



College of Management
Mahidol University

CLSG
Consumer Life-course Studies Group

**International
Conference
Series 2021
Bangkok**

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

BOOK OF ABSTRACTS



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Schedule
Saturday November 21st, 2021
Venue: Online via Zoom

Time	Schedule
09:20 - 09:30	Log in, make sure everything is working okay
Morning Session 1	
09:30 – 10:00	Introduction The Life Course Approach: Applications to Consumer Research <i>Professor George P. Moschis</i>
10:00 - 10:20	Sustainable Consumption Research: Three Levels of Analysis <i>by Murtaza Haider and Randall Shannon</i>
10:20 - 10:40	Choice Criteria Among Thais Towards Choosing an International Master’s Degree Program in Thailand During the COVID-19 Pandemic <i>by Wachira Watanawongworakula and Randall Shannon</i>
10:40 - 11:00	Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach <i>by Betül Balikcioglu, Randall Shannon and George P. Moschis</i>
Morning Session 2	
11:15 -11:35	The Mediation of Attitudes Towards Social Media Content and Social Media Engagement on the Relationship Between Materialism and Negative Consumption Behaviors <i>by Alfonso Pellegrino and Randall Shannon</i>
11:35 - 11:55	Organizational Mindfulness for Organizational Change: A Case Study in Digital Transformation <i>by Toan Dang and Pornkasem Kantamara</i>
12:00 - 12:20	Using Self Esteem to Moderate Goal Disengagement Strategies to Explain Older Consumers’ Low Use of the Internet <i>by Jul Thanasrivanitchai, Randall Shannon and George P. Moschis</i>
12:20 - 12:40	A Study of Factors That Influence People to Accept or Refuse Covid-19 Vaccinations <i>by Bencharat Wangyingcharoen and Randall Shannon</i>
13:30 - 15:00 Afternoon Session 1: Marketing	



<i>Time</i>	<i>Schedule</i>
13:30 - 13:50	Exploring the Impact of Family Structure and Socialization on the Development of Materialism and Compulsive Consumption: A Life Course Study in Japan <i>by Yuanfeng Cai, B.L. Cham, and George P. Moschis</i>
13:50 - 14:10	What Drives the Purchase Intention of Live Stream Consumers in China – a Live Streamer Perspective <i>by Dou, K. and Yuanfeng Cai</i>
14:10 - 14:30	Does the Right Remarketing Content for the Right Audience Exist? <i>by Chaiporntrakulkit, Rujiprapa and Alisara Rungnontarat Charinsarn</i>
14:30 - 14:50	This is the Facebook Ad I Will Look At! Picture vs Video <i>by Jaruwattanakul, Apipat and Alisara Rungnontarat Charinsarn</i>
15:00 - 16:00 Afternoon Session 2	
15:00 - 15:20	Do Women Really Shop on Promotion More than Men? <i>by Pornvanitchakit, Chanattha and Alisara Rungnontarat Charinsarn</i>
15:20 – 15:40	Same Promotion, but Different Results! How Framing Influences Consumer Response <i>by Pornvanitchakit, Chanattha and Alisara Rungnontarat Charinsarn</i>
15:40 – 16:00	How “Popularity vs Scarcity” Message Framing Influences Consumer Responses <i>by Hinchiranan, Pongpijak and Alisara Rungnontarat Charinsarn</i>
16:00	Closing of the Conference

Please note: the papers or abstracts (authors can choose) will be published online after we obtain an ISBN number.



The Life Course Approach: Applications to Consumer Research

Professor George P. Moschis

Researchers have increasingly come to realize that age is simply a number, and that there are many limitations of analyzing consumer behavior based on a cross-sectional survey. The life course approach is multi-disciplinary and proposes that events experienced earlier in life tend to lead to stress and coping, which influences consumer behavior. Understanding consumer behavior later in life means exploring what events were experienced earlier in life.

Sustainable Consumption Research: Three Levels of Analysis

Murtaza Haider and Randall Shannon

Publications related to sustainable consumption have grown exponentially in the past two decades, yet marketing journals have shown little interest in the subject. This paper shares the results of a bibliometrics review of the literature related to sustainable consumption, and an analysis of the trends which were found. Publications were analyzed by topic, by author, by country of authorship, and the overall topics were grouped as being either at the micro (individual), meso (company), or macro (government) level. Each level influences the other, but helps to raise the question – how to stimulate changes in consumer behavior in terms of facilitating more mindful consumption?

