4 July, Liverpool
Marketing Fields Forever
The University of Liverpool Management School, Liverpool, UK
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# Photo Disclaimer

An official photographer will be recording the Academy of Marketing Conference. The University of Liverpool operates an opt-out policy in this regard: if you do not wish to be photographed, please let the photographer and / or the event organizer know. The University of Liverpool and the Academy of Marketing reserve the right to use all photographs for marketing and publicity purposes.
This booklet outlines the schedule of activities and the papers which will be presented at the Doctoral Colloquium of 2011 Academy of Marketing Conference, hosted by the University of Liverpool Management School (ULMS). We are sure that it will be a rewarding and productive day!

On behalf of the Conference Organising Committee, I would like to take this opportunity to express our appreciation to:

- Those members of the marketing academy, who have given their time and expertise to review papers in advance of the event, and also to chair sessions and give keynote presentations on the day;
- The CIM Charitable Trust and the Academy of Marketing Executive, whose generous financial assistance has enabled us to provide a number of bursaries to enable many doctoral students to attend the event;
- Warburtons Ltd, for their sponsorship of the Colloquium Best Paper Award;
- The ULMS administrators for their dedication and effort in the preparations for the event.

We hope that you enjoy the day, and wish you well in your ongoing doctoral studies.
# Participating Faculty

## Internal

<table>
<thead>
<tr>
<th>Doctoral Colloquium Chair</th>
<th>Email</th>
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<tbody>
<tr>
<td>Dr Gary Warnaby</td>
<td><a href="mailto:Gary.Warnaby@liverpool.ac.uk">Gary.Warnaby@liverpool.ac.uk</a></td>
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<tr>
<td>Professor Steve Baron</td>
<td><a href="mailto:J.S.Baron@liverpool.ac.uk">J.S.Baron@liverpool.ac.uk</a></td>
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## External

<table>
<thead>
<tr>
<th>Professor</th>
<th>Email</th>
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<tr>
<td>Mike Saren</td>
<td><a href="mailto:majsl@le.ac.uk">majsl@le.ac.uk</a></td>
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<tr>
<td>Toni Hilton</td>
<td><a href="mailto:hiltont@westminster.ac.uk">hiltont@westminster.ac.uk</a></td>
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<td>Michael J Baker</td>
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<td>Matthew Robson</td>
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</tr>
<tr>
<td>Nick Lee</td>
<td><a href="mailto:n.j.lee@aston.ac.uk">n.j.lee@aston.ac.uk</a></td>
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<tr>
<td>John Cadogan</td>
<td><a href="mailto:J.W.Cadogan@lboro.ac.uk">J.W.Cadogan@lboro.ac.uk</a></td>
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<tr>
<td>Luiz Moutinho</td>
<td><a href="mailto:Luiz.Moutinho@glasgow.ac.uk">Luiz.Moutinho@glasgow.ac.uk</a></td>
</tr>
<tr>
<td>Christina Goulding</td>
<td><a href="mailto:c.goulding@coventry.ac.uk">c.goulding@coventry.ac.uk</a></td>
</tr>
<tr>
<td>Dominic Medway</td>
<td><a href="mailto:dominic.medway@mbs.ac.uk">dominic.medway@mbs.ac.uk</a></td>
</tr>
<tr>
<td>Kim Cassidy</td>
<td><a href="mailto:kim.cassidy@ntu.ac.uk">kim.cassidy@ntu.ac.uk</a></td>
</tr>
<tr>
<td>Martyn Lawrence</td>
<td><a href="mailto:MLawrence@emeraldinsight.com">MLawrence@emeraldinsight.com</a></td>
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# Doctoral Colloquium Schedule

All Activities in the University of Liverpool, Management School unless otherwise stated

## Monday 4th July

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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>08:30 – 09:00</td>
<td>Registration / Coffee / Tea</td>
<td>Atrium</td>
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<tr>
<td>09:00 – 09:15</td>
<td>Welcome: Professor Murray Dalziel, Director of ULMS / Dr Gary Warnaby</td>
<td>Seminar Room 5</td>
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<tr>
<td>09:15 – 10:00</td>
<td>Keynote Session: The Literature Review, Professor Mike Saren</td>
<td>Seminar Room 5</td>
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<tr>
<td>10:00 – 10:30</td>
<td>Coffee / Tea</td>
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<tr>
<td>10:30 – 12:00</td>
<td>Parallel Sessions I: Branding UK Higher Education, Consumer Buying Behaviour, Technology Acceptance, CRM, Consumer Buying Behaviour, Marketing Communication</td>
<td>Seminar Room 1, Seminar Room 2, Seminar Room 3, Seminar Room 4, Committee Room 1, G 17/18</td>
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<tr>
<td>12:00 – 12:45</td>
<td>Keynote Session: Doing Quantitative Doctoral Research, Professor Matthew Robson, Doing Qualitative Doctoral Research, Professor Christina Goulding</td>
<td>Seminar Room 4, Seminar Room 3</td>
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<td>12:45 – 13:45</td>
<td>Lunch</td>
<td>Cafe</td>
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<td>13:45 – 15:15</td>
<td>Parallel Sessions II: Branding and Consumers, Social/Sustainable Consumption, Assessing Performance, Networks, Strategy, Marketing Communications</td>
<td>Seminar Room 1, Seminar Room 2, Seminar Room 3, Seminar Room 4, Committee Room 1, G 17/18</td>
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<tr>
<td>15:15 – 15:30</td>
<td>Coffee / Tea</td>
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<tr>
<td>15:30 – 17:00</td>
<td>Parallel Sessions III: Factors Influencing Consumer Buying Behaviour, Branding Effectiveness, Marketing Research Methods, Strategy, Social Networking, Marketing Festivals</td>
<td>Seminar Room 1, Seminar Room 2, Seminar Room 3, Seminar Room 4, Committee Room 1, G 17/18</td>
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<tr>
<td>17:00 – 17:20</td>
<td>Keynote Session: Publishing Ethics, Dr Martyn Lawrence</td>
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<td>17:20 – 17:50</td>
<td>Getting Published, Professor John Cadogan and Professor Nick Lee</td>
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<td>17:50 – 18:00</td>
<td>Closing Remarks</td>
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<td>19:00 – 19:30</td>
<td>Drinks Reception</td>
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<td>19:30 – 21:00</td>
<td>Doctoral Colloquium Dinner</td>
<td>Osqa restaurant</td>
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## Monday 10:30 – 12:00 (Session I)

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<tr>
<th>SR1</th>
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<td>SR2</td>
<td>Consumer Buying Behaviour</td>
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<td>SR3</td>
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<td>SR4</td>
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<td>CR1</td>
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## Monday 13:45 – 15:15 (Session II)

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<td>Assessing Performance</td>
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<td>SR4</td>
<td>Networks</td>
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<td>CR1</td>
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## Monday 15:30 – 17:00 (Session III)

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<th>SR1</th>
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<td>SR4</td>
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<td>CR1</td>
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<tr>
<td>G17/18</td>
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Branding UK Higher Education
Seminar Room 1
Facilitators: Toni Hilton & Dominic Medway

What’s in a Name? A Literature Review of Re-Naming and Re-Branding Institutions of Higher Education
Danielle Perigoe, University of Bath

The Antecedents and Consequences of Student Perceptions of University Image and Student-University Identification in Transnational Higher Education
Stephen Wilkins, University of Bath

An Investigation into Marketing Undertaken in Public Sector Higher Education Institutions through the Analysis of the Processes by which Student Values are Encapsulated in Institutions’ Value Propositions
Paul Weeks, Anglia Ruskin University

What do Emerging Marketing Models Tell Us about Higher Education?
Kuldeep Banwait, University of Derby

Targeting Consumers Through Product Placement In Movies: A Comparison Between Hong Kong and The United Kingdom
Fong Yee Chan, University of Kent

Technology Acceptance
Seminar Room 3
Facilitators: Luiz Moutinho & Steve Baron

Role of Human Values, Religious Affiliation, and Religiosity in the Acceptance of New Technologies
Badrea Al Olraini, University of Strathclyde

Understanding the Factors that Attract Travellers to Buy Tickets Online in Saudi Arabia
Saleh Bukhan, Charles Dennis, Ahmad Ghoneim, Brunel University

An Empirical Investigation of Decision-Making in Academic Marketing Research Based on the Criteria of Ethics and Methodology - The Case of Neuromarketing Versus Other Scenarios of Marketing Research Methods
Iva Bimpli, Bradford University

Consumer Buying Behaviour
Seminar Room 2
Facilitators: John Cadogan & Kim Cassidy

Qing Shan Ding, De Montfort University

Online Fashion Shopping Experiences: Web Atmospherics and Consumers’ Emotion
Fatema Kawaf, Strathclyde University
CRM

