



College of Management
Mahidol University

CLSG
Consumer Life-course Studies Group

**International
Conference
Series 2017
Bangkok**

**The Sixth Annual International
Conference on Consumer Research
and Marketing: Frontiers of Theory,
Method and Practice**

BOOK OF ABSTRACTS



College of Management
Mahidol University

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Consumer Life-course Studies Group

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BOOK OF ABSTRACTS

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TABLE OF CONTENTS

	Page
Japanese Destination Marketing Organization (DMO) website analysis from Thai visitors' perspective <i>Chanin Yoopetch and Misato Murano</i>	4
How does customer perceive brand image and quality by the difference price ending? <i>Nattawat Nakarawong and Teerasak Jindabot</i>	5
The investigation of purchase intention and its relationship on the relevant factors: In case of wooden kitchen furniture. <i>Tharit Saorayangkoon, Tao Lu and Teerasak Jindabot</i>	6
Exploring the influence of health preventive behavior on Thai mature consumers. <i>Wit Kritcharoen, Piyanuch Preechanont and Teerasak Jindabot</i>	8
Consumers' preference, perception and willingness to continue to use mobile wallet in India <i>Dr. Manish V. Sidhpuria</i>	9
Influence of store environment of museum gift shops on buying emotion of visitors: A study of museums and Thai visitors in Thailand <i>Dr. Ka Tat Nixon Chen</i>	11
A life course study of the effects of experienced life events on the onset and continuity of preventive healthcare behaviors <i>Preecha Yingwattanakul and George P. Moschis</i>	13
Application of the LCP to FLC and Consumer behavior <i>Thuckavadee Sthienrapapayut and George P. Moschis</i>	14
Application of the LCP to explain old-age-stage consumer behavior <i>Thuckavadee Sthienrapapayut and George P. Moschis</i>	16
GERONTOGRAPHICS as a Life-Course Based Measure of Ageing Its assessment in explaining consumer behavior <i>Thuckavadee Sthienrapapayut and George P. Moschis</i>	17
Internet advertising of offensive products: The effects of animation on adult consumer attitudes <i>Pakakorn Rakrachakarn and George P. Moschis</i>	18



	Page
The Consumer Perspective on Using Payment Services from FinTech in Thailand <i>Nuchareeya Chuleewatanakul and Randall Shannon</i>	19
Consumers' purchasing behavior of organic personal care products – a cross-national comparison from a consumer perceived quality <i>Yuanfeng Cai</i>	21
Y generation: How personal values, work values and corporate reputation influence willingness to accept a position in a company. <i>Kamonthicha Wara-asawapati</i>	23
Financial Literacy and Retirement Planning Among Thai Consumers <i>Randall Shannon and George P. Moschis</i>	25
Preventative Health Care Behavior Among Thai Consumers <i>Randall Shannon and George P. Moschis</i>	27
The Response to Dissatisfied Customer Social Media Crisis: KFC Thailand <i>Suwadee Talawanich, Arunotai Pongwat and Dr. Norman Au</i>	29



SCHEDULE

Saturday November 18th, 2017

**Venue: 2nd Floor at the College of Management, Mahidol University
(69 Vipawadee Rangsit Road)**

08:30 - 09:00	Registration
09:00 - 10:40	Morning Session 1
09:00 – 09:20	Introduction and Keynote Speaker The Consumer Life Course Studies Group as a Vehicle for Promoting Scholarly Research <i>Professor George P. Moschis</i>
09:30 – 9:50	A Life Course Study of the Effects of Experienced Life Events on the Onset and Continuity of Preventive Healthcare Behaviors <i>Preecha Yingwattanakul and George P. Moschis</i>
9:55 – 10:15	Japanese Destination Marketing Organization (DMO) Website Analysis from Thai Visitors' Perspective <i>Chanin Yoopetch and Misato Murano</i>
10:20 – 10:40	Internet advertising of offensive products: The effects of animation on adult consumer attitudes <i>Pakakorn Rakrachakarn and George P. Moschis</i>
10:40 - 11:00	Coffee Break
11:00 - 12:30	Morning Session 2
11:00 - 11:20	The Consumer Perspective on Using Payment Services from FinTech in Thailand <i>Nuchareeya Chuleewatanakul and Randall Shannon</i>
11:25 - 11:45	Influence of Store Environment of Museum Gift Shops on Buying Emotion of Visitors: A Study of Museums and Thai Visitors in Thailand <i>Nixon Chen</i>
11:45 - 12:05	The Response to Dissatisfied Customer Social Media Crisis: KFC Thailand <i>Suwadee Talawanich, Arunotai Pongwat and Norman Au.</i>