Choice Criteria Among Thais Towards Choosing an International Master's Degree Program in Thailand During the COVID-19 Pandemic

Wachira Watanawongworakula and Randall Shannon

Universities and institutions around the world, including Thailand, are offering international master's business program. Both public institutions and private institutions are competing to maximize their students' enrollment. At the same time, the demand of higher education is diminishing due to aging population and declining fertility rate. In order to attract potential students, it is essential for universities to understand consumer behavior behind Thai students' choices toward international master's business degree. Thus, the research objectives of this study are to determine criteria for choosing an international master's business program among Thais, to determine the criteria posing the greatest influence on Thai students' choice in the selection of an international master's business program among Thais, to determine factors influencing overall satisfaction of an international master's business program among current students in Thailand, and to determine factors influencing the likelihood to recommend an



international master's business program to others. This study adopted a quantitative research approach featuring online anonymous questionnaire. The total sample size of the study was 360, which can be divided into Thai students currently enrolled in Thai university (83.6%), and foreign brand university (16.4%). Multiple regression analysis showed that social norm and alumni network has the strongest influence on overall satisfaction of an international master's business program among current students in Thailand followed by location/traveling convenience and tuition fee ($p < 0.05$). In term of spreading recommendation, the factors posing the greatest influence found in the study were location/traveling convenience and tuition fee followed by social norm and alumni network ($p < 0.05$). Multiple regression analysis also rejected that self-efficacy and reputation, or course offerings have statistically significant influence on students' satisfaction level, as well as, on their likelihood to recommend the business program to others. Although the study was performed during the COVID-19 pandemic, the findings suggest that social norm and alumni network, and location/traveling convenience and tuition fee play a key role in determining students' satisfaction and their tendency to spread positive word of mouth.

Effects of Disruptive Family Events on Compulsive Buying of Young Adults Using the Life Course Approach

Betül Balikcioglu, Randall Shannon and George P. Moschis

Disruptive family events, such as divorce, separation or death can lead to lower income and less parental time with children, which may lead to more time spent with friends, TV and social media. Disruptive family events may also change the communication styles used when raising the children. Applying the life approach, this research explores whether disruptive family events influences communication styles, and also maladaptive behaviors such as compulsive consumption.

The Mediation of Attitudes Towards Social Media Content and Social Media Engagement on the Relationship Between Materialism and Negative Consumption Behaviors

Alfonso Pellegrino and Randall Shannon

The ubiquity of Internet, mobile devices, and online social media platforms has undeniably altered consumer lifestyles and business conduct globally. The objective of this study is to test the direct impact of materialism over three negative consumption behaviors within the social media context and secondly understand the relationships between materialism and three negative consumption behaviors—compulsive, conspicuous and impulse buying—by analyzing the mediating effects of both attitudes towards social media content and social media



intensity. This deductive quantitative study uses a convenience sample of 400 Thai social media users following the 3 most well-known e-commerce platforms social media pages. The results are analyzed using structural equation modelling and double mediation by using estimands. The study applies the theory of planned behavior to explain the mediation role of attitudes towards social media content and then uses double jeopardy law to explain how social media intensity may mediate materialism and three negative consumption behaviors. The study found that materialism has a direct significant positive impact on each of the three-negative consumption behaviors. Social media intensity mediates the relationship between materialism the three-negative consumption behaviors better and attitudes alone were often not significant in predicting negative consumption behaviors. One novel finding of this study was that attitudes were a predictor of social media intensity which then translated into negative consumption behaviors. In other words, if social media users enjoy what they are seeing, they are more likely to engage with the content by sharing or commenting on the post. If a post has high engagement from many users, this eventually translates into more negative consumption behaviors. The findings rely on respondents' self-reported cross-sectional data, rather than longitudinal data and this may not reflect changing situations, also all data were collected from Thai users only which limits the generalizability of the findings. From the study emerges future research directions that can be further explored such as the role of users' trust towards ads and brand generated content or whether the double jeopardy law can be applied to social media.

Organizational Mindfulness for Organizational Change: A Case Study in Digital Transformation

Toan Dang and Pornkasem Kantamara

This research seeks to understand how organizational mindfulness can affect the processes of digital transformation. The research objectives are to identify the organizational mindfulness processes that occur during digital transformation and examine how it can contribute to organizational change for digital transformation. Through an explorative qualitative case study with a multinational foodservice company that is undergoing large strategic digital transformation, a detailed account is made of the perceptions and challenges encountered by employees from multiple levels of the organization, and their actions taken as part of the sensemaking of digital transformation in their organization. Based on the case study and analysis, 16 thematic areas are identified relevant to the processes of organizational mindfulness and digital transformation. Key insights are also presented on how organizational mindfulness affects organizations transition across the various phases of organizational change in digital transformation. Managerial implications and recommendations for how this



capability may be generated in an organization to support digital transformation are presented.