Seminar Room 4
Facilitators: Nick Lee & Matthew Robson

Achieving Business Sustainability by Adopting a CRM Strategy: A Proposed mCRM Sustainability Framework
Vanessa Zheng, John Longbottom, University of Surrey

The Impacts of CRM Capability on Marketing Effectiveness in Customer Value and Satisfaction - A Structural Equation Model
Chien-Lin Chen, Len Tiu Wright, Michael Starkey, De Montfort University

A Case Study in Customer Relationship Management
Mohammed Ben Jamea, Len Tiu Wright, Michael Starkey, De Montfort University

Marketing Communications
G 17/18
Facilitators: Michael J Baker & Gary Warnaby

Analysing and Conceptualising Promotional Digital Marketing within Online Shopping Fashion Environments
Rachel Ashman, Delia Vazquez, The University of Manchester

The Changing Role of Advertising Creative Personnel Towards the Impact of Social Media
Pui Yuen Lee, University of Edinburgh

The International Marketing Communication of European Higher Education Institutions - In the Context of European Educational Policy
Eva Nedbalova, University of Southampton

Consumer Buying Behaviour

Seminar Room 5
Facilitators: Mike Saren & Christina Goulding

Stereotypes in the Public Opinion Formations of Consumer Tribes
Jonavan Barnes, The University of Stirling

An Exploration of Compulsive Buying in Undergraduate Students
Matthew Kearney, University of Ulster

An Inquiry into the Consumer-Enterprise Dyad in Subcultures of Consumption: The Luxury Wristwatch Community in Singapore
Weng-Ho Thum, Juergen Gnoth, University of South Australia
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<td>Facilitators: Christina Goulding &amp; Dominic Medway</td>
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<tr>
<td><strong>Branding and Consumers</strong></td>
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<tr>
<td>Brand Tribalism, Brand Loyalty and Generation Y</td>
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<td>Lorna Ruane, Elaine Wallace, National University of Ireland Galway</td>
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<tr>
<td>How and in What Ways do Consumers Experience (and Consume) ‘Personality’ Brands and What Role do such Brands Play in Consumers’ Lives?</td>
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<td>Adam Cawkwell, University of Cumbria</td>
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<td>The Effects of Anthropomorphism on Consumer Perceptions of Brands and their Products</td>
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<td>Yusra Khogeer, University of Liverpool</td>
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<td>An Exploration of the Meaning and Symbolic Consumption of Global Fashion Brands amongst Youth Adults in Colombia and the UK</td>
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<td>Sandra Preciado, Oxford Brookes</td>
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<td><strong>Social/Sustainable Consumption</strong></td>
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<td>Facilitators: Michael J Baker &amp; Mike Saren</td>
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<td>Effects of Anti-Smoking Advertisements on Adolescents’ Attitudes and Intentions towards Smoking in Fiji Islands and Solomon Islands</td>
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<td>Sonal Singh, Macquarie University</td>
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<td>Marketing’s Contribution to Achieving Sustainable Consumption of Food</td>
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<td>Ann T. Walsh, NUI Galway</td>
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<td>An Investigation into the Ineffectiveness of Anti-smoking Social Marketing Initiatives</td>
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<td>John Shelley, University of Liverpool</td>
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<td>Interpreting Green Consumer Behaviour: An Exploratory Examination of Cardiff Consumers</td>
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<td>Zuha Rosufla Abu Hasan, Cardiff University</td>
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<td>Facilitators: Luiz Moutinho &amp; Steve Baron</td>
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<tr>
<td><strong>Assessing Performance</strong></td>
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<td>A Complexity Approach to the Measurement of Affiliate Marketing Performance in Tourism</td>
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<td>Anastasia Mariussen, Oxford Brookes University</td>
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<td>Product Colour’s Effect on Value-in-Use Experience</td>
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<td>Hanna Kiehela, Hanken School of Economics</td>
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<td>Analyzing the Assortment Decision in Retail by Cohort Analysis</td>
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<td>Wilian Ramalho Feitosa, Fundacao Getulio Vargas</td>
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<td><strong>Networks</strong></td>
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<td>Actors’ Network Pictures and Networking Outcomes in Small Businesses: An Exploratory Study of Network Perceptions</td>
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<td>Refika Canakci, University of Stirling</td>
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<td>Going Beyond Relationships: The Role of Network Orientation in Managing Business Relationships within a Business Network Context</td>
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<td>Sabrina Thornton, University of Manchester</td>
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<td>Preventing and Combating the Onset of Dark Side Symptoms: An Empirical Assessment</td>
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<td>Aaron Gleberman, Rajiv Dant, University of Oklahoma</td>
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<td>Facilitators: John Cadogan &amp; Kim Cassidy</td>
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<td><strong>Strategy</strong></td>
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<td>An Alternative Approach to Marketing in High-tech INVs</td>
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<td>Gabriela Giga, National University of Ireland Galway</td>
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Knowledge Creation in Multinational Corporations: A Complete Perspective
Pamela Izunwanne, University of Agder

Stakeholder Orientation (SO) as a Determinant of Firm Performance
George Leonard, UCD Smurfit School

Marketing Communications
G 17/18
Facilitators: Toni Hilton & Gary Warnaby

Antecedents of Electronic Word-of-Mouth in the Travel Industry
Silvia Wan-Ju Liang, Oxford Brookes University

The Effects of Sports Sponsorship
Merel Walraven, Ruud Koning, Tammo Bijmolt, Fontys University of Applied Sciences

The Development of Sustainable Process Engagement Indicators to Inform Science Outreach Policy through the Application of Social Marketing to Science Communication in Ireland
Patricia McHugh, Christine Domegan, National University of Ireland, Galway

The Exploration of Increasingly Popular Sport Sponsorship Strategies (Risks and Benefits) in the Context of Saudi Arabia
Mugbil BinJudia, Jon Reast, Hull University
Factors Influencing Consumer Buying Behaviour
Seminar Room 1
Facilitators: Michael J. Baker & Dominic Medway

A Behavioural Analytic Approach to Consumer Choice as Foraging
Zurina Mohaidin, Cardiff University

The Social Impact of Music in the 21st Century
Richard Warr, Swansea University

Culture and Ethical Consumer Behaviour in India: A Microcultural Perspective
Pallavi Singh, University of Sheffield

Branding Effectiveness
Seminar Room 2
Facilitators: Toni Hilton & Gary Warnaby

Identity and Branding in the Creation of Value: An Exploration of the Visual Arts Market
Chloe Preece, King's College London

Integrated Model of Branding Effectiveness Assessment
Olga Alkanova, St. Petersburg State University

Brand Communications and CSR
Deviraj Gill, Prof. Len Tiu Wright, Dr. Mark Lemon, De Montfort University

Marketing Research Methods
Seminar Room 3
Facilitators: Matthew Robson & Luiz Moutinho

Challenges of Mixed Methods Research in the Scottish Crafts Sector
Nick Telford, University of Stirling

Value Creation Behind the Relational Line of Visibility
Mikko Laamanen, Hanken School of Economics

British Tourist’s Holiday Experience in Alanya, Turkey: A Mixed Methods Research
Muhammet Kesgin, Ali Bakir, Eugenia Wickens, Buckinghamshire New University

Strategy
Seminar Room 4
Facilitators: Nick Lee & John Cadogan

Marketing Synergy in Horizontal Mergers and Acquisitions: The Role of Similar and Complementary Resources
Mahabubur Rahman, IBA, Dhaka University

Reframing Market Configurations: Marketing in Market Scripting
Carlos Díaz-Ruiz, Hanken School of Economics

Empirical Investigation into the Use of Complexity Levels in Marketing Segmentation and the Categorisation of New Automotive Products
Paul Taylor-West, Loughborough University

Social Networking
Seminar Room 5
Facilitators: Steve Baron & Kim Cassidy

Web 2.0 and User Generated Content in High Technology Products Marketing: How Beneficial could Social Networking Websites plus User Generated Content be?
Yun Xu, University of Southampton

Self-presenting to Multiple Audiences on Facebook
Ben Marder, University of Bath

Approach to Developing a Model for Consumer Attitudes Towards Legitimate Free Ad-Supported Music Download Services
Ainslie Harris, Robert Gordon University
Marketing Festivals

G 17/18
Facilitators: Christina Goulding & Mike Saren

Expectations of Audience from Film-exhibitions at Film-festivals
Sumanta Barua, King's College London

Consuming the Experience: The Effect of the 'Festival Self' on the Interpretation of Consumer Value
Andrew Davis, Heriot Watt University

Developing a Framework to Measure Food Festival Experience
Kate Stacey, Swansea University
Branding UK Higher Education

What's In a Name? A Literature Review of Re-Naming and Re-Branding Institutions of Higher Education
Danielle Perigoe, University of Bath

The decision to re-name and re-brand a university is a major one which should not be undertaken lightly. There are often major costs associated with this type of institutional change, costs which are not just financial but also reputational. Despite the impact changing name might have on an organisation and the inherent risks, as well as the prevalence of institutions changing name world-wide, the phenomenon has received little attention in either the academic or practitioner literature. Either for corporate or higher education sectors. This paper then is first step - a literature review of other universities’ documented experiences (currently, all American, with the exception of one Malaysian), to determine the current state of knowledge about name changes as they relate to universities - to see if there are any common themes that other universities who are considering re-naming and re-branding might wish to consider before going down this route, as well as to identify other possible issues for examination in greater depth. I also compare some of the issues brought to light in the literature to a case study (unpublished) I have written about re-naming and re-branding Wales’ newest university, both of which will form part of my thesis.