12:10 – 12:30	Application of the LCP to LFC and Consumer Behavior <i>Thuckavadee Sthienrapapayut and George P. Moschis</i>
12:30 - 13:30	Lunch @ Student Lounge, the 2 nd Floor
13:30 - 15:20	Afternoon Session 1
13:30 - 13:50	Exploring the Influence of Health Preventive Behaviour on Thai Mature Consumers <i>Wit Kritcharoen, Piyanuch Preechanont, and Teerasak Jindabot</i>
13:55 – 14:15	Application of the LCP to Explain Old-Age-Stage Consumer Behavior <i>Thuckavadee Sthienrapapayut and George P. Moschis</i>
14:20 - 14:40	Geontographics as a Life-Course Measure of Ageing: It's Assessment in Explaining Consumer Behavior <i>Thuckavadee Sthienrapapayut and George P. Moschis</i>
14:40 - 15:00	Consumers' Preference, Perception and Willingness to Continue to use Mobile Wallet in India <i>Manish Sidhpuria</i>
15:00 - 15:20	Y Generation: How Personal Values, Work Values and Corporate Reputation Influence Willingness to Accept a Position In a Company <i>Kamonthicha Wipaweponkul</i>
15:20 - 15:35	Coffee Break and Networking
15:35 - 17:15	Afternoon Session 2
15:35 - 15:55	Preventative Health Care Behavior Among Thai Consumers <i>Randall Shannon and George P. Moschis</i>
15:55 – 16:15	The Investigation of Purchase Intention and its Relationship on the Relevant Factors: A Case of Wooden Kitchen Furniture, <i>Tharit Saorayangkoon, Tao Lu, and Teerasak Jindabot</i>
16:15 – 16:35	How Does Customer Perceive Brand Image and Quality by the Different Price Ending? <i>Nattawat Nakarawong, and Teerasak Jindabot</i>



16:35 – 16:55	Financial Literacy and Retirement Planning Among Thai Consumers <i>Randall Shannon and George P. Moschis</i>
16:55 – 17:15	Consumers' Purchasing Behavior of Organic Personal Care Products– A Cross-National Comparison from a Consumer Perceived Quality Perspective <i>Yuanfeng Cai</i>
17:15	Closing of the Conference



Japanese Destination Marketing Organization (DMO) website analysis from Thai visitors' perspective

Chanin Yoopetch
College of Management, Mahidol University

Misato Murano
Center for Tourism Research, Wakayama University

Abstract

This research studies a role of Destination Marketing Organizations (DMOs) in promoting and attracting target customers (tourists). As there are many sources of information available for the tourists to search for their target destinations, from travel guidebooks and blogs to national tourism organizations, it becomes more challenging for DMOs to act effectively in terms of providing information, implementing tourism promotion and creating strategy. Due to the increasing number of Thai inbound tourists to Japan in recent years, this research attempted to fill the gap in that very few empirical studies focused on DMO website effectiveness to search for good practices. For research methodology, semi-structured interviews were conducted to collect data from Thai tourists. The results indicated that the tourists expect active roles of DMOs through the application of integrated media, including websites, blogs, and social media. In addition, DMOs' websites should also provide unique and updated information about the destinations. To attract international tourists, it is highly important to provide the information in several languages and it should meet with the expectation of the tourists from each country. This suggested that DMOs should always study the changing needs and lifestyle of their target markets. Directions for further research and practical recommendations are also provided.