Using Self Esteem to Moderate Goal Disengagement Strategies to Explain Older Consumers' Low Use of the Internet

Jul Thanasrivanitchai, Randall Shannon and George P. Moschis

Many studies show that the usage rate of the Internet by older adults is the lowest of any demographic group. This paper explores the reasons for older adults' lower inclination to use the Internet by employing control theory. The theory suggests that as people increasingly experience "losses" with age they also experience loss of control of their environments, including technology. Compensatory secondary control strategies, which allow the individual to protect him or herself from the perceived negative consequences associated with the older persons' inability to control their technological environment, may help explain their low propensity to adopt and make use of the Internet.

Findings based on a large-scale study in Thailand suggest that compensatory secondary control may provide an explanation for the low rates of Internet adoption and usage among older consumers. Moreover, Self-esteem moderates the negative relationship between compensatory secondary control and preference for Internet use. Older adults with high self-esteem who scored high on compensatory secondary control tended to have the lowest frequency of Internet use. Implications for theory and practice are offered and directions for future research are suggested.

A Study of Factors That Influence People to Accept or Refuse Covid-19 Vaccinations

Bencharat Wangyingcharoen and Randall Shannon

The outbreak of the Covid pandemic has caused immense problems for society due to lockdowns and restrictions. While scientists scrambled to develop and administer vaccines, a large number of people around the world have chosen an anti-vax stance, preferring not to be vaccinated. This research explores drivers and barriers among both pro and anti vax consumers to explore what their hopes and fears are, based on the health belief model.



Exploring the Impact of Family Structure and Socialization on the Development of Materialism and Compulsive Consumption: A Life Course Study in Japan

Yuanfeng Cai, B.L, Cham, and George P. Moschis

The development of materialistic and compulsive consumption tendencies has been studied from various perspectives. This study explores the onset and development of these concepts from the multi-theoretical and interdisciplinary life course perspective among young adults in Japan. 197 sets of questionnaires were distributed, and data collected was analyzed using SPSS software. This research revealed some interesting findings include: (i) there is no correlation between the amount of television viewing during adolescence and either materialistic values or compulsive consumption in early adulthood; (ii) relationship between family disruption and either materialism or compulsive consumption is not supported; and (iii) there is no significant relationship between social economic status and materialism. The findings provide more insights to marketers to plan effective strategies to accommodate consumer's materialistic and compulsive consumption tendencies.

What Drives the Purchase Intention of Live Stream Consumers in China – a Live Streamer Perspective

Dou, K. and Yuanfeng Cai (This paper was withdrawn after the conference.)

Does the Right Remarketing Content for the Right Audience Exist?

Chaiporntrakulkit, Rujiprapa and Alisara Rungnontarat Charinsarn

Consumers these days often encounter “Remarketing” technique where brands follow their digital finger print after they show their interest in a product/ service such as visiting an online store, or clicking an advertisement. Marketers have to make decision on what content should be targeted which consumer. For example, consumers who already purchased the product could have a different preference on the content they receive differently from those who have not purchased. There are three main types of content which are Entertaining content, Informational content, and Transactional content Tafesse (2005). Entertaining content is aimed to provide consumers with fun and joy, utilizing humour and/or creativity. Informational content is aimed to provide data or attributes or technicality regarding the product. Transactional content is a promotional message that would encourage transaction such as discount and point collection. In this paper, the three types of the remarketing content serve as an independent variable. This paper investigated the moderating role of purchasing status (already purchased vs have not purchased) on the relationship between the independent variable ‘content type’ and the dependent variables. The dependent variables of interest



in this paper are irritation, attitude, and purchase intention. We hypothesized that those who already purchased the product would prefer entertainment content rather than informational content or transactional content. Those who have not purchased should welcome all three types of content. A 3 (content type) x 2 (purchase status) between-subject design was conducted. Four hundred and eighteen respondents were randomly assigned into one of the six conditions, and then self-reported the three dependent variables. The results reveal that content type is not a predictor for all three dependent variables – irritation, attitude, and purchase intention – for shoppers with both purchasing status. Note that there is a marginal significance of the ANOVA results on purchase intention among those who have not purchased. Additionally, the purchase status affects purchase intention. That is those who were in the scenario that already bought the product are less likely to buy the product in this experiment. It is possible that even though consumers have purchased the product, they might not mind seeing the content for future purchase decision. Future research should confirm the results and/or study if there are any potential omitted variables that should be included in the future research.

This is the Facebook Ad I Will Look At! Picture vs Video

Jaruwattanakul, Apipat and Alisara Rungnontarat Charinsarn

There has been a stream of conversation advocating the use of video clips rather than picture in marketing communications. Although the multi-sensory nature of video advertisement makes it highly attractive compared to picture advertisement, in this research, we propose that using picture advertisement could benefit brands more than video advertisement. Generally, people enjoy watching video content, but this does not necessarily transfer to advertisement. When it comes to advertisement, some consumers – particularly those with perceived high time pressure -- could feel that it is a waste of time to watch a video advertisement; when they can look at a picture advertisement only at a glance. A 4-advertisement format (picture, 30 seconds, 2 minutes, and 5 minutes) x 2 perceived time pressure (high, low), between-subject, experimental design was conducted. The stimuli in this research is unbranded facebook advertisement. After seeing the stimuli, the respondents answered questions concerning their click attitude and intention to click. Descriptive statistics and ANOVA were employed to analyze the data. In this experiment, it was found that the respondents tend to have a positive attitude towards picture advertisement, and are more likely to engage with picture advertisement rather than video advertisement. Although perceived time pressure does not significantly moderate the relationship between advertisement format and the two dependent variables – view/click attitude and intention to view/click; those with high perceived time pressure are willing to pay (for special subscription such as YouTube Premium) in order not to see an advertisement.