The Antecedents and Consequences of Student Perceptions of University Image and Student-University Identification in Transnational Higher Education
Stephen Wilkins, University of Bath

This research aims to identify the process by which students form images of international branch campuses and to reveal the extent to which student perceptions of university images match communicated images, the extent to which students’ favourable evaluations of image attractiveness lead to student-university identification, and the extent to which image attractiveness and student-university identification determine planned behaviour and intentions (i.e., student choice of institution). This inductive study adopts a quantitative method, which utilise a survey of potential university students (final year high school students) in the United Arab Emirates (UAE). The findings of this study will add to the identity and image literature on service sector organisations that operate in multiple countries. In particular, the research shall attempt to shed light on the formation and management of multiple identities (home and branch campuses), thus enabling theory development. Given that the choices and ‘purchase’ behaviour of students might be influenced by both their perceptions of university images and the extent to which they identify with different institutions, the findings of this research will also have practical utility for marketing and identity management practitioners.

An Investigation into Marketing Undertaken in Public Sector Higher Education Institutions through the Analysis of the Processes by which Student Values are Encapsulated in Institutions’ Value Propositions
Paul Weeks, Anglia Ruskin University

The public sector has been through a process of change over the last 30 years with the marketisation of public institutions in response to the development of the citizen-consumer. Public sector universities have not been immune to the marketisation agenda. They have changed and become highly marketised organisations in which expansion, diversification and growing competition have been identified as the “overarching forces” driving the sector. Students are now conceptualised as highly individualised, self-regarding and consuming economic units against which universities must seek to meet or exceed their needs. The marketing academic literature has responded to the changes noted above and identified that successful companies are those that deliver superior value to customers through the creation of a value proposition that matches the consumer’s perceived value. To do this, companies need to identify the consumer perceived value, create a suitable value proposition and communicate it to the target market segment the organisation has identified.

What do Emerging Marketing Models Tell Us about Higher Education?
Kuldeep Banwait, University of Derby

Purpose: This paper examines the notion of ‘consumerism’ in higher education (HE) and offers a critique of the emerging models of marketing.
Design/methodology/approach - A brief analysis of the policy context is followed by a discussion of the benefits and beneficiaries of HE leading to the rise of consumerism and the ideological need for marketing orientation, a critique of emerging models of marketing in HE and noting future implications.
Findings - Students now perceive and are perceived by many now as ‘customers’ and universities are eager to respond to this change. It is in this context that various conceptual HE marketing models are beginning to emerge. Apart from providing useful insights these ‘supposedly’ domesticated models do little else, as they are based on borrowed and sporadic use of marketing metaphors. Are they a contestable and fragile foundation on which to justify universities?

Consumer Buying Behaviour

Qing Shan Ding, De Montfort University

Purpose: I am in the third year of my doctoral research, currently carrying out data analysis. A mixed methods approach was adopted for this research, which combined quantitative street surveys with qualitative face-to-face interviews. By attending this ‘Doctoral Colloquium’, I would like to seek specific advice on how to get my PhD work published.
Since China opened its door in 1978, the Chinese economy has experienced rapid economic growth for over 30 years. It is now the world’s second largest economy and one of the largest consumer markets. To understand the characteristics of Chinese consumers has vital importance for companies wish to operate in China. This research is to study the effect of Country of Origin and Consumer Ethnocentrism on Urban Adult Chinese Consumers’ product preference and willingness to buy.

Methods: A mixed methods approach was adopted, convenience sampling was used for the street survey and snowball sampling was selected for the face-to-face interview. It eventually collected 367 questionnaires and conducted 14 interviews in two cities.

Results: Preliminary findings indicate there is a North and South divide in terms of product preference in different categories. The Anti-Japanese sentiments are strong amongst UACC while Anti-French and Anti-American sentiments are statistically insignificant.

Online Fashion Shopping Experiences: Web Atmospherics and Consumers' Emotion
Fatenma Kawaf, Strathclyde University

The proposed research aims to study the role of emotions and web atmospherics in online fashion shopping experiences. It draws upon theories of emotion and cognition in consumer behaviour in an online context. The main contribution sought after is to build on the knowledge of emotions in consumer behaviour studies as there is a huge gap in “Emotion literature”, in addition to the misuse of the terms emotion, feeling, mood, and attitude among scholars. This endeavour concludes the work of the first year of PhD highlighting the most important aspects related to emotions studies in consumer behaviour general and online environments in particular. The research adopts a “Pragmatist” philosophical orientation which believes in multiple realities and an openness and acceptance of both objective and subjective realities. In terms of Methodology, the research will follow a cross sectional design, and it is proposed to employ mixed methods at different phases, the first phase is a qualitative exploratory one followed by either a quantitative or another qualitative phase according to what the first data analysis suggest.

Targeting Consumers Through Product Placement In Movies: A Comparison Between Hong Kong and The United Kingdom
Fong Yee Chan, University of Kent

In the age of media fragmentation and consumer sophistication, product placement has become a preferred tactic for advertisers to increase brand awareness. Product placement, as an important component of global communication, has not been explored in a cross-cultural context. GLOBE project (House, Hanges, Javidan, Dorfman & Gupta, 2004) identified two cultural dimensions “assertiveness” and “performance orientation” which are believed to be significant determinants of marketing communication effect. Individuals with higher need for cognition NFC (Cacioppo and Petty 1982) may be more conscious of the selling intention of product placement. The current study adopts a multmethodology approach to investigate the cultural and individual antecedents of product placement effectiveness. It includes three phases: 1). A content analysis of all movies released in Hong Kong and the UK in 2010 with the highest box-office hits each week; 2). A series of thirty in-depth interviews to tap HK and UK audiences' general understanding and perceptions of product placement; and 3). A 2 (prominent vs. subtle) X 2 (with vs. without prior notification of placed brand) X 2 (brands with high vs. low market share) between-subject full factorial experimental study. A sample size of 400 is targeted (with 200 UK and 200 HK participants).

Monday 10:30 –12:00 | Facilitator: Luiz Moutinho & Steve Baron | Seminar Room 3

Technology Acceptance

Role of Human Values, Religious Affiliation, and Religiosity in the Acceptance of New Technologies
Badrea Al Orani, University of Strathclyde

Several studies have been conducted in the field of Technology acceptance. Different models have been developed to predict individual technology adoption behaviour. While there are studies in the area of consumers’ acceptance of technologies in general, still there have been some shortages in the researches that study the influence of religious affiliation and religiosity in technology acceptance. Moreover, the influence of personal values on individual technology acceptance behaviour has not received enough attention too. The work undertaken involved investigating whether e-consumers’ religious affiliation, religiosity and personal values influence their intention to use the internet only banks. This study provides unique conceptualizations of religiosity and personal values into the technology acceptance research model, which goes beyond the limited considerations in the extant literature. This study furthers theory development by proposing that religiosity and personal values research should be incorporated in the examinations of the technology acceptance. The researcher realizes the advantages of the mixed methods, multi methods research approach. Therefore, the research will utilize both the qualitative and the quantitative methods to investigate and test consumers’ new technology acceptance process. The research is a cross cultural study. It will take place in both Saudi Arabia and United Kingdom.

Understanding the Factors that Attract Travellers to Buy Tickets Online in Saudi Arabia
Saleh Bukhari, Charles Dennis, Ahmad Ghoneim, Brunel University

Despite widespread discussions of online consumer behavior and the effect of web quality on online user's actions, there is a lack of research in the area of consumer attitude towards the services provided by airline companies due to the specific nature of travellers - being use the internet for different motivations and buying specific kind of product (e-tickets). This study aims to measure consumers' e-satisfaction and intention to purchase tickets while using the online services provided. To obtain the study objective, a conceptual framework will be developed based on literature pertaining to e-consumer behaviour, web quality, and travel and tourism streams. The constructs within the framework will be tested using an online survey targeting actual airline online users (travellers) in the Kingdom of Saudi Arabia. Structural equation modelling (SEM) approach will be utilized to test and validate the framework. Findings would help decision makers within airline companies to understand their customers' online behavior and enable enhancements and modifications to be made to their airline storefront, hence ensuring the satisfaction of potential customers and conversion of visitors into buyers.
The present study, a theoretical conceptualised descriptive model of decision-making that investigates different factors based on the criteria of ethics and methodology is scrutinized. By using various scenarios of marketing research methods, decision-making in academic marketing research is investigated. The proposed model is a joint product of the ‘General Theory of Marketing Ethics’ (H-V model) and the ‘Theory of Reasoned Action’ (TRA). The key objective of this study is to empirically investigate a) the decision-making process, and b) the importance of different stakeholders in academia, when encountered by different marketing research method scenarios (emerging as well as traditional). Lastly, this study is implemented on both quantitative and qualitative grounds and has an academically driven nature and purpose.