How does customer perceive brand image and quality by the difference price ending?

Nattawat Nakarawong and Teerasak Jindabot
Prince of Songkla University

Abstract

Price is a tool that business use to communicate with consumers (Larson, 2014). The high price will communicate the consumer's perception that product is quality and the price that ending in 99 will communicate the consumer's perception that product is cheap and low quality (Schindler, 2001). Most marketer prefer to use just below pricing strategy or odd pricing strategy because of high efficacy and high psychology impact to customer.

This pricing strategy has been used for a long time and it's very effective in attracting consumers. It can stimulate consumer demand more than the even pricing strategy (Kinard, et. al, 2013; Beracha & Seiler, 2015). On the other hand, the just below pricing strategy may negative affect on the quality perception and brand image perception.

However, in the current situation found that, the "Brand Name Products" refers to the products represent a good image and accepted by consumers as high-quality and high-prices products (Gunasti & Ozcan, 2016), choose the just below pricing strategy to set the price by regardless of the impact on consumer perception of brand image.

In this study, we focus on the impact of use the difference price ending that effect on the consumer's perception of brand image and quality.



The investigation of purchase intention and its relationship on the relevant factors: In case of wooden kitchen furniture.

Tharit Saorayangkoon, Tao Lu and Teerasak Jindabot
Prince of Songkla University

Abstract

Currently, the business competition is competitive due to the increasing of rivals the industry (Dyer & Ha-Brookshire, 2008). In order to increase the net profit of the firm, the organizations need to gain more market share.

Especially, MJ Parawood, the company is running their business as a wooden kitchen furniture producer under the brand MJ. To expand the business, the firm has expanded their market by selecting Global House as their distribution channel. Currently, there are more than 50 Global House's branches all over Thailand (Global House, 2017). According to the agreement and condition, the company has to build the display to show their products and employ product consultants to sell those items for each branch.

Furthermore, the company needs the sales more than 100,000 Baht from each branch based on the agreement and condition. However, the firm does not achieve the sales according to their plan. The firm gains the sales less than 100,000 Baht in many stores. Moreover, the product sometimes cannot be sold for a whole month for some branch (MJ Parawood, 2016).

Therefore, this leads to the purpose of this study, to investigate the customer's purchase intention according to the relevant factors which are perceived quality, perceived price, and perceived value of MJ's products.



According to the review, Tsiotsou (2005) mentioned that perceived quality is an important factor to raise the revenue and affect the purchase behavior. Also, Du Plessis & Rousseau, 2007, Monroe, 2012 stated that price is a main factor to affect consumer's purchase intention directly. Also, Swait and Sweeney, (2000) defined that perceived value is an important factor to impact on consumer behavior. Therefore, this study aims to examine the influence of those relevant variables on customer's purchase intention.



Exploring the influence of health preventive behavior on Thai mature consumers.

Wit Kritcharoen, Piyanuch Preechanont and Teerasak Jindabot
Prince of Songkla University

Abstract

Nowadays, the world is facing with aging society issues, as the number of elderly people have increased significantly for the past few years (Shogo, Emmanuel, & Masafumi, 2015). According to Public Health Ministry, Thailand has also confronted with the aging society issues and listed in the second rank among the Southeast Asian countries that has the highest number of elderly people (MCOT, 2014). The unhealthy condition of Thai elderly is the main concern among the aging society issues, as 95% of Thai elderly appeared to be unhealthy (Thepkhamram, 2014). This has led to high health consciousness among Thai elderly, which later encouraged Thai elderly to adopt health preventive behavior (Jindabot, 2015). Moreover, the healthcare sector in Thailand has increased its significant and size correspond to the high health conscious and health preventive behavior of Thai elderly (Osornprasop & Sondergaard, 2016).

