



College of Management
Mahidol University

CLSG
Consumer Life-course Studies Group

**International
Conference
Series 2022
Bangkok**

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

BOOK OF ABSTRACTS



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**International Conference Series 2022 Bangkok, Thailand:
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and Practice**

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Schedule

Saturday November 19th, 2022

Venue: On Campus (rooms 504 and 505) and Online via Zoom

<i>Time</i>	<i>Schedule</i>
08:45 - 09:00	Log in, make sure everything is working okay
09:00 - 10:45 Morning Session 1A – Room 504	
09:00 – 09:45	Introduction, plus How to Craft Your Empirical Article – an example using the life course approach <i>Professor George P. Moschis</i>
09:45 – 10:05	Investigating the Role Co-parenting Plays in Children's Food Socialization in the Multigenerational Family: A Life-course Perspective with a Mixed-Method <i>Zhewen Tang, George P. Moschis, and Anil Mathur (via Zoom)</i>
10:05 – 10:25	Preventative Behaviors among Malaysians during Covid-19: A Subcultural Study <i>Fon Sim Ong, Sarinya L. Suttharattanagul and George P. Moschis</i>
10:25 – 10:45	A Study of the Mediating Effect of the Pandemic and Socialisation on Attitude and Purchase Behaviour towards Sustainable Food Consumption among Urban Malaysians: A sub-Cultural Comparison <i>Lorna Enan Muloon and Fon Sim Ong</i>
09:45 - 10:45 Morning Session 1B – Room 505	
9:45 – 10:05	Knowledge Production on Motivators of Sustainable Consumption, 1988-2022: A Bibliometric Analysis <i>Nan Hua</i>
10:05 – 10:25	The Impact of Online Purchasing on Shopping Culture <i>Kristian Gotthelf (via Zoom)</i>
10:25 – 10:45	Factors Influencing Student's Career Choice at Culinary Schools in Thailand <i>Wootisak Simhong (via Zoom)</i>
11:00 - 12:20 Morning Session 2A – Room 504	



Time	Schedule
11:00 - 11:20	Research on Omnichannel Retailing Strategy of Pharmacy Based on Customer Journey <i>Xi Cen and Xiaojie Chen (via Zoom)</i>
11:40 - 12:00	The SWOT Analysis of DY Company in Developing Modern Logistics <i>Jiajia Peng and Feng Sijia (via Zoom)</i>
12:00 – 12:20	How Medical Tourism and Elderly Tourism can Integrate with Leisure Tourism to form to be a Sustainable Tourism Product for the Recovery of Phuket Tourism from Covid-19? <i>Pengyu Lin</i>
11:00 - 12:20 Morning Session 2B – Room 504	
11:00 - 11:20	Marketing Strategy Analysis and Development Suggestions of "Expert Shop-Exploring" Mode Based on UGC <i>Xiaojie Chen and Xi Cen (via Zoom)</i>
11:20 - 11:40	Innovation Resistance Explanation of AI Chatbot Adoption Behavior <i>Yuanfeng Cai (via Zoom)</i>
11:40 - 12:00	What Influences Chinese Consumers' Willingness to Buy and Pay Organic Personal Care Products? The Predictive Role of Perceived Quality <i>Yuanfeng Cai (via Zoom)</i>
12:00 – 12:20	Research on the Communication Strategy of Lucky Air Under the Background of Digital Marketing <i>Wenbin Guo and Xiang Zhang (via Zoom)</i>
12:20 - 13:30 Lunch Break	
13:30 - 14:30 Afternoon Session 3 – Room 504	
13:30 - 13:50	Thai Consumers' Purchase Intention on Non-Fungible Token as a Digital Goods in Gaming <i>Saral Sukcharoenyingyong</i>



<i>Time</i>	<i>Schedule</i>
<i>13:50 – 14:10</i>	Strategic Exploration of Online Knowledge Payments Based on Consumer Perspective <i>Ni Yan, Jiajia Peng, and Xin Yang (via Zoom)</i>
<i>14:10 - 14:30</i>	The Impact of Message Source on Online Furniture Purchase Intention <i>Chidchanok Rungmanee, Alisara Rungnontarat Charinsarn, and Tanai Charinsarn</i>
<i>14:30 Closing of the Conference, Optional Networking</i>	