Monday 10:30 –12:00 | Facilitators: Nick Lee & Matthew Robson | Seminar Room 4

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**CRM**

**Achieving Business Sustainability by Adopting a CRM Strategy: A Proposed mCRM Sustainability Framework**

Vanessa Zheng and John Longbottom, University of Surrey

**Proposal:** This research aims to investigate the relationship between business sustainability and mobile Customer Relationship Management (mCRM) strategy, seeking to understand how the adoption of mCRM strategy may contribute to the business sustainability of the organisation.

**Methods:** This study uses literature analysis and secondary resources to identify the key elements of sustainability through adopting mobile technologies. Examples and case studies are adopted to illustrate the benefits of successfully implementing mCRM strategy, as well as how business can incorporate mCRM services into its current system to achieve social, environmental and economic growth.

**Results:** Based on the concept of business sustainability, triple-bottom-line and CSR strategy, this study proposed a theoretical framework for mCRM sustainability development.

**Conclusion:** Sustainability literature looks into the approaches used to achieve business sustainability. The literature covers the economical, social, and environmental aspects of the business performance. However, the technological perspectives were not discussed. This article argues that the contribution of technology is important for a business to have future sustained growth and to increase its sustainable development. With the mCRM sustainability framework, business can adopt mCRM strategy to achieve business sustainability.

**The Impacts of CRM Capability on Marketing Effectiveness in Customer Value and Satisfaction - A Structural Equation Model**

Chen-Lin Chen, Len Tiu Wright, Michael Starkey, De Montfort University

This paper aims to identify the critical constructs of customer relationship management (CRM) capability and to investigate their contributions to provision of superior customer values and enhancement of customer satisfaction. Drawing from the sources—positions—performance framework, the authors build a research model in which CRM capability (as a source) is mediated by the performance of customer value (as positional advantage), which in turn yield customer satisfaction (as performance outcomes). The results indicate that customer interaction and customisation are significantly and positively related to customer value. Customer knowledge and customisation are significantly and positively related to customer value. Customer value is significantly and positively related to customer satisfaction. This paper delivers valuable insights into the specific associations between CRM capability, customer value and satisfaction. It is expected that organisations can utilise this research model as a diagnostic tool to identify areas where specific improvements are needed and to ascertain aspects of the firm’s CRM practice that require work so to conduct its CRM more effectively.

**A Case Study in Customer Relationship Management**

Mohammed Ben Jamea, Len Tiu Wright, Michael Starkey, De Montfort University

**Purpose:** This paper analyzes the present Customer Relationship Management (CRM) utilized by Saudi Telecom Company as a case study and proposes recommendations and improvements to enhance customer experience.

**Design/methodology/approach:** The paper aims to contribute a better understanding of the benefits of adopting CRM initiatives in improving the customer experience by the use of a case study

**Originality/value:** By contributing to knowledge about enhancing customer experience using CRM research, the authors intend to help organizations build greater success in today’s competitive environment.

**Findings:** The research results lead to recommendations for enhancing the customer experience, such as investing further in loyalty programs to enhance the customer experience and to create long-term relationships with customers.
**Consumer Buying Behaviour**

**Stereotypes in the Public Opinion Formations of Consumer Tribes**

Jonavan Barnes, The University of Stirling

This research will add to the body of knowledge within the Consumer Tribes discipline by assessing how the public views tribal membership, this will be done by applying the principles of stereotype formation to see if and how the public is forming stereotypes about tribe members. The study will have the added effect of adding to the Stereotyping research through the novel approach of applying some of its principles, methods, and models in a marketing concept.

A mixed methods approach will be taken to determine of a sample of young Scottish persons have/have not formed stereotypes about a particular group (the society of Freemasons). This will involve a survey of students at the University of Stirling, coupled with depth interviews of students and faculty. Likewise, dept interviews will be conducted with leaders within the Scottish Freemasons movement. The results of these interviews will further be compared with the results of the student study to determine if there is a significant difference between the public perception of the Freemasons movement and the internal prospective.

**An Exploration into the Consumer-Enterprise Dyad in Subcultures of Consumption: The Luxury Wristwatch Community in Singapore**

Weng-Ho Thum, Juergen Gnoth, University of South Australia

The primary aim of this doctoral dissertation is to better understand the community of luxury wristwatch collectors in Singapore. This community is assumed initially to be a subculture of consumption, based on the definitions in the extant texts, particularly the Harley Davidson, MG motorcars and collectible games subcultures. Given the recent interest in the marketing literature of moving away from a strict reading of goods-based meaning to service logic, this paper uses the coalesced theories of Service-Dominant Logic of Marketing (SDL) and Consumer Culture Theory (CCT) to explore the wristwatch community and to test and finally to the logical justification of the author's own research into the subject.

**Marketing Communications**

**Analysing and Conceptualising Promotional Digital Marketing within Online Shopping Fashion Environments**

Rachel Ashman, Delia Vazquez, The University of Manchester

**Purpose:** This research aims to analyse and conceptualise online shopping variables which contribute to digital marketing. With accelerating numbers of promotional variables such as blogs, customisation and virtual reality, it is essential to decipher how they are categorised by consumers. This research will focus on the leading pure-play retailer ASOS.

**Method:** Data is collected from a questionnaire of young online female fashion consumers, and analysed using factor analysis to establish relationships between 16 variables. Analysis suggests a six factor solution from primary data, evolving from the original three preliminary constructs identified in the literature review.

**Results:** Results show that consumers categorise the measured variables differently from the original promotional mix theory. Available information and guidance is clearly important to consumers when shopping online, as is product viewing, multimedia technology and communication.

**Conclusions:** The online promotional environment is a multifaceted medium whereby consumers need sensory stimulation to stay engaged. Variables used to sell fashion are not solely purchasing mechanisms, but rather promotional tools working synonymously to persuade consumers into becoming loyal customers.

**The Changing Role of Advertising Creative Personnel Towards the Impact of Social Media**

Pui Yuen Lee, University of Edinburgh

This study investigates the role of creative personnel in advertising agencies in Hong Kong towards the impact of social media. The emergence of social media creates challenges and opportunities to consumer culture, marketplace and advertising industry. Apparently, these changes could possibly affect the role of advertising creative personnel in advertising agencies. Three major foci are addressed in this research: they are (1) the identification of work role of advertising creative personnel in Hong Kong; (2) the impact of social media towards advertising creative personnel in Hong Kong; and (3) the experience of advertising creative personnel in Hong Kong under the impact of social media. The findings of this research contributes to (1) academia by understanding the impact of social media on the changing role of advertising creative personnel in Hong Kong in order to trigger further studies on role identity of practitioners in creative industries; (2) advertising management by revealing the challenges and opportunities of the advertising personnel who are facing, it is essential for planning and managing human resources in digital age; and (3) advertising industry by indicating the impact of social media on the advertising personnel from a bottom-up perspective for coping with the digital impact in Hong Kong and China.
Branding and Consumers

Brand Tribalism, Brand Loyalty and Generation Y
Lorna Ruane, Elaine Wallace, National University of Ireland Galway

This conceptual paper examines the emerging research area of brand tribalism. Specifically, the potential relationship between brand tribalism, consumer-based brand equity (CBBE) and fashion is explored. A framework is presented postulating that for CBBE brand tribes may influence loyalty in different ways. This framework illustrates that fashion is viewed as having two distinct tribes - fashion leaders and fashion followers. The overall study considers brand tribes as antecedents of brand equity, of which brand loyalty is a component. The study also considers the outcomes of brand loyalty as well as the outcomes of other components of brand equity. To date little research has been carried out on fashion brands, in particular Generation Y’s relationship with fashion brands. This research offers a number of contributions. For example, it identifies two distinct fashion tribes amongst Generation Y and illustrates how tribes may impact on each other. This paper aims to identify the extent to which Generation Y are members of a fashion tribe and its relevance for brand loyalty. The broader research topic, therefore, aims to test the application of CBBE’s components, antecedents and outcomes to the Generation Y segment within the context of the fashion industry.