According to literature review, Thai elderly will be called as mature consumer based on Moschis (1992). There are three independent variables that influence health preventive behavior of Thai mature consumer, which are health consciousness based on Hong (2009), lifestyle based on Kahle & Kennedy (1998), Lazer, (1963), & Lin (2003), and need based on Alderfer (1969) & Maslow (1954). Which these three variables and health preventive behavior tends to influence Thai elderly's' intention to buy health-related product. Thus, this study aim to explore Thai mature consumer's health preventive behavior and its related factors.



Consumers' preference, perception and willingness to continue to use mobile wallet in India

Dr. Manish V. Sidhpuria

*Department of Business & Industrial Management,
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Abstract

Introduction - Traditionally, Consumers in India have shown their strong preference towards cash payments. However, the initial upheavals created by the recent demonetization of high denomination currency in India necessitated a large number of consumers to go for electronic mode of payment, especially mobile wallets (m-wallet). Present study intends to know consumers' preference and perception related to m-wallet. Moreover, the study also intends to study their willingness to continue to use m-wallet and the factors influencing the same.

Methodology – It is a cross-sectional, ex-post facto, field-based descriptive research. The responses are collected through a questionnaire using a survey method from 100 respondents selected using a convenience sampling technique. Likert scale is used to measure consumers' perception towards m-wallet.

Major findings – The study found that there is a relationship among consumers' *frequency of usage, preferred m-wallet and types of transactions* carried out using m-wallet. Moreover, the respondents held mixed perception about m-wallet services as captured by the four factors: *difficult and tedious process; time saving and ease of use; indispensability; and limited acceptability*. A logistic regression analysis showed that *time*



saving and ease of use was a strong predictor of consumers' willingness to continue to use m-wallet services.

Managerial implications – The outcome of the research may be useful to the m-wallet service providers in positioning their service with features as expected by the consumers. More studies should be planned to capture consumers' willingness to continue to use m-wallet and the factors influencing the same.



Influence of store environment of museum gift shops on buying emotion of visitors: A study of museums and Thai visitors in Thailand

Dr. Ka Tat Nixon Chen

*Tourism and Hospitality Management Division,
Mahidol University International College, Mahidol University*

Abstract

The paper studies the extent the store environment of museum gift shops in Thailand influences the buying emotion of local visitors. In Thailand, financial sustainability remains an issue for museums. Although many museums do not charge local visitors entrance fees, the funds they receive from the government are also limited. For example, the Cultural Exhibition Hall of Chaiyaphum Province was initiated by the Ministry of Culture, but no government budget was available (Krajaejan, 2014). Facing a tight budget and low income from entrance fees, museums need to find ways to ensure financial sustainability. Considerable studies have confirmed museum gift shops are an important source of revenues for museums. Also, many studies propose the positive impact of the store environment on the buying emotion of customers. Hence, museums in Thailand can consider making use of the store environment of their gift shops to enhance the buying emotion of museum visitors to increase their income. In what ways does the store environment of museum gift shops influence the buying emotion of Thais in Thailand? To the best of the knowledge of the investigator, no research has ever been done in this area. Findings of this research, could give references to museum administrators in Thailand and museum gift shops owners the possibility to make the best use of the environment to enhance the buying emotion of local visitors so as to increase sales. This study used both primary and secondary data. The author used a mixed exploratory qualitative and



quantitative research methodology to collect the primary data. The author used a simple convenience sampling technique to select Thai visitors in some museums. Secondary data were collected from books, literature, papers, journals, newspapers, proceedings, and websites on the store environment and the buying emotion of customers. The findings corroborated that visitors considered the shops were places for them to connect and socialize with friends and relatives. Hence, although many agreed the store environment of the shops influenced their buying emotion, they tended not buying things from the shops.



A life course study of the effects of experienced life events on the onset and continuity of preventive healthcare behaviors

Preecha Yingwattanakul and George P. Moschis
College of Management, Mahidol University

Abstract

This study offers the life course paradigm as a viable framework for studying the onset and continuity of three preventive healthcare behaviors at different stages in life. The results reveal that life events experienced earlier in life significantly affect the likelihood of the onset of some certain behaviors and have a different impact on the risk of discontinuation of such a behavior at different life stages. The findings also support the notion that the longer people engage in a certain preventive healthcare activity, the more likely they are to continue that activity. Implications for research and practice are discussed.