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



Investigating the role co-parenting plays in children's food socialization in the multigenerational family: A life-course perspective with a mixed-method

Zhewen Tang, George P. Moschis, and Anil Mathur

Children's food overconsumption has been widely concerned by transformative consumer research and identified as negatively affecting individuals' food well-being throughout their lives (e.g., childhood obesity, diabetes, and cardiovascular disease in adulthood) (Moore et al., 2017). For example, in China, about 10.4% of children (below six years) and 19% of young people (aged between 6-17) have an overweight or obesity problem (Statista, 2020). "Grandparents' effect" has been identified as one of the reasons that significantly increased the risk of childhood obesity. It refers to grandparents' affectionate overfeeding contributing to childhood obesity in China (Mustilil et al., 2021). The policymakers have developed and released a series of guidance, plans, and projects (e.g., National Nutrition Plan 2017-2030) to improve individuals' food well-being. However, there needs to consider an affected way of communicating and engaging with vulnerable groups with urgency to enhance public health awareness and food overconsumption control, improving young people's food well-being over a lifespan (Moschis et al., 2020).

The family, therefore, provides a stimulating environment shaping children's food choices, beliefs, attitudes, and eating behaviors, defined as food socialization that influences food well-being throughout their lives (Block et al., 2011; Ward, 1974). For example, co-parenting through parents and grandparents jointly raising the third generation has become prevalent in many countries (e.g., Moore et al., 2017; Rogers et al., 2019). Such a way influences children's food choice through intergenerational transfer (e.g., norms, beliefs, and brand attitudes) (Moore et al., 2002) and food socialization with children (e.g., encouraging healthy eating food and controlling family TV mealtime) (Moore et al., 2017). Consequently, there is a potential conflict of feeding style (e.g., authoritative versus indulgent) (Goh, 2013) and beliefs due to intergenerational information gap (e.g., attitudes toward eating junk food and/or overfeeding) (Hunt, 2019). This thus led to children's health issues, such as obesity and nutrition deficiency (Moore et al., 2017). However, we have yet to know how intergenerational influence exerts between parents and grandparents on the multi-socialization of children, the impact on children's food well-being, and children's responses to different generational caregivers' influence.



From a life-course paradigm perspective (Moschis, 2017, 2021), consumer research suggests that early life experiences can set the foundation for changing individuals' consumer behaviors. This change forces them to acquire new consumer knowledge and skills (human capital), adapt to new environments, and maintain stability in consumption habits over a certain period. With this assumption, following the research call from Moschis et al. (2020, p.2), they asked, "how do people's food consumption habits affect the well-being and well-being of future generations?" Notably, we aim to adopt the LC framework to investigate the food socialization of children in multigenerational families. Specifically, we would like to examine the relationship between grandparents' and parents' attitudes towards food socialization, children's food well-being, and their children's responses. Furthermore, we choose the Chinese multigenerational families as the research context since third-generation co-parenting is a prevalent social and cultural phenomenon (Goh, 2013; Goh and Kuczynski, 2010).

Preventive Behaviors among Malaysians during Covid-19: A Subcultural Study

Fon Sim Ong, Sarinya L. Suttharattanagul and George P. Moschis

Coronavirus or COVID-19 has created an abrupt change in economic, social, and psychological impact to people around the world. It has disrupted the lives of people such that there have been behavioural changes during the pandemic as people adapted to conditions such as social distancing, mandatory lock-down, use of face mask/covering, and sanitizers, imposed by COVID-19. Psychologically, COVID-19 impacted on people as the fear of being infected caused people to take preventive measures. The longer this pandemic continues to evolve, individuals continue to try to minimize risk of infections in their lives and alter their way of livings (White 2020).

However, the impact is different across all the countries due to cultures and economic situation. Therefore, this study aims to explore the differences in behaviours across subcultures and segments among Malaysians with regards to preventive behaviour, knowledge about COVID, stress, life satisfaction and buying behaviour. The results will be beneficial to practitioners on segmentations and behavior changes across groups of customers and at the same time, this study will advance knowledge about subcultural differences with regards to behaviour in response to the call by researchers to investigate cultural differences (Das et al. 2022).