How and in what ways do Consumers Experience (and Consume) ‘Personality’ Brands and What Role do such Brands Play in Consumers’ Lives?
Adam Cawkwell, University of Cumbria

This area of research considers how high profile individuals can wield significant influence over consumers and their relationships with specific brands. It looks to explore how celebrity status can impact on the brand proposition to the consumer. The importance of the ‘personality’ brands in a marketing context should not be underestimated, these brands demonstrate a unique ability to be able to connect with the consumer and remain as popular as ever. Nike still has exclusive endorsements using the ‘Jordan’ brand. Michael Jordan has been retired for over 5 years. Mullman (2009), reports that in fact, Nike ‘Jordan’ is now bigger than Nike’s merged rivals, Adidas and Reebok combined. Clearly this supports the idea that extending the brand proposition and longevity of brand power beyond the typical brand lifecycle is not only desirable but also quite possible. Research in this field will further develop how ‘personality’ brands can extend their brand life cycle and maintain the consumer relationship they have.

The Effects of Anthropomorphism on Consumer Perceptions of Brands and their Products
Yusra Khogeer, University of Liverpool

This working paper aims to examine the effects anthropomorphism, more commonly known as personification in English literature, on brands. Guthrie (1993) defines anthropomorphism as the ascription of human characteristics to animals, objects and events, and it is this definition that will be used throughout the research. The study will begin by theoretically positioning brand anthropomorphism in a wide-ranging body of marketing, branding, consumer behaviour and consumer psychology literature - making connections between these very diverse fields in a way that has not yet been done. To date, this research project remains at the early stage of literature review development. The study will explore the different degrees of anthropomorphism currently used by marketers, whether consciously or not, when developing their brand and communicating it to their customers. Some brands are extremely anthropomorphic by nature (e.g. Barbie, Toy Story’s Woody), and some brands display only slight anthropomorphism (e.g. Coke’s subtly feminine body-shaped bottles). Understanding the full breadth of anthropomorphism in all its nuance and subtlety: identifying the different categories of anthropomorphism if they exist; and understanding their effects on consumer brand perceptions are key objectives of this study.

An Exploration of the Meaning and Symbolic Consumption of Global Fashion Brands amongst Youth Adults in Colombia and the UK
Sandra Preciado, Oxford Brookes

Globalization means that millions of consumers around the world are now exposed to global brands. Many corporations see this as an opportunity to expand their brand presence in Western and non-Western countries. For some consumers this means that they could choose to buy, use and even refuse local and/or global brands. In the 1980’s Levitt (1983) argued that globalization has created a wider market place where everyone/everywhere wants the same things; consumers’ preferences around the world are becoming more similar. In other words, consumers are becoming more homogeneous. But is this true? In marketing, following the mainstream psychological tradition, consumers have been studied as detached from their sociocultural contexts. Consumers cannot anymore be seen as decontextualized atomized entities, but as active agents of their sociocultural realities. Adopting an interpretivist approach this research will explore the symbolic meanings in the consumption of global fashion brands amongst youth adults in urban areas in Colombia and in the UK. This research focuses on what has been described as a highly symbolic product category: fashion (clothes and shoes) using a multi-method qualitative approach. This study contributes to the existing literature in international marketing because it explores consumers and their meanings in context.

The International Marketing Communication of European Higher Education Institutions - In the Context of European Educational Policy
Eva Nedbalova, University of Southampton

My research is on the international marketing communication of Higher Education institutions. This paper in the first part introduces the topic of my research interest and the position of me as a beginning researcher. The methodological approach proposed for the research, conceptual framework of the research and issues where guidance is sought are described. In the second part of the paper the competitive analysis of international mobility portals and new web-based approaches and possibilities for the HEIs international marketing communication are presented. The paper was developed in order to introduce my research and to open the topic of the international marketing communication of Higher Education institutions at the Academy of Marketing in Liverpool.

Monday 13:45 –15:15 | Facilitator: Christina Goulding & Dominic Medway | Seminar Room 1

TRACK SCHEDULE
**Effects of Anti-Smoking Advertisements on Adolescents’ Attitudes and Intentions towards Smoking in Fiji Islands and Solomon Islands**

Sonal Singh, Macquarie University

**Background:** Preventing smoking and encouraging smokers to quit smoking is a public health priority in developing countries. As eighty percent of tobacco users begin smoking before they reach adulthood there is a need for youth focused tobacco control policies. Yet most developing countries have focused primarily on regulatory measures such as price control, restricting tobacco access and health warning on packages. Past studies have identified the need for incorporating mass media campaigns in developing an effective and comprehensive tobacco control.

**Purpose:** Based on the theoretical hypothesis that more informed adolescents are more likely to choose healthy lifestyle, the objective of this study is to assess the impact of exposure to anti-smoking messages on smoking intentions amongst adolescents.

**Design:** A randomized controlled experiment with 1200 high school students between the ages of 13-18 will be carried out to compare adolescents’ responses to a set of anti-smoking messages.

**Main outcome measures:** Smoking intentions measured before and after exposure to the anti-smoking advertisements.

**Implications:** This ensures that the campaign concept and messages have the desired impact on the target audience when implemented country wide and also addresses areas where the campaign material may require adaptation.

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**Marketing’s Contribution to Achieving Sustainable Consumption of Food**

Ann T. Walsh, NUI Galway

In this paper the author suggests that the lack of clarity among consumers about what it means to consume sustainably is hindering the achievement of sustainable consumption. The paper starts with highlighting the urgency of the sustainability issue, concluding that if the human race is to survive we must learn to use natural resources at rates that do not exceed the capacity of the earth to replace them. The paper goes on to explore how Marketing has contributed to the development of thought on sustainability since it was first introduced by marketing academics Kotler and Levy in 1969. It then outlines the main areas in which marketing can make a valuable contribution going forward. The author suggests we as a human race need to re-learn how to live, proposing that understanding the processes by which we learn and acquire consumption-related skills, knowledge and attitudes is fundamental to public policy formulation and the development of consumer education programmes necessary to teach us how to consume sustainably. Learning to consume sustainably will require making big changes in the way we live on every level from how we eat, drink and clothe ourselves to how we travel, socialise and work.

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**Interpreting Green Consumer Behaviour: An Exploratory Examination of Cardiff Consumers**

Zuha Rosulfa Abu Hasan, Cardiff University

Despite the popularity of consumers’ environmental behaviour choices, little research has been forthcoming as to analyze green behaviour across different situations in a systematic way. This research therefore aims to interpret consumer green behaviour to descriptions of ranges of consumer situations by using the Behavioural Perspective Model (BPM). The present study would like to examine consumer current behaviour and to understand what reinforces consumers’ green behaviour choices. Apart from that, the study would like to measure consumer verbalized emotional responses to descriptions of eight consumer situations, as well as to find out whether the BPM able to explain consumer green behaviour. Due to the exploratory nature of the study, a mixed method approach is used among Cardiff consumers. The first study involved standardized open ended interviews were conducted among 30 green and non-green consumers. The second study was conducted via face-to-face and self-administered survey among another 200 consumers. A control group of non green consumers were adopted in order to explore distinctive characteristics between both samples. Panel experts were also invited to take part in the BPM Contingency Definition Test. It is hoped that the findings will provide a constructive theoretical framework to analyze environmental behaviour across different situations.
holistically. In opposition to the linear explanations of marketing performance, this study adopts a more dynamic complex systems approach and aims to develop a complexity model for the measurement of affiliate marketing performance in tourism, and to explore a potential paradigm shift in affiliate marketing measurement practices.

**Product Colour's Effect on Value-in-Use Experience**  
Hanna Kiehelä, Hanken School of Economics

**Purpose:** Colour studies tend to focus on studying how consumers are affected when exposed to a marketing element. However, it is essential to understand colour impacts also in relation to consumption experience. Therefore, this study focuses on the point when the consumer is using the product. Thus, the purpose of the study is to explore how colour impacts consumer perceived value-in-use experience.

**Methodology:** Consumers' perceptions on how the colours of their cars and cell-phones affect the value-in-use of these products are studied through individual interviews.

**Results:** Four types of results emerged: 1) colours have a major impact on value-in-use but the level of importance seems to vary on an individual colour scale (ICS); 2) colour impact seems to be strongest when negative; 3) the importance of colour is highly contextual; and 4) colour causes post-decision regrets.

**Conclusions:** The study shows that it is vital to explore colour’s impact on value-in-use further. It is yet unknown what kind of implications ICS, colour’s strong negative influence, the contextual nature of colour, and colour-related post-decision regret have on value creation research.

**Analyzing the Assortment Decision in Retail by Cohort Analysis**  
Wilian Ramalho Feitosa, Fundacao Getulio Vargas

This research project is aimed to study the cohort analysis as a segmentation tool in retail context. Different cohorts have different preferences for consumption goods and services, and retailers need to consider this on their assortment decision. In other hand, the more variety and depth in each category on a store, the higher will be the stock costs. Some studies have focused on comprehending the cohorts groups buying, but did not consider how the retailer can adjust its offer to better satisfy customers of one or more cohorts. This study will use empirical research methods, from measurement and interpretation of field data, and propose models to aid future researchers and professionals in understanding the consumption behavior of generations, as well as its use in marketing activities. In the first step, by quasi-experiments, we will manipulate the depth and breadth in a category on the shelf, in a supermarket. We will observe the behavior and performed in-depth interviews with consumers of 3 different cohorts after their choices. As expected results, we will see differences among groups and predict sales. This first study will help to build a better understanding about the relationship among retailer choice and cohort groups assortment preferences.