Application of the LCP to FLC and Consumer behavior

Thuckavadee Sthienrapapayut and George P. Moschis
College of Management, Mahidol University

Abstract

The family life cycle (FLC) concept focuses on how family life transitioning events affect behavior. Each stage of family life exhibits particular social roles, expected age ranges, and behaviors (including consumption patterns). Family life cycle stages are applied for market segmentation with an assumption of homogeneity in consumer behavior based on social roles and age. Though the FLC model has been verified to be a fruitful tool for marketing and consumer behavior studies, its assumptions raise several queries. Can one assume homogeneous consumer behavior within each FLC stage? What may account for within FLC stage differences in consumer behaviors? Does timing of transitional FLC events and the length of time people occupy a FLC stage affect consumer behavior? This dissertation applies the life course paradigm to address such FLC assumptions. The life course paradigm is composed of multi-theoretical perspectives that could explain how life events and contexts affect the onset, change, and continuity in behaviors. This study uses the life course paradigm to overcome the limitations of the present FLC models.

The study applies the life course paradigm to examine variation in consumer behaviors within a particular stage of family life (married, full-nest and empty nest stage) as a result of life course contexts. The life course contexts in this study comprise two main factors—temporal factors (timing of transition within FLC and duration of FLC stage), and life changing events (role-changing events and unexpected/non-programmed events). Consumer



behavior, in this study, comprises nine general product/service categories. Based on a sample of 871 Thai participants, the study found that life course contexts (temporal and life events) influence consumer behavior at certain stages of family life.



Application of the LCP to explain old-age-stage consumer behavior

Thuckavadee Sthienrapapayut and George P. Moschis
College of Management, Mahidol University

Abstract

This study examines life-course effects on old-age-stage behavior. It focuses on older adults aged 45 and above. Most marketers treat the mature stages as exhibiting homogeneity in consumer behavior. Life course scholars concede that individuals have different aging processes, explained by life course contexts, such as life experiences and timing of old-age role-related experiences. This study assumes that the old-age market segment may need further sub-segmentation owing to heterogeneous life course contexts which can give rise to heterogeneity in consumer behavior. Based on a sample of 511 Thai participants, the findings show that historical life events and duration of occupied old-age stage affect the level of consumption in old-age role-related activities.



GERONTOGRAPHICS as a Life-Course Based Measure of Ageing Its assessment in explaining consumer behavior

Thuckavadee Sthienrapapayut and George P. Moschis
College of Management, Mahidol University

Abstract

The study applies life course as a theoretical explanation and methodological support for a new age measure, ‘gerontographics’, for segmenting the old-age consumer market. In marketing studies, age is a conventional indicator for predicting behavior. However, life course scholars claim that people may behave contrary to their actual age as a result of their biophysical, psychological and social aging. People exhibit unique values and behavior because of their aging process. The aging processes are embedded within life course contexts, such as historical life experiences, socialization and biophysical conditions. Gerontographics is a new age measure that attempts to classify the old-age stage into four sub-segments: healthy indulgers, healthy hermits, ailing outgoers and frail recluses. This study aims to propose ‘gerontographics’ as an alternative model to age and cognitive age. Utilizing the same sample of 511 Thai participants from the second study, findings show that the gerontographics model is more powerful in predicting certain types of older adults’ consumer behavior compared to age and/or cognitive age. Furthermore, this measure gauges aging processes to validate the presence in the Thai context of similar gerontographic segments to those in the United States.