This study employed the survey method and obtained the data from mobile panel database of Milieu, a company that specializes in panel data. Survey was administered



during the lockdown (known as movement control order in Malaysia) and stay-at-home restrictions. This method deemed an appropriate way to examine consumption pattern and changes during the movement control order (lockdown). The questionnaires were presented via the mobile application were completed from the panelist based on national representation of Malaysian population. Data were collected between May to June 2020. A total of 778 usable responses were obtained.

Respondents for this study were made up of 52.4% males and 47.6% females, with 62.3% of them in the younger age groups below the age of 35 years old and only 4.6% were from the age group of 56 years or older. Malays made up 59.1% of the sample, Chinese 27.9% and Indian (and others) made up the remaining 13%. In terms of education, 35% had high school or lower level of education, 26% had pre-university or diploma education, 33.3% were university graduate and 5.7% had post graduate qualification. Using Cronbach's Alpha to test the reliability of the scales used to measure wellbeing, Life satisfaction had an alpha value of 0.832, chronic stress at .844 and acute stress at 0.798.

In examining the behaviour from the subcultural perspective, the sample was divided into two groups: Malays and the non-Malays (Chines, Indians, and other ethnic groups). Results showed that the Malays differed significantly from the non-Malays in terms of knowledge, social distancing behaviour, acute stress, and life satisfaction. The Malays scored higher in terms social distancing behaviour, and had higher life satisfaction, while the non-Malays scored higher in knowledge about COVID-19, a higher level of acute stress that was related to COVID-19 and had lower life satisfaction. As a result of these differences, we further examined if there was a difference in their behaviour in stocking up products. T-test performed showed that there was no significant difference between these two ethnic groups.

Although the Malays and non-Malays had differences in knowledge about COVID-19, there were no difference in avoidance behaviour, although the Malays tended to have a heightened practice in social distancing compared to the non-Malays. It could possibly be due to the avoidance behaviour and level of social distancing practiced by the Malays, they were less stressed and had a higher level of life satisfaction. However, it could also be due to the religious belief among Muslims (all the Malays in Malaysia are Muslims) that they were less stressed and therefore had a higher level of life satisfaction. This calls for further research to examine the relationship between religious orientation and response to COVID-19.

The results of this study will be useful for marketing practitioners to understand that regardless of their psychosocial orientation and knowledge about COVID-19, there



was no difference in their behaviour towards stocking up products before the big crowd. More than three-quarter of the respondents stocked up items before the crowd for fear of stock-out situation.

The limitation of this study is the utilization of panel data that could be skewed towards willing consumers who signed up as panel member. Future research should use community survey data and should consider other variables such as religiosity to better understand consumer behaviour brought about by COVID-19.

Attitude and Purchase Behavior towards Food among Urban Malaysians: A Life Course Perspective and a Sub-Cultural Comparison

Lorna Enan Muloon and Fon Sim Ong

Food security around the world is put to risks due to the COVID-19 pandemic and exacerbated by the war in Ukraine. Disruptions in production and logistics affecting both the supply of crops and access to markets have caused food shortages and price of food items to rise. In Malaysia, the increase in food prices has accelerated the importance of food security and has become a major concern for Malaysia. Since food security involves the whole supply chain right up to end consumers, responsible consumption behaviour has attracted the attention of researchers. More so, responsible consumption is enshrined in United Nations Strategic Development goals, which are adopted by all nations. The COVID-19 pandemic has caused substantial anxiety, fear and intolerance of uncertainty that led to consumers purchasing food in large quantities, which may or may not be consumed.

This study adopts the life course perspectives to examine the attitude and purchase behaviour of urban Malaysians living in the state of Sarawak in East Malaysia towards over consumption of food. In this study, the primary objective is to examine the effect of the COVID-19 pandemic on attitude and purchase behaviour towards food as measured by the concept of over consumption. The mediating influence, stress and coping as operationalised by using materialism and compulsive buying behaviour will be examined. Based on the background and the theoretical perspective adopted, socialisation will be examined for its mediating influence. The last objective is to examine subcultural differences with respect to attitude and purchase behaviour towards food.