**Networks**

**Actors' Network Pictures and Networking Outcomes in Small Businesses: An Exploratory Study of Network Perceptions**  
Refika Canakci, University of Stirling

This dissertation will attempt to investigate small firm managers’ network perceptions in business networks regarding management of marketing variables. Although, in anterior studies the interdependence among managerial cognition and managerial activities has been clearly conceptualized, empirical research systematically demonstrating the relationship between these two variables is less. At that juncture, the researcher wants to draw attention to the fact that indeed networks are without boundaries individuals within them are subject to limited cognitive capacity'. Therefore, transferring network relationships into practical market information is precisely affected by gap on information. Due to limitations on the amount of information that can be sensed, this study is interested in investigating the ways in which small firm managers assess the business logic of the networks. To advance the knowledge on managerial cognition and networking outcomes, "network pictures" concept will be employed as an appropriate research devise to capture perceptions in networks by a dimensional model. Small firms are the focus of this study as they are key economic sector in Scotland by representing 99% of all enterprises.

**Going beyond Relationships: The Role of Network Orientation in Managing Business Relationships within a Business Network Context**  
Sabrina Thornton, University of Manchester

This research addresses the following question: to what extent is being “network-oriented” beneficial to firms operating in business markets? Network orientation (NO) is put forward as a concept to capture a firm’s behaviours towards its networked environment in which the firm, its counterparts, and numerous other actors are embedded. A preliminary study and some limited support from the literature reveals that being merely market-oriented and/or relationship-oriented is appropriate when dealing with direct interacting partners. Being network-oriented will take these concepts further to consider the impact derived from other indirectly connected relationships, i.e. taking into account the complexity of network embeddedness. Based on a resource-dependence and industrial network perspective, this research posits that we need to take a wider view of the business environment by considering firms’ behaviours at firm, relationship and network levels in order to better explain firms’ performance. This proposal will outline the background and rationale of the research, the ontological stance, and the conceptualisation of NO. Subsequently, three competing conceptual models are proposed and the empirical research design is set out as a two-stage research process. Finally, a discussion of the expected contributions to the existing literature and to the practitioners will conclude this outline.

**Preventing and Combating the Onset of Dark Side Symptoms: An Empirical Assessment**  
Aaron Gleberman, Rajiv Dant, University of Oklahoma

Relationship marketing (RM) has assumed a prominent role within the marketing domain. However, there is an emergent body of literature that claims that there is a dark side to the RM strategy. The dark side of RM implies that, in spite of all of RM’s noted benefits, employing such a relational strategy can actually, over time, produce negative effects for firms and their relational partners. Such onset has been hypothesized to be predicated on partners suspecting that their trust is...
Doctoral Colloquium Document V2/13-06-2011 Please note that this is Version 2 of this document, and that updated versions may be released prior to the Conference. Please visit the conference website at http://www.academyofmarketing.org/conference-2011/documentation.html for the latest documentation.

Monday 13:45 -15:15 | Facilitator: John Cadogan & Kim Cassidy | Committee Room 1

Strategy

An Alternative Approach to Marketing in High-tech INVs
Gabriela Gliga, National University of Ireland Galway
Marketing in small firms is fundamentally different than in large firms. However, the current body of knowledge falls short in explaining the specific approaches to marketing small firms take. Furthermore, empirical support for contemporary marketing conceptualizations is somewhat limited in the context of international entrepreneurial firms. Drawing on paradigms in the marketing and entrepreneurship literatures, this research employs the concepts of entrepreneurial marketing, improvisation, effectuation, bricolage and value co-creation as a lens to investigate marketing decision-making processes in the context of international entrepreneurial high-tech ventures. The proposed methodological approach is multiple case study design.

Knowledge Creation in Multinational Corporations: A Complete Perspective
Pamela Izunwanne, University of Agder
This paper focuses on the creation of new knowledge in multinational corporations. Taking a commodity based view of knowledge, new knowledge is defined here as new techniques, new procedures and new products. I argue that in order to achieve effective knowledge creation, it is important for organizations to use a total perspective and approach i.e., aggregate and individual level considerations. I present a framework that encapsulates this total perspective and discuss the characteristics of the framework particularly how it promotes the creation of new knowledge using multinational corporations (referred to as MNCs throughout the paper) as context. The knowledge based view of the firm, states that a firm’s knowledge base should not only be dynamic, it must also be efficiently and quickly transferable within the organization to all the areas where it will be useful; be of high quality (only highest quality options are to be selected) and it must be productive i.e. aligned with company policy, objectives and business model. Thus, emphasis must be on selecting high quality outputs and ensuring fast implementation and adaptation in order to obtain desired outcomes. I present propositions based on how marketing activities helps organizations obtain their desired outcomes.

Stakeholder Orientation (SO) as a Determinant of Firm Performance
George Leonard, UCD Smurfit School
In recent years there has been a large movement from both practitioners and scholars alike towards a stakeholder orientation of the firm. This strategy is seen as a more socially conscious and often environmentally friendlier vision of the firm, which is capable of improving a firm’s performance and long term growth. However, this approach is yet to be empirically tested to determine which components, if any, of stakeholder orientation have a greater impact on the market and/or financial performance relationship.

Monday 13:45 -15:15 | Facilitators: Toni Hilton & Gary Warnaby | G 17/18

Marketing Communications

Antecedents of Electronic Word-of-Mouth in the Travel industry
Silvia Wan-Ju Liang, Oxford Brookes University
Word-of-mouth (WOM) is the interpersonal communication about product, service and the company between consumers. It influences consumers’ purchase decision process and is regarded as a determinant for business success or failure. The Internet, the technological innovation channel, reforms the WOM from vocal to verbal, speeds up the dissemination and delivers to countless of readers to make greater influences. This paper reviews typology of WOM and electronic word-of-mouth (eWOM) respectively. It then discusses the importance of eWOM, and identifies further research direction of eWOM.

The Effects of Sports Sponsorship
Merel Walraven, Ruud Koning, Tammo Bijmolt, Bijmolt, Fontys University of Applied Sciences
In the last few decades, sponsorship expenditures have increased rapidly. Despite numerous academic studies, several important questions remain unanswered, in particular regarding factors driving the effectiveness of sponsorship. Therefore, in this research project, the effects of sports sponsorship are investigated. The aim of the research is to contribute to a better understanding of the factors that affect sponsorship consumer outcomes, as well as advancing in empirical assessment of the effects. First, a literature overview of previous sponsorship effects-based research is presented. Next, in a series of studies the effects of sports sponsorship on consumers are examined empirically. In the first empirical project the effect of sponsorship duration on sponsor identification is investigated in the context of the UEFA Champion’s League, a prestigious European soccer league. Then we explore the relations between attitude towards the sponsor, attitude towards the
object, perceived fit, sponsorship duration and several consumer responses to sponsorship. Finally, customer responses, in particular customer gratitude and commitment, to sponsorship relationship marketing activities, will be assessed.

The Development of Sustainable Process Engagement Indicators to Inform Science Outreach Policy through the Application of Social Marketing to Science Communication in Ireland
Patricia McHugh, Christine Domengan, National University of Ireland
Social marketing has proven a successful instrument in engaging citizens for the greater good of the individual and society in areas such as obesity, drink driving, smoking cessation and global warming, through the adoption of a total market approach of inter-system co-operation and collaboration. This research concentrates on the emerging application of social marketing to science outreach and communication, which aims to increase the public awareness of, support for, and participation in science through the engagement of diverse audiences (Domengan, 2007). Science outreach literature has been consumed by the recurring theme of a deficit model since the 1960s, which attributes a knowledge deficit to an insufficiently literate public (Bauer, Allum and Miller, 2007). The deficit model serves as the focus for this research as it been identified as the theoretical gap in the literature. Arising from the theoretical need to develop more innovative insights into science engagement processes, the integration of social marketing literature with the field of science outreach will effectively illustrate how social marketing can bridge the evident divide between science and society.