Internet advertising of offensive products: The effects of animation on adult consumer attitudes

Pakakorn Rakrachakarn

Graduate School, Stamford University, Bangkok, Thailand

George P. Moschis

College of Management, Mahidol University

Abstract

During recent decades, Internet advertising has been increasingly used for promoting various types of products. As offensive products generally yield more negative responses to the audience, this study was conducted to identify the effects of different advertising designs on adult consumer response to offensive product advertisements on the Internet. A 4 x 4 factorial design was used in the experiment where Internet users reported their responses to different banner advertising designs (with and without animation) of offensive and non-offensive products. The findings indicate that for the main effects of online banner advertising designs, animated ads (ad with motions) have a more favorable effect on attitude toward the brand when it is static (no motions), regardless of product type (offensive or non-offensive). Moreover, there is a significant cross-over interaction effect between animation and product types on attitude toward the product, where animated ads used in offensive product advertising yield more favorable attitude toward the product than static ads.



The Consumer Perspective on Using Payment Services from FinTech in Thailand

Nuchareeya Chuleewatanakul and Randall Shannon
College of Management, Mahidol University

Abstract

The financial service sector has recently become the center of attention in media and technological communities by the wave of ‘the FinTech Revolution’. This was driven by a surge of start-ups who came up with innovative ways of providing financial services, new revenue models, new products and services and is (said to be) changing the finance for the better globally (Chishti & Barberis, 2016). This heightened attention has created opinions about the uncertainty of traditional financial institutions, especially banks, in that they will be greatly ‘disrupted’ (Skan, Dickerson, & Masood, 2015) and that they will be pushed to undergo a big overhaul in the way they operate, as well as their technology capabilities to accommodate a “digital transformation” (Skan et al., 2015).

FinTech conceived with the new business model and a new way of providing financial services that was not before imagined by banks. Along with the socio-economic changes that advance the technology at a faster pace than ever. Consumers have quickly adopted new ways of getting financial services that are well integrated into their daily lives and have begun to set expectations to receive similar customer experiences from the traditional financial services providers as well. This condition leads to a push for traditional financial institutions to transform at the faster pace than what they are comfortable to. Consumers have much more choice to choose from, not



only in terms of products and pricing but also types of players who provide the service.

There are a limited number of studies on how consumers choose to use financial services from FinTech firms in different types of financial products as banks have been dominating the market. The current research aims to explore the consumers' perspectives on retail payments service providers in the context of the current wave of the FinTech boom and contrast perceptions and trust between FinTech providers and banks. It is hoped the findings will share some insights that may enable any financial service providers, banks or FinTech, to be able to formulate and prioritize their strategy and to set the realistic target to achieve their desired results.



Consumers' purchasing behavior of organic personal care products – a cross-national comparison from a consumer perceived quality

Yuanfeng Cai
College of Management, Mahidol University

Abstract

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

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



importance on sensory appeal in forming their beliefs on both of credence and experience attributes.

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



Y generation: How personal values, work values and corporate reputation influence willingness to accept a position in a company.

Kamonthicha Wara-asawapati
College of Management Mahidol University

Abstract

The Deloitte millennial survey 2017 states that Millennials often put their personal values ahead of organizational goals and several have shunned assignment (and potential employer) that conflict with their beliefs. The aim of this study is to investigate the understand the Y generation's expectations regarding the workplace and how personal and work values, corporate reputation, and willingness to join a company is related. The questionnaires respondents are 269 College of Management Mahidol University students.

In this study, the 9 List of values (Kahle and Kennedy, 1989) is used to determine the generation Y' values. The work values are measured by Work Attitude Values scales developed by Susaeta et al. We use Feldman's 7-items Consumer Reputation Index to see how millennial perceives the sample companies (CP, SCG, Thai Airways, Toyota, Starbucks and Unilever. Then, the relationship between each item in CRI and the willingness to accept a position in a company is explored.

The results show that the highest values endorsed by generation Y are warm relationship with others, sense of accomplishment, security and self-respect. Money is still being the most important thing when it comes to work, followed by the balance of work and family life and the professionalism of the boss. The reputation on good workplace to work has highest influence for



generation Y to accept a position in a company. The suggestion is made on how HR manager use this knowledge to attract and retain generation Y talents.