Knowledge Production on Motivators of Sustainable Consumption, 1988-2022: A Bibliometric Analysis

Nan Hua

Environmental concerns are increasingly attracting the attention of the public and academics; however, sustainable consumption practices are still lagging, especially the motivators that drive sustainable consumption behavior. This review will provide a knowledge base regarding the current state of the literature; will also highlight the topical trends and future directions that may advance the understanding of the field. This review aims for describing and analyzing the knowledge base on motivators of sustainable consumption. The review employed the bibliometric method with analysis based on 2,560 English articles and reviews extracted from Scopus between 1988 and 2022. The authors, documents, and keywords were analyzed by Scopus analysis tools, Excel, Tableau, and VOS viewer. The review found that the motivators of sustainable consumption studies have thrived since 2012. Four schools of thought were identified, namely: 1. Consumption values toward sustainable consumption; 2. Socio-demographic factors and ethics toward sustainable consumption; 3. Theory evolution of pro-environmental behavior; 4. Sustainable food consumption. Ajzen's Theory of Planned Behavior and its extended model dominated the theoretical basis in the literature. Geographical foci shift from North American, European, and Oceanian to Asian developing countries. Socio-demographics, values, and ethics are essential determinants of sustainable consumption behavior. Food studies, climate change, circular economy, and electric vehicles are trendy topics. This paper will help policymakers and managers in formulating and implementing motivators to encourage sustainable consumption. The study also will help scholars to advance the knowledge base in the literature.

The Impact of Online Purchasing on Shopping Culture

Kristian Gotthelf

Online shopping is now satisfying many of our needs for goods and services. With rapid improvements in logistics, technology, infrastructure and accelerated by Covid, an increasing amount of purchases are done from home. Traditional outlet shopping is becoming less convenient and time normally spent travelling to shopping destinations has been freed up. How consumers are changing their attitude towards the shopping experience is a topic worth investigating. Previous studies have focused on consumer attitudes towards online shopping, traditional shopping as a social activity, the role of public spaces, and Covid's impact on the use of public spaces. To fill the



gap, this study will aim to investigate the impact of online purchasing on shopping culture. An emphasis will be on consumer attitudes towards physical retail areas versus online services, changes in shopping behavior patterns and the desire for alternative public spaces. An attitude survey will be conducted in the UAE using a structured questionnaire and a random sample of 250 respondents. Causal relationships between online and physical shopping will be analyzed. The results will aim to present changes in consumer perception and behavior indicating a need for innovation in shopping outlet design, commercial space planning and possibly urban planning.

Factors Influencing Student's Career Choice at Culinary Schools in Thailand

Woottisak Simhong

This research aims to explore the role of values of family and non-family influences on selection motivation on career choice and major satisfaction of college and university students majoring in culinary arts among a sample of culinary students in Thailand. Data were collected using self-reported questionnaires from students that currently enrolled in culinary schools, colleges, and universities in Thailand. A Likert's five-scale questionnaire was administered to students. The data will be analyzed to determine the most important indicators and relationships influencing career choice. Multivariable models were used to determine the association of demographics and survey responses with prospective career choice. This study will determine whether their internal and external participation motivating their major selection is a facilitating mechanism to maximize their major satisfaction.

Research on Omnichannel Retailing Strategy of Pharmacy Based on Customer Journey

Xi Cen and Xiaojie Chen

The outbreak of Covid-19 at the end of 2019 has dramatically increased the people's health awareness, and the people's demand for medicine has become stronger than ever. Under the restrictions of the epidemic, customers cannot visit pharmacies to buy medicine. Fortunately, the booming omnichannel retail provides more contacts between companies and customers, and customers can freely switch shopping scenarios between channels during the entire shopping phase. In this context, customers' purchase behavior has changed with the proliferation of channels, and the traditional single-channel customer journey has become no longer applicable. This study adopts a qualitative research method, through in-depth interviews and focus group discussions,



to understand customers' thoughts, behaviors, emotions and expectations at each stage of the pharmaceutical omnichannel journey and draws a picture of the pharmaceutical omnichannel customer journey accordingly. In response to customers' expectations for the consistency and seamlessness of the pharmaceutical omnichannel journey, this research also puts forward several corresponding suggestions for pharmaceutical companies. In addition, company managers can design and improve products and services in a targeted manner based on the pharmaceutical omnichannel customer journey map, formulate related optimization strategies and marketing strategies, increase sales, improve customer relationships, and enhance brand image.