The Exploration of Increasingly Popular Sport Sponsorship Strategies (Risks and Benefits) in the Context of Saudi Arabia
Mugbil Bijnudia, Jon Reast, Hull University
Sport sponsorship is a major global industry, but while growing quickly, is still in its infancy in Saudi Arabia. Major corporations are spending significant sums on football sponsorship in Saudi with little guidance as to how to maximize the benefits and minimize the risks for their investment. This research then addresses the gap within sponsorship literature regarding benefits and risks to sponsors and sponsees, and the dearth of research on sport sponsorship (sponsor - sponsee) within Arab countries, specifically Saudi Arabia. The research examines the internal and external context of sponsorships, an area overlooked in extant research. The qualitative interview and case study based research will provide insights into the risks and benefits of sponsorship for sponsors and sponsees in Saudi Arabia, together with the impact of internal and external sponsorship context, thereby providing guidance to academics and practices. The research is interest to other non-western developing economics where similar sponsorship context may be found.

Monday 15:30 –17:00 | Facilitator: Michael J. Baker & Dominic Medway | Seminar Room 1

Factors Influencing Consumer Buying Behaviour

A Behavioural Analytic Approach to Consumer Choice as Foraging
Zurina Mohaidin, Cardiff University
Human behaviour can be explained not only through experience and environments but also by incorporating evolutionary explanation. Consumer behaviour could not be understood accurately without infusing Darwinian evolutionary theory which has contributed in the knowledge of human nature. This research is to investigate the similarity of human consumption and ecological behaviour and to determine how far human consumption is analogous to the animal foraging research. It is hoped that by applying the evolutionary theory in explaining consumer choice, this study is able to contribute to the development of behavioural ecology in human consumption. The analysis of the data is done individually and quantitatively in this research, anticipating in getting a different perspective of foraging analogy of human consumption. In order to elucidate in detail the decision mechanisms engaged by consumers in making choices, the theories and methodologies used by behavioural economists will be employed as the contexts are proven useful in analysing the consumer's purchase behaviour to the economic variables that influence them. This research also intends to explain more on brand choice particularly related to the consumer’s sensitivity towards price changes.

The Social Impact of Music in the 21st Century: Public vs. Private Consumption in a Digitised World
Richard Warr, Swansea University
This study investigates the perceived experiential value of public vs. private music-related activities. These can include listening to music alone or with others; obtaining and consuming music in different formats and on various platforms; attending live events such as music shows or festivals; and playing music-related video games. The literature review is based on the exploration of the music industry and its digitisation, experiential value theory, and music as an experience good. The research approach is exploratory and a mixed-methods approach is intended, consisting of in-depth interviews, webnography and a survey. Research conducted so far has included the literature review and 40 semi-structured interviews. Key trends such as nostalgia, relating to music and artists, emotional and social attributes, music quality, portability and convenience, and iPods/Mp3s creating a personal experience have been identified. Further data collection for this study will consider online research in the form of webnography, a qualitative methodology that can be used to capture data from Internet-based platforms such as forums, chat rooms, and news boards. A subsequent online survey is proposed, allowing for further investigation of several key themes derived from the other methodology. Interviews, webnography and the survey will be used for triangulation of the findings.

Culture and Ethical Consumer Behaviour in India: A Microcultural Perspective
Pallavi Singh, University of Sheffield
The impact of culture on ethical consumer behaviour has been explored in marketing literature but most of the literature has adopted culture as synonym of nation and overlooked the cultural heterogeneity present inside the national boundary. This research argues that in a diverse society like India, diversity among the sub-cultures should be acknowledged and researched in ethical consumer behaviour literature. The research will explore the impact of subcultures of India on the ethical behaviour of Indian consumer. A combination of qualitative and quantitative methods could be used to find out sub-cultural factors which motivate consumer’s ethical behaviour.
Branding Effectiveness

Identity and Branding in the Creation of Value: An exploration of the Visual Arts Market
Chloe Preece, King's College London
This research focuses on artists' careers and the ways in which they create and manage their artistic identity and brand in order to add value to their 'product.' There has lately been an increasing focus on art enterprises as business organisations which firmly locates discussions of the artist and the art market within the business and marketing literature. However, in the existent literature the visual arts are predominantly researched from the perspective of their economic value or of consumption. Although artists' careers are considered relevant to branding and marketing theory, identifying how these are constructed and managed, and identity negotiated through this process is an area that needs further development. Qualitative analysis of artists' career trajectories will illustrate how artists fit into the model of the boundaryless career and how they navigate this career structure through project networks; recognizing the importance of relationships for artists to build up their social capital in order to construct and develop their professional identities and have their art valorised through this social process.

Integrated Model of Branding Effectiveness Assessment
Olga Alkanova, St. Petersburg State University
Recently, branding issues are increasingly becoming the object of theoretical studies and research. Nevertheless, these studies still contain problems rarely treated by theorists directly, including branding effectiveness evaluation. In our research we define branding effectiveness as the proportion between brand investments and the level of correspondence between brand identity and brand image. Since brand is a complex construct consisting of material and nonmaterial (i.e., emotional) components, the evaluation of branding effectiveness should be based on brand effects assessment. The classification of the main approaches to branding effectiveness assessment and the analysis of the five groups of methods show that although many authors stress the importance of creating an integrated model, the progress towards the goal is not very big through the ten-year period. And the main problem is that there is still little understanding how to link business-based criteria and consumer-based criteria in branding. We build the branding effectiveness assessment model on the basis of the contact branding model by Davis and Dunn, evaluation model by Munoz and Kumar, consumer-based metrics research results by Lehmann, Keller and Farley and brand health model by Chernatony. The model includes both internal and external metrics as well as market based and financial metrics.

Brand Communications and CSR
Deviraj Gill, Prof. Len Tiu Wright, Dr. Mark Lemon, De Montfort University
How do brand messages reinforce corporate social responsibility (CSR)? The purpose of this paper is to examine how in the marketing communications of brands, CSR messages are used to support product brand appeals and to give good publicity to organisational efforts to sustain corporate image. Based on a review of the literature about brand image and corporate reputation this doctoral colloquium paper gives examples of CSR and communicational practices within the environmental strategies for organisations. However, not all brand messages have consistently attracted positive publicity. So it is argued in the paper that in order to reduce public scepticism, it is important for organisations to undertake consistent and concise messages to relevant stakeholders in order to keep consumers engaged and informed. Conclusions are presented and recommendations proposed for future research.

Marketing Research Methods

Challenges of Mixed Methods Research in the Scottish Crafts Sector
Nick Telford, University of Stirling
This paper elaborates a mixed-methods research methodology for the Scottish Crafts industry. It is the basis of the methodology for my PhD thesis on the building of online presences for various members of the Scottish handmade sector.

Value Creation Behind the Relational Line of Visibility
Mikko Laamanen, Hanken School of Economics
Often service providers have limited insight and knowledge regarding their customers’ value creation processes and behavioural influences. If the understanding of customer-service provider relationships is limited to instances of service utilisation, the challenge for service providers is to penetrate the relational line of visibility and to understand customer loyalty. Service-dominant (SD) logic represents the prevailing paradigm in service marketing. Recently SD logic’s dominance has been challenged by a customer-dominant logic (CD). The SD logic’s provider-dominant view and interactional concentration as effective descriptors of value creation is questioned: CD logic sets the focus on customer processes and practices. A more coherent understanding of consumer value creation processes is required. Thus, guided by the CD logic the objective of this research is to understand value creation behind a proposed relational line of visibility. This entails examining those experiences and practices that impact the emergence of value. Furthermore, the dynamics of experienced value and relational loyalty are examined. Finally, formulation of (tentative) metrics to measure customer value from the customer perspective is aimed for. The proposed research approach is exploratory and utilises qualitative methods.
British Tourist’s Holiday Experience in Alanya, Turkey: A Mixed Methods Research
Muhammet Kesgin, Ali Bakir, Eugenia Wickens, Buckinghamshire New University

Tourism has become a central subject of social sciences and a quintessential feature of mass consumer culture; it is even argued that modern consumer culture is perfectly reflected in the contemporary holiday behaviour. This thesis focused on tourist experiences, putting the most basic question into the centre: ‘what are tourists looking for when they are travelling?’ The study purpose is thus to examine the impact of motivation on tourists’ experiences and the impact of experiences on tourist satisfaction and loyalty. The methodological design is guided a conceptual framework of; ‘antecedents - experience - consequences’, for understanding tourist behaviour. The thesis used a ‘mixed method research’ approach to obtain and analyse quantitative and qualitative data. It adopted convergent design, analysing data separately and then merging the two types of data. Data was collected from a convenience sample of British tourists visiting Alanya, employing 549 self-administered questionnaires and 94 interviews. Preliminary analysis showed that the constructs have highly reliable and high factor loadings. Provisional findings suggest that tourists were more motivated by the push than the pull factors, and that experienced tourist tend to be more satisfied than the inexperienced tourists. The study promises to have some significant implications for theory and practice.

