positioning strategies while launching a car.

Keywords: *Perceived Quality, Perceived Attributes, Cars, Attitude.*

3:00pm – “Online grocery in Pakistan: A remote proposition or an exciting opportunity?”

Authors: Khadija Abubakar, Sarosh Mustafa, Sarah Zubair and Sidra Javaid

The purpose of the case is to study consumer behavior with respect to online shopping. It also helps retailers in deciding whether it is a good time to start e-tailing in Pakistan and which sites to focus on when selling their brands online. The case first provides an overview of the retail environment and e-commerce industry in Pakistan. It also provides a detailed competitive analysis of the existing e-commerce companies offering household items. Furthermore, it highlights the services being offered by different websites. It then explores the online shopping patterns and preferences of consumers for household items in the country and determines the prevalent mix of consumers to be targeted by retailers.