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Mahidol University

**CLSG**  
Consumer Life-course Studies Group

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Conference on Consumer Research  
and Marketing: Frontiers of Theory,  
Method and Practice**

**BOOK OF ABSTRACTS**



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## **Saving Behavior and Retirement Planning among Gay Thai Men**

Peevara Suppadit and Randall Shannon  
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### **Abstract**

In the past century, countries around the world have continuously observed an increase in population life longevity and given the current rate of medical advancement, it is quite positive that this trend would continue (Hershey and Mowen, 2000). Along with China, Thailand has the highest percentage of elders in its population in East Asia. At present 11% of Thai population (about 7.5 million) are 65 years of age or older, compared to 5% in 1995. These trends mean that people tend to live longer than ever while normative retirement age in Thailand remains unchanged at 60 which means people tend to live longer without regular income if they choose not to or cannot continue working. Looking at the Thai society as a whole, homosexual people form an ever larger proportion of the population and have ever increasing roles in the society. Homosexuality defines those whose sexual orientation lies within the same sex and those who experience same-gender sexual activities. Homosexual population includes lesbians, gay men, bisexuals and transgender people or LGBT for short. Each group of elders has different needs. In this study we focus on the needs and the preparation for retirement among gay male adults living in Bangkok who work outside government sector.



## **Thai Consumer Concerns Regarding Aging in Home and Health Monitoring Technologies**

Narumon Nualplaud and Randall Shannon  
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### **Abstract**

Asian societies are aging, and Thailand is aging rapidly. As information from the World Bank, in 2015, more than 7 million people or over 10 percent of the Thai population are 65 years old or older. By 2040, a projected 17 million Thais above 65 years of age will account for more than a quarter of the population. Development success in Thailand causes longer life expectancy. People live longer and fertility has come down rapidly. However, success brings aging with no exception. The size of the working population in Thailand is expected to shrink over 10 percent by 2040. Thailand and some other developing Asian countries are getting old before getting rich. At the same time, Thai people's expectations are high. It seems that most of Thais expect the government to be their primary source of financial support in old age. Across the world, balancing such expectations with fiscal feasibility has involved a sustained role for non-state financing of services and benefits for the elderly. The aim of this study is to assess the perceptions and expectations of seniors in regard to smart technology concerning safety and how it controls over one's life which contributes to social and emotional well-being including capacity to continue participating in outside interests and activities.



## **Financial Literacy and Retirement Planning in Malaysia: A Preliminary Investigation**

Ong Fon Sim

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### **Abstract**

The experience of retirement varies between individuals (Hanson & Wapner, 1994), due to a variety of factors. A key determinant of this experience is the change in resource availability (Hopkins, Roster, & Wood, 2006). Retirees face two issues including how to spend their day which was devoted to work earlier and how to manage with limited funds (Heslop & Marshall, 1991). More and more, individuals are responsible of their own financial security and are exposed to complicated financial instruments. Even though retirement may begin at a much later stage in life, it does involve planning and adequacy in the provision for financial needs in later life. This research was conducted to assess the level of financial literacy of Malaysians and to determine the different ways that Malaysians plan their financial retirement and the sources of financial learning. It will also examine the impact of financial literacy on plan initiation, and the relationship between plan initiation and life satisfaction.



## **Replication & Extension on the study of Beyond Cognitive Age: Developing a Multi-Theoretical Measure of age and its Assessment**

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### **Abstract**

The aging process in relation to consumer behaviors of the elderly population has become a key issue debated by both academics and policy makers alike. The current study attempts to replicate and extend current research related to the measurement and assessment of age – to explain consumer behavior of the elderly. This study proposes ‘age’ as being multi-dimensional that can help explain the aging process which affects behavior in later life. Three measures of ‘age’ that are derived from the aging process are proposed namely ‘chronological age’, ‘cognitive age’ and ‘old-age orientations’. While ‘cognitive age’ is commonly used to describe aging consumer behaviors from a psychological context, ‘old-age orientations’ refers to a new index for assessing the aging process that could substitute existing indicators like ‘cognitive age.’ The study’s sample included Thai elderly citizens that enabled examining and comparing the statistical significance and implication of the three indicators. It was observed that the study’s new proposed indicator for age and aging is a better predictor for particular types of elderly consumer behaviors.



## **Who is health conscious? An Exploratory Study of Thai Consumer's Health Consciousness**

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*This research has been funded by the Rubber Innovation Research and Development Institute, Prince of Songkla University.*

### **Abstract**

As Mai & Hoffmann (2015) stated in their paper that it is troubling that around two billion people worldwide are having problem with overweight which is a cause of the increasing in obesity epidermis. The collapse of the country's health care system is unavoidable if the situation is not well prevented by governmental policy. However, marketers are able to help by offering the healthy products in order to lift-up consumer well-being. To do so, understanding the consumer's health consciousness level is needed.