Monday 15:30 - 17:00 | Facilitator: Nick Lee & John Cadogan | Seminar Room 4

Strategy

Marketing Synergy in Horizontal Mergers and Acquisitions: The Role of Similar and Complementary Resources
Mahabubur Rahman, IBA, Dhaka University

Even though M&A has been an interesting research topic for the past three decades, earlier research has failed to reach a consensus with regards to gains from merger. While a large number of studies have been conducted on post-merger performance, little attention has been paid to the fact why some firms gain from mergers while others fail. While earlier studies examined resource similarity as a source of gains from mergers, this study proposes that the total gain from mergers stem from not only from resources similarity between the target and the acquirer but also from complementary resources. Using theory of internal inducement and synergy theory, the proposed study will examine the conditions under which marketing synergy can be achieved through combination of both similar and complementary resources of the target and acquirer. The study will be conducted in two stages. In the first stage, an exploratory case study will be conducted on Pernod Ricard to develop hypotheses. In the second stage, the hypotheses will be tested through statistical analysis with the help of structural equation modelling (SEM).

Reframing Market Configurations: Marketing in Market Scripting
Carlos Díaz-Ruíz, Hanken School of Economics

This is a paper contributes to the current theorizing efforts of the market construct following the discussion, originally from Economic Sociology and then in Marketing, about the performativity effect of marketing practice in the market. Markets are portrayed as more than price-setting mechanisms; markets are networks, resource-driven allocations, and practices with shared meanings. Hence, markets are social constructs that evolve and can be influenced. When marketing managers develop a strategic plan, they should not think that the structure of the market is static. On the contrary, marketing practitioners should observe that markets are configurations where opportunities are embedded. Since “Opportunity” is the distinctive domain in the field of entrepreneurship, marketing practitioners could gain insights from the entrepreneurial method: effectuation theory. It is alleged that when marketing practitioners approach the market using effectuation, the mindset of the entrepreneur, marketers are able not only to script themselves markets, but also to monitor when others threaten to adversely reconfigure it.

Empirical Investigation into the Use of Complexity Levels in Marketing Segmentation and the Categorisation of New Automotive Products.
Paul Taylor-West, Loughborough University

Situational and personal variables now play the most important roles in nested segmentation (Cates, 2002), however these variables are concerned with needs, attitudes, motivations and perceptions and overlook the previous experience or exposure that a customer may or may not have had with the product. It is suggested that new products need to have a degree of complexity to arouse interest and curiosity to attract the attention of consumers (Michaut, van Trijp & Steenkamp, 2001), however there are a number of factors that moderate the appraisal process. For example, novices and experts have differing views in their assessment of new products. A conceptual framework will be developed to identify the relationships between consumer categorisation of new product innovations, previous product exposure and familiarity, levels of expertise for novices and experts, new product complexity and their differential effect. It is vital that car manufacturers understand consumer perceptions of new models so they can categorise their products in terms of newness to obtain a more accurate indication of the mass or niche segments of the market. They will not only have a more effective target market, they will have a more accurate picture of the volumes of sales they can expect.
Social networking

Web 2.0 and User Generated Content in High Technology Products Marketing - How Beneficial Could Social Networking Websites plus User Generated Content be?
Yun Xu, University of Southampton

In today's Web 2.0 world, the power of ICT has changed people's life substantially. Marketing world is now undergoing a transformation inevitably from traditional form under which marketers have power and control to Web 2.0 form under which power and control have been given away to customers. Online marketing has been proved to be cost-saving and user generated content to be more receptive to customers. However, little research has been done when user generated content is applied together with Web 2.0 applications such as social networking websites. This research is going to fill the gap in the marketing research field about the influence of social networking websites plus user generated content on customers. Mixed methods will be applied in this research in order to generate regularities and investigate reasons behind phenomenon. Both questionnaires and focus group interviews will be applied to customers and marketers so as to obtain data from both sides of the marketing communication.

Self-presenting to Multiple Audiences on Facebook
Ben Marder, University of Bath

Social networks sites have grown in popularity over recent years, and none so much as Facebook. They provide an arena, and a multitude of tools in which users can self-present, and have this presentation co-created by others. The key issue that this research aims to address, is that self-presentation in this domain is performed simultaneously in front of multiple audiences with different norms, values and expectations (e.g. friends, parents, partners, employer etc). This differs from self-presentation in normal circumstances where the audience is singular and the presentation temporary, allowing the individual the opportunity to cater their presentation to the specific audience. The specific objectives of this research is to investigate firstly, how self-presentation to multiple audiences may lead to social anxiety and secondly, how this anxiety subsequently induces impression management. To explore this, theory from social psychology is applied to existing self-presentation literature and a 'mixed methods' approach is adopted to address to the phenomena at hand. The theoretical contribution of this research is to fill the gap exposed by the existence of multiple audiences, providing knowledge on social anxiety and the resultant impression management, which occur when presenting under these new conditions.

Approach to Developing a Model for Consumer Attitudes Towards Legitimate Free Ad-Supported Music Download Services
Ainslie Harris, Robert Gordon University

While there is abundant literature on illicit music downloading, from reasons for doing it, to its impact on the wider music industry, to whether or not litigation has had any significant impact, there is an absence of literature related to ad-supported music download services, particularly pertaining to consumer attitudes towards and evaluations of such services. This research investigates, from an academic perspective, consumers’ attitudes towards this type of service model and how they evaluate music download services in their decision-making process, in order to gain a better understanding of whether a service could be constructed in such a way that it could tempt them away from any illicit services they currently use. As part of this research, a model has been developed to describe evaluation characteristics, and this model will undergo validation through both qualitative and quantitative methods.

Marketing Festivals

Expectations of Audience from Film-Exhibitions at Film-Festivals
Sumanta Barua, King's College London

The aim of this PhD is to explore the expectations that filmmakers and general audience have from film festivals that contain a film market as well as exhibiting films. Methods used to collect data in this study include in-depth semi-structured interview and observation method. The research design included three case studies and was inductive, interpretative and qualitative in nature, and participants were included using purposive (non-probability) sampling. This study at this stage has successfully explored what filmmaker’s expectations are from film festivals, how film festivals can make filmmakers better satisfied and consequently generated new theories. This study has also successfully explored application of various service marketing theories in film festivals to satisfy filmmaker’s as customers. This is an original research drawn on empirical observations. It is expected that the findings of this study will help film festival organisers to deliver better satisfaction to filmmakers (as customers) from film festival. However future research on wider population can help in better generalisation of the findings explored in this study.

Consuming the Experience: The Effect of the ‘Festival Self’ on the Interpretation of Consumer Value
Andrew Davis, Heriot Watt University

Despite increased academic interest in experiential marketing, there is still an over-reliance on the use of overtly scientific models and techniques to measure what is undoubtedly a highly subjective area. For example, despite the size and scope of the UK music festival industry, research into events is relatively sparse, with past researchers choosing to focus almost exclusively on the economic and geographic impact of such events, neglecting the equally important social experience. This research will therefore adopt an interpretive stance to examine the music festival with regards to how value is perceived by the consumer. Suggested by extant literature, consumer value is attained through both hard and soft aspects of the physical and social environment. However, unlike past
research that adopts a dualistic interpret-react approach, this research will follow the symbolic interactionist practices of interpret-evaluate-react, and with it introduces the notion of a unique individual - the festival self. Adopting a methodology of photo-elicited narration from the point of view of the festival self, knowledge on how this individual interacts with their environment and evaluates value will be gained, assisting in the advancement of information regarding delivery of future events in order to ensure consumer desires are continually met.

Developing a Framework to Measure Food Festival Experience
Kate Stacey, Swansea University

The aim of this research is to gain a better understanding of customer experience and to develop a framework to measure visitor experience in the context of food festivals. Food festivals have been identified by the Welsh Assembly Government (2010) as one way to address the current concerns over food supply by promoting local food. This research will examine whether food festivals are successful in creating positive food experiences and whether the festival experience has any effect on attitudes and behaviour towards food purchasing. This will be useful not only in terms of broadening academic marketing knowledge, but in practical terms it could identify important aspects of creating positive experiences which could be fundamental in promoting local food successfully. The research will also aim to examine any changes in attitudes and behaviour towards food purchasing that may occur as a result of experiences encountered at food festivals.

On the basis of the literature review and in-depth interviews with festival participants, a conceptual model to measuring visitor experiences at food festivals has been developed. The next stage will involve experimental and survey research in order to gain an understanding of visitors experience and to identify the important aspects affecting experiences.
Visiting the University of Liverpool Management School

www.liv.ac.uk/maps/

Road
From the M62: at the end of the motorway continue straight ahead onto Edge Lane (AS080 then AS047) and follow signs for Liverpool City Centre and the University. Postcode for satellite navigation or online directions: L3 3TR.

Rail
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The Campus is just a ten-minute walk away from the nearest mainline station at Lime Street. Take the main exit and turn left into Lime Street. Then turn left again at the Britannia Adelphi Hotel and continue up Brownlow Hill towards the Metropolitan Catholic Cathedral and Red Brick Building with its clock tower.

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2. Turn right at Myrtle St/A5039
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