The SWOT analysis of DY company in developing modern logistics

Jiajia Peng and Feng Sijia

As the two emerging economies around the world, the Sino-Russia development has received widespread attention among countries. China and Russia have occupied a very important position each other in the market. With the Belt and Road Initiative develops, the trade relationships between China and Russia get close. Founded in 2017, DY company have devoted to International intermodal transport during 5 years developing process and its position has been pivotal in the Chinese freight forwarding industry. In 2022, the Ukraine crisis led to the United States and Europe to carry out several rounds of sanctions against Russia, which made DY company change its main transport lines, focusing on China-Russia railway transport. This paper explores and research opportunities and challenges brought by Ukraine crisis via SWOT analysis.

How medical tourism and Elderly tourism can integrate with leisure tourism to form a sustainable tourism product for the recovery of Phuket tourism from COVID-19?

Pengyu Lin

Tourism plays a significant part in the economics of numerous developing nations. However, the emergence of the new crown pandemic in many developing countries during the past two years has harmed the tourism business. Consequently, with the recent reopening of international tourism, the traditional tourism industry must innovate and adapt its development model to the needs of the times to increase its added value and enhance the travel experience of tourists to promote the transformation and sustainable development of its service sector. The tourist industry has seen explosive growth in medical tourism and senior travel in recent years. In this study, we examine



whether the combination of medical tourism and senior citizen tourism may assist Phuket's tourist industry recover from the post-epidemic era and flourishing sustainably, using the southwest Thai island of Phuket as an example.

Marketing Strategy Analysis and Development Suggestions of "Expert Shop-Exploring" Mode Based on UGC

Xiaojie Chen and Xi Cen

With the rapid development of the Internet and e-commerce, the traditional sales model has been unable to meet the needs of consumers, resulting in a new UGC (User Generated Content) model, which has been widely used in many software platforms. Especially with the rapid iteration of social media, from Weibo, Weixin to Xiaohongshu, tremolo and Dewu, the new Internet platform has spawned the phenomenon of "net red punch card" in the community group buying and live broadcasting. These platforms have also penetrated and affected all aspects of public life, and people habitually obtain various social information on these platforms. In this context, the "shop-exploring economy" began to develop and expand gradually. Following KOL experience and looking for their favorite restaurants and entertainment places became the consumption mode of many people. Therefore, the "shop-exploring economy" gradually grew from barbarism to the formation of a complete industrial chain, and led to the integration of offline and online industries, further releasing the prosperity and development of the consumer economy. This study uses qualitative research methods, through in-depth interviews and focus group discussions, around the "Expert Shop-Exploring" model, from the fan economy, UGC word-of-mouth marketing, consumer behavior model and other aspects, to analyze the marketing strategies and existing problems under the "Expert Shop-Exploring" model, and provide development suggestions.

Innovation Resistance Explanation of AI Chatbot Adoption Behavior

Yuanfeng Cai

With the rapid development of artificial intelligence (AI)-powered technologies and machine learning, more and more e-commerce businesses are using chatbots to offer consultation services to their customers during the pre-purchase and post-purchase stages. While AI chatbots are widely acknowledged as a promising alternative to traditional customer service, their acceptance by users isn't as high as expected.



A review of existing literature indicates that there has been considerable research on the factors that motivate consumers to accept AI chatbots, yet little is known about the factors that inhibit their acceptance. The purpose of this study is to provide a theoretical framework by grounding in Innovation Resistance Theory and Value-based Adoption Model to understand how underlying barriers prevent consumers from adopting AI chatbots. In addition, we examine how two personal values, namely openness to change and conservation, moderate the effect of these barriers on consumers' acceptance of AI chatbots.

Theoretically, we propose an innovation resistance explanation of consumer adoption of AI chatbots, which complements the existing motivation-driven explanation. A boundary condition for the explanation is then identified by examining the moderating effect of individual characteristics (i.e., personal values). Practically, marketers can tailor the attributes of AI chatbots in a way that removes the barriers that block consumers' adoption of AI chatbots. Consequently, customers' interaction with chatbots can be improved, increasing their likelihood of accepting the AI chatbot.