These research objectives are to investigate the level of Thai consumer's health consciousness, and to differentiate them base on demographic information. The health consciousness scale of Mai & Hoffmann (2012) is applied, and back-translated into Thai version. The 455 sets of questionnaires were collected from four main provinces in four regions of Thailand, which are 118 sets from Chaing Mai, 117 sets from Khon Kaen, 120 sets from Songkhla, and 100 sets from Bangkok. The sample size is determined adequately in accordance with descriptive statistical analysis stated by Hair, Black, Babin, & Anderson (2009).

The result shows that, in general, the level of Thai consumer's health consciousness is high with the average score of 3.85 from 5.00. The health



consciousness scale shows that Thai consumers check their health moderately. From hypotheses testing, there are insignificant differences of health consciousness among genders and generations. However, the differences are significant for regions, occupations, income levels, and marital status. The highest level of health consciousness among each demographic characteristic are the Southern consumer, the government employee, the middle-high income, and the parent with child.

For marketers, offering the healthy products to the health conscious consumers tends to benefit both marketers and consumers. Practically, cause-related marketing promotion to encourage consumer to check their health annually is expected.



# **A Life Course Study of the Onset and Continuity of Preventive Healthcare Behaviors: The Role of Life Events, Adaptation Processes, and Personal Control**

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## **Abstract**

Preventive healthcare is considered a cornerstone of good health and well-being that can play a major role in reducing a country's healthcare costs and improving both the length and quality of people's lives. Previous research on preventive healthcare behaviors has been predominantly cross-sectional, ignoring the dynamic nature of people's health behaviors over a full life span. This study offers the life course paradigm as a viable framework for studying three preventive healthcare behaviors—physical exercise, consumption of vitamins and mineral supplements, and regular physical examinations— at different stages in life. An online survey is used to collect the data and cox regression is performed to test hypotheses. A total of 790 respondents in Thailand are divided into three age groups—young adults (20-40), middle-aged adults (41-60), and older adults (61 or older). The results reveal that life events people experienced earlier in life significantly affect the likelihood of onset of physical exercise and consumption of vitamins and mineral supplements in a later life. However, this relationship does not appear to hold for regular physical check-ups. As opposed to our expectations, life events people experienced after the onset of a particular preventive healthcare behavior inconstantly affect the risk of discontinuation of such a behavior



across age subsamples. The findings also support the notion that the longer duration people engage in a certain preventive healthcare activity are more likely to continue that activity, consistent with continuity theory. No moderating effects of age and personal control through adaptation processes on the likelihood of initiating preventive healthcare behaviors are found. Implications for research and practice are also discussed.

**Keywords:** preventive healthcare; life course perspectives; adaptation processes; health behaviors



## **Consumers' Purchase Behavior of Organic Personal Care Products – A Cross-national Comparison between Chinese, Thai and Australian Consumers**

Yuanfeng Cai and Randall Shannon  
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### **Abstract**

Organic personal care products are getting popularity in response to the rising concerns for health safety together with go green consciousness among consumers around the world in recent decades. According to Transparency Market Research (2013), the global demand for *organic personal care products* was over USD 7.6 billion in 2012 and is expected to reach USD 13.2 billion by 2018, growing at an estimated CAGR (compound annual growth rate) of 9.6% during the period. Organic has become the *fastest* growing segment of the global personal care industry, with the Asia Pacific region expected to be the fastest growing due to rising consumer incomes, changing lifestyles and increasing awareness and demand for organic personal care products (Transparency Market Research, 2013). A review on the existing literature reveals that several research gaps in our understanding have yet to be addressed. There is a dearth of research on personal care organic products. Extant research has mainly focused on food and energy saving products (Kim and Chung, 2011; Schleenbecker and Hamm, 2013). Consumer behavior in countries with a more recent organic history, such as Thailand and China has been under-investigated. Given the differences in their economic and marketing environments, a cross-national comparison on consumers' organic personal care product purchase behavior between consumers in the developed and the developing countries would merit examination.



## **Dynamic Marketing Capabilities: A Review in the Emerging Markets Context**

Sawitree Santipiriyapon and Kannika Leelapanyalert  
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### **Abstract**

While emerging markets have created significant opportunities, they have also presented major challenges to businesses. Firms operating in such a dynamically changing environment may encounter a number of challenges, any one of which could form a potential barrier to the performance and growth of the organization. It has become clear that marketing capabilities alone cannot address all the challenges that are present in emerging markets.

Recently, one of the most significant issues in this respect has been the role of strategic marketing management in the development of dynamic marketing capabilities as a possible solution for firms operating in this dynamic environment. This article conducted a systematic review of strategic marketing management by adopting the dynamics marketing capabilities framework proposed by Barrales Molina, Martínez-López, and Gázquez-Abad (2014:401) into the emerging markets context. We created a research agenda for researchers, and provide a platform from which practitioners in emerging markets can formulate their strategies. The integrative framework of dynamic marketing capabilities in the emerging markets context and general propositions are addressed to suggest the direction of future research.

**Keywords:** Dynamic marketing capabilities; Dynamic capabilities; Marketing capabilities; Emerging markets

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