Financial Literacy and Retirement Planning Among Thai Consumers

Randall Shannon and George P. Moschis
College of Management Mahidol University

Abstract

This research addresses sustainability issues from a broad perspective. It is based on the premise that sustainability is not merely as a corporate or government affair, but a societal issue as well. Humans, as consumers and decision makers in various roles and capacities, are to a great extent responsible for their behaviors that affect their present and future well-being as well as the well-being of future generations; and they affect government and corporate actions that have implications for sustainability. Implicit in this view is the assumption that people should take responsibility for their own welfare and the well-being of their descendants.

The main purpose of the research is to learn how do consumers develop socially-responsible consumption habits that sustain and enhance well-being throughout life? What factors are responsible for changing undesirable consumer habits during a person's life to those that are socially desirable and enhance well-being throughout life? Because research has consistently shown that health and financial independence are the two most important factors that contribute to a person's sense of well-being, especially in later stages of life, we have undertaken two studies, one on preventive healthcare and another on financial habits.

With respect to financial habits and financial well-being, our research show that people in or approaching retirement are not adequately prepared



financially, although they report higher levels of financial satisfaction than their younger counterparts. Inadequate preparation appears to be the result of a lack of financial knowledge and using effective financial instruments for accomplishing several financial goals. Our findings also underscore the importance of starting a savings for retirement program early in life.

We rely on the findings of these studies to recommend intervention programs and educational campaigns to help the general public develop and modify behaviors that would enhance physical and financial well-being throughout life.



Preventative Health Care Behavior Among Thai Consumers

Randall Shannon and George P. Moschis
College of Management Mahidol University

Abstract

This research addresses sustainability issues from a broad perspective. It is based on the premise that sustainability is not merely as a corporate or government affair, but a societal issue as well. Humans, as consumers and decision makers in various roles and capacities, are to a great extent responsible for their behaviors that affect their present and future well-being as well as the well-being of future generations; and they affect government and corporate actions that have implications for sustainability. Implicit in this view is the assumption that people should take responsibility for their own welfare and the well-being of their descendants.

The main purpose of the research is to learn how do consumers develop socially-responsible consumption habits that sustain and enhance well-being throughout life? What factors are responsible for changing undesirable consumer habits during a person's life to those that are socially desirable and enhance well-being throughout life? Because research has consistently shown that health and financial independence are the two most important factors that contribute to a person's sense of well-being, especially in later stages of life, we have undertaken two studies, one on preventive healthcare and another on financial habits.

With regard to preventive healthcare, our research has attempted to uncover factors that contribute to the onset and continuity of three forms of preventive



healthcare practices: exercising, taking vitamins and mineral supplements, and having regular physical check-ups. Although motives for the onset of these behaviors likely differ across the lifespan, our findings generally highlight the importance of initiating these behaviors early in life. The earlier in life people start engaging in such preventive healthcare behaviors, the greater the likelihood they will continue engaging in such behaviors later in life.

We rely on the findings of these studies to recommend intervention programs and educational campaigns to help the general public develop and modify behaviors that would enhance physical and financial well-being throughout life.



The Response to Dissatisfied Customer Social Media Crisis: KFC Thailand

Suwadee Talawanich

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Mahidol University International College, Mahidol University*

Arunotai Pongwat (corresponding author)

College of Arts, Media and Technology, Chiang Mai University

Dr. Norman Au

*Associate Professor, School of Hotel and Tourism Management,
The Hong Kong Polytechnic University, Hong Kong S.A.R.*

Abstract

This research aims to investigate how a company respond to a potential dissatisfied social media crisis occurring on the online social media by using KFC Thailand as the case study. The crisis management, situational crisis communication theory (SCCT), and the crisis response strategies are the base theories adopted in the current study. The content analysis is employed to analyze the messages posted by customers on KFC Thailand Facebook page during 2014 to 2015, which are the years following the crisis of Anti KFC Facebook page. The researchers hope that the result of this study will contribute to the formulation of practical strategy for the businesses that have similar characteristics to KFC. Such businesses could try to manage the online content and respond to their customers with various types of crisis response strategies matching the problems in order to maintain and retain their customers' loyalty, protect their brand reputation, and prevent the reoccurrence of such crises in the future.

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