What Influences Chinese Consumers' Willingness to Buy and Pay Organic Personal Care Products? The Predictive Role of Perceived Quality

Yuanfeng Cai

Growing concerns about the environment and personal health, coupled with the unprecedented COVID-19 pandemic, have increased demand for organic personal care products (PCPs) globally. According to prior research, consumers' buying behaviors vary depending on the kind of organic product they buy, so organic research findings based on one product category may not be applicable to other product categories. However, a review of the existing literature indicates that organic research has predominantly focused on food settings. The research on organic personal care products is very limited.

Based on Stimulus-Organism-Response Theory and Cue Diagnosticity Theory, this study seeks to understand Chinese consumers' willingness to purchase organic PCP from a quality perspective to fill the literature gap. Specifically, we examine how underlying external stimuli such as search (Price and Distinctive Packaging), experiential (Sensory Experience) and credence (Natural Content) product cues influence consumers' internal state (Perceived Value: Perceived Environmental Value, Perceived Hedonistic Value, Perceived Functional Value, Perceived Health Value, and



Perceived Quality), and how such internal state influences their responses (Willingness to Buy and Pay for the products) in return.

A Smart PLS analysis revealed that only experiential (Sensory Experience) and credence (Natural Content) cues positively impacted consumers' perceived value towards organic PCP. Unexpectedly, search cues (Price and Distinctive Packaging) did not have any impact on consumers' perceived value. Sensory Experience appeared to be the most important cue that influence consumers' Perceived Functional Value, a self-centered value that affects Perceived Quality the most; while Natural Content appeared to be the most important cue that influence consumers' Perceived Environmental Value, an altruistic value that affects Perceived Quality the least. Consumers' Perceived Quality had a substantial impact on their Willingness to Buy the product ($\beta=.622$, $p=.000$), which in turn, predicted their Willingness to Pay in a positive way.

Overall, our findings confirm the importance of perceived quality in understanding Chinese consumers' decisions to buy organic PCP. These findings suggest that organic consumer behavior could be better explained by specific product categories. Moreover, our findings are inconsistent with previous research based on general organic product settings and organic food settings in particular in Western culture. Specifically, Chinese consumers' purchase decisions regarding organic PCP are mainly influenced by experiential product cues and self-centered value rather than credence product cues and altruistic value that were reported in previous studies. Our findings provide insightful implications for organic researchers and practitioners.

Research on the communication strategy of Lucky Air under the background of digital marketing

Wenbin Guo and Xiang Zhang

After Lucky Air became a major airline in China, it can no longer rely on traditional marketing to gain more sales leads. Before more new technologies come out, new marketing breakthroughs are needed, and digital marketing is gaining attention as a new marketing method in the aviation industry. Lucky Air has already started to experiment with digital marketing, but how to effectively formulate and improve digital marketing strategies requires more in-depth thinking and practice.

Based on the current state of research on digital marketing and airline brand communication in domestic and international academic circles, this thesis takes Lucky Air's digital marketing strategy to change the marketing dilemma as the research object. Starting from the study of Lucky Air's profile and the current situation of its marketing strategy, the paper examines Lucky Air's brand communication in the context of digital



marketing through case studies and generalization. Then, based on the current situation, Lucky Air explores the main problems of brand communication under digital marketing and examines the causes of the difficulties by fusing the traits of digital marketing, and then takes advantage of the development chances provided by digital marketing to look for solutions to Lucky Air's brand communication concerns and suggest appropriate solutions.

The research found that: Reconstruct the new thinking system of digital marketing on the basis of in-depth insights into the changes in the marketing environment in the digital age, combined with new marketing trends and concepts; the enterprise digital marketing suggested by Lucky Air is a thorough integration of digital marketing. Based on the core ideas of, precision marketing and relationship marketing, strategic innovation has a very high reference value for the formulation and implementation of digital marketing strategies for most companies. The success of our digital marketing transformation depends on thorough experimentation, discovery, and development of new technology applications as well as the creation of an integrated, real-time intelligent digital marketing platform. Finally, it is hoped that the research in this paper will serve as a reference for the development of Lucky Air and other domestic aviation companies.