Do Women Really Shop on Promotion More than Men?

Pornvanitchakit, Chanattha and Alisara Rungnontarat Charinsarn

It has been a stereotype that women are likely to buy promoted items compared to men. The objective of this research is to compare the perceived saving and purchase likelihood between male and female consumers across different situation. That is, each respondent would be exposed to one of the stimuli. The different stimuli include different promotional types (i.e. discount, cashback), and different promotional currencies (i.e. using percentage, absolute Baht). If the stereotype that women are more promotional sensitive than men is true, then we would see higher rating in perceived saving and purchase likelihood across different promotional materials. There hundred and ninety-three male and female respondents participated in the survey. Each respondent was randomly assigned to one of the different promotional stimuli. The respondent first saw the stimuli, then rated their opinion regarding their perceived saving and purchase likelihood. The results reveal that, in most cases, there is no significant difference between male and female consumers. Among the eight situations, there is only one situation that female significantly rated higher perceived saving than male. From this result, we cannot conclude that women shop on promotion more than men. Future research should further explore this topic if there's any condition that gender could influence the consumer perception and reaction towards promotion.

Same Promotion, but Different Results! How Framing Influences Consumer Response

Pornvanitchakit, Chanattha and Alisara Rungnontarat Charinsarn

Price reduction is a common promotional technic that is common and widely used at a regular basis. Based on framing literature, this research proposes that different message framing (of the same promotion) would affect consumer response differently. A 2x2 between-subject design was conducted. The first predictor variable is the different "price reduction" framing which operationalized as "Receiving (amount of money)" versus "Pay (amount of money) less". The second predictor variable is the two-product type which are high and low-priced product. Each respondent was randomly assigned into one of the four scenarios. Then, they answered a question regarding their purchase likelihood. The results from our experiment reveals that the price reduction messages "Receiving (amount of money)" versus "Pay (amount of money) less" influence different consumer response. The former message leads to significantly higher purchase likelihood than the latter. This significant effect only happens when testing with high-priced product (product priced 2,000 Baht or approximately 60 USD; with 400 Baht or 12 USD price reduction.) This is not significant when testing with low-priced product (200 Baht or approximately 6 USD; with 40 Baht or 1.2 USD price reduction.) Our results revealed that framing significantly



affect consumer response with high-priced product. The potential explanation we would like to have propose is that consumers perceive “Receiving (amount of money)” as a real gain; while they perceive “Pay (amount of money) less” as a potential gain. Additionally, making “payment” salient could make the message less attractive than making “receiving money” salient. Future research should be conducted to generalize the results as well as confirm this explanation.

How “Popularity vs Scarcity” Message Framing Influences Consumer Responses

Hinchiranan, Pongpijak and Alisara Rungnontarat Charinsarn

The popularity message can be directly communicated with the “popularity” frame such as “highest market share”; or it could be communicated with the “scarcity” frame such as “only last three pieces left”. These two message frames are common advertising messages that marketers use. Both the “popularity” and “scarcity” messages are effective marketing tools in persuading consumers (Lynn, 1991; Jeong and Kwon, 2012). Therefore, marketers have increasingly utilized these two messages (Das et al. 2018). Since it does not make sense to use both messages at the same time (Deval et al., 2013, Steinhart et al., 2014); there has been effort in investigating when to use which message (Ku, Kuo, and Kuo, 2012; Wu and Lee 2016). This research is another effort to study the influence of the two-message framing on purchase intention and purchase acceleration. Additionally, we investigated the messages’ impact on word-of-mouth. Regarding word-of-mouth, we tested whether and how the two messages impact in-group versus out-of-group differently. A between-subject experimental design was conducted with two stimuli, a clock and a frying pot. For the clock scenario, the result revealed that scarcity cue significantly leads to higher consumers’ purchase intention and purchase acceleration than popularity cue. However, popularity message did not lead to in word-of-mouth more than scarcity message. As for frying pot scenario, none of the hypotheses are significant. The current research provides another empirical result to extend the knowledge frontier in message framing. The future research should further explore whether and how the product type (e.g. hedonic/utilitarian) and consumption situation (public vs. private) interact with the message framing.