Thai Consumers' purchase intention on Non-Fungible Token as a Digital Goods in Gaming Industry

Saral Sukcharoenyingyong

This study investigates purchase intention in the non-fungible token as a digital item in the gaming industry. The study covered three contexts that potentially become successful in the digital economy: the gaming industry, the digital goods industry, and the NFT market as a part of the blockchain industry. The goal is to understand consumer value toward NFT in-game items as it has the potential to become a new business model in the gaming industry, but the model and topics are controversial between developers, investors, and consumers. The study also aims to suggest practical solutions to businesses and regulators to improve the business playing field.

The study applies a quantitative method with the questionnaire, was developed based on Consumer Value Theory, targeted Thai respondents who have been purchase digital item.



Strategic Exploration of Online Knowledge Payments Based on Consumer Perspective

Ni Yan, Jiajia Peng, and Xin Yang

Nowadays, with the rapid development of society, people's demand and desire for knowledge are also increasing. In order to achieve self-development and growth, they are willing to obtain the necessary knowledge and information through payment. This first expounds on the relevant theories of consumer behavior and the concept and significance of online knowledge payment, combs a large number of studies on the influencing factors of knowledge product consumption at home and abroad in recent years, and then, based on the analysis of the communication factors of various knowledge payment platforms, focuses on the psychological level of consumers, explores the main reasons that affect its development, and summarizes and puts forward suggestions to promote the continuous use of the knowledge payment platform.

The impact of message source on online furniture purchase intention

Chidchanok Rungmanee, Alisara Rungnontarat Charinsarn, and Tanai Charinsarn

The pandemic that started in late 2019 has negatively impacted the retail sales of home furnishing in the following year by 109 Billion THB in the Thai market (Euromonitor, 2021). This could partly be because consumers prefer to touch and feel the furniture at the store by themselves (Saraswati 2018). Although the online sales is still small with the proportion of 3.1% of the total market (Statista, 2020), it is the area of opportunity for home furnishing marketers. Furniture firms therefore put more focus on the online channel (Euromonitor, 2021; GSB Research, 2020).

The online opportunity comes with challenges. Consumers perceive that shopping online has more risk than shopping at the store (Lwin and Williams, 2006). Particularly for home furnishing, online shopping can neither provide the hands-on experience with the product nor the face-to-face communication between seller and consumer (Chen, 2008). As a result, consumers have to rely on online recommendations (Senecal and Nantel, 2004) and form their quality judgement based on different types of quality signals. (Daignault, 2002)

The current paper comprises two studies. The first study investigates the influence of the different message source (consumer/ company/ third party) on perceived quality and perceived risk; and the impact of these two variables on online purchase intention. The second study compares the impact of the different quality signals that are common from these three sources on perceived quality, perceived risk,



and eventually online purchase intention. A between-subject design was conducted among 422 respondents. Manipulation checks were conducted prior to the main experiment. Descriptive statistics, ANOVA, and multiple regression analysis were utilized for the analysis.

The findings from the first study reveal that the different messengers/sources do not significantly affect consumers' quality perception differently. In terms of risk perception, reading a message from the seller leads to higher risk perception than the message from the third party.

Regarding the second study, having any of the quality signal (warranty/popularity cue/ third-party certification) leads to higher quality perception than not having any signal. Only warranty leads to significantly lower perceived risk compared to not having the signal. When comparing among the three quality signals, they are not significantly different both in quality and risk perception. As expected, the regression result reveals that quality perception has a positive effect on online purchase intention; while risk perception has a negative effect on online purchase intention.

From the results, it is advised that it is beneficial for marketers to invest in promoting quality signals. From the findings, having a third-party communicating product information and benefit; while the seller offers warranty is recommended.

The current research employs experimental research. Future research will greatly benefit from studying this topic in a real retail environment, particularly in studying the impact of multiple sources/ signals on consumer perception. The current findings show that exposing to one message from the third party is better than that of one consumer. Future research should further explore this as shoppers read many consumer reviews at a time. In addition, the result shows that the best messenger is the third party who is generally perceived as an independent trustworthy expert. Future research should explore the different types of third-party sources, especially those on social media. Lastly, from the qualitative comments, consumers are facing high uncertainty when buying furniture online, especially high-price items. Future researchers should further study the advanced technology such as AR, VR, live streams as well as the different types of pictures and videos that helps to reduce uncertainty and risk perception.

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