Using Best-Worst Scaling Method to Examine Consumers' Value Preferences

Shehely Parvin, University of Dhaka, Bangladesh, Shehely@du.ac.bd
*Paul Wang *, University of Technology, Sydney, Paul.Wang@uts.edu.au*

Abstract

Unlike most prior studies, this study reconceptualises the perceived value construct from a multi-dimensional perspective by incorporating the aesthetic and altruistic values from Holbrook's value typology with Sheth et al.'s theory of consumption values. Moreover, this study used a new method of Best-Worst Scaling to measure the construct of multi-dimensional perceived value to overcome the inherent biases of traditional rating scales. Data was collected using a web-based survey via an online research organization. Hierarchical cluster analysis has been chosen as a main data analysis tool. Results confirmed that consumers can be segmented based on their value preferences. The empirical findings of the study have implications for both academics and practitioners in service-providing firms. Specifically, this study suggests an agenda for industry-specific improvements in restaurant performance and provides additional insights for the advancement of the growing tourism and hospitality industry in Australia.

Keywords: perceived values, services market segments, best-worst scaling.
Track: Services Marketing

1.0 Introduction

The rapid advancement of the services sector has recently led to significant changes in the global economic structure. Consequently, academic researchers and service practitioners are focusing on antecedent constructs such as consumers' perceived value that can better explain consumers' behavioural intention. Since the 1990s, the concept of perceived value has received significant attention as one of top most important business topics for marketing researchers in both academia and industry (Sánchez-Fernandez & Iniesta-Bonillo, 2007). Currently, customer value creation has become a major weapon in strategic management and a key source of sustainable competitive advantage for an organization (Parasuraman, 1997; Slater, 1997).

Despite a growing consensus on the importance of this research topic, the concept of perceived value is still vague and that there is also little consensus on the operationalization of perceived value. A fragmented view of the perceived value construct creates a vague interpretation of the key dimensions of perceived value, subsequently leading to inappropriate value measurement. The purpose of this study is to conceptualise the perceived value construct from a multi-dimensional perspective by incorporating Holbrook's (1994, 1999) value typology with Sheth et al.'s (1991) theory of consumption values. Moreover, this study used a new method of Best-Worst Scaling (Louviere et al., 2013) to measure the construct of multi-dimensional perceived value to overcome the inherent biases and shortfalls of traditional rating scales (Lee, Soutar, & Louviere , 2008).

The remainder of the paper is organized as follows: First we provide a theoretical background of different perspectives to conceptualize perceived value. We then discuss the research method used to collect empirical data in Australian restaurant services sector. Next we present cluster analysis results from the empirical study of using BWS to measure

consumption-related perceived values. We conclude the paper by discussing the implications of our study and avenues for future research.

2.0 Theoretical Background

A review of value-related literature reveals two different perspectives in conceptualizing perceived value. One perspective theorizes perceived value as a uni-dimensional concept that is grounded in neoclassical economic theory (Sweeney et al., 1996) and is focused on utilitarian value for the customer. One of the most frequently cited definitions of perceived value is supplied by Zeithaml (1988, p. 14) who defined it as 'the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given'. This perspective has dominated the uni-dimensional perspective on the study of value, and most of the prior research in this area has emphasized this economic and cognitive-based consumer utilitarianism to describe perceived value.

Although analysing value from the uni-dimensional perspective has the advantages of simplicity, it overlooks the intangible, emotional and intrinsic perception of consumers' assessment of a product or service. Drawing on this broader understanding, it can be said that incorporating both utilitarian and hedonic components in the conceptualization of perceived value is more meaningful and robust. The multi-dimensional perspective of perceived value is more comprehensive than the uni-dimensional perspective and is grounded in consumer psychology. For example, the customer value hierarchy proposed by Woodruff and Gardial (1996) has provided a detailed framework to managers for rethinking the concept of customer value. They have provided a broader view of customer experiences (higher level) rather than focusing only on product attributes (lower level). Another mentionable contribution in this research stream is 'axiology or value theory' proposed by Hartman (1967, 1973) who conceptualized value in terms of extrinsic value (utilitarian or instrumental aspects of service), intrinsic value (emotional value) and systemic value (rational or logical phenomena of inherent relationships among concepts).

The broadening of the 'value' concept was most notably formalised into the theory of consumption values by Sheth et al. (1991). According to this theory, consumers are motivated by five independent dimensions of value in a specific choice situation, including functional (utilitarian), social, emotional, epistemic and conditional sources of value. The theory of consumption values proposed by Sheth et al. (1991) is one of the most significant contributions to the study of perceived value. It covers a complex multi-dimensional structure for defining this concept and includes both utilitarian and hedonic values; and has strong theoretical and empirical evidence across many disciplines such as economics, sociology, psychology and consumer behaviour.

However, it ignores some sources of value such as ethics and spirituality (Holbrook, 1994, 1999). Drawing on the multi-dimensional and behaviour perspectives of perceived value, Holbrook (1994) conducted another milestone study on perceived value. He conceptualized it as an interactive relativistic preference experience and proposed a 'typology of consumer value' grounded on three dichotomies: (a) extrinsic versus intrinsic, (b) self-oriented versus other-oriented and (c) active versus reactive.

To capture the richness of the perceived value construct, we propose to reconceptualise the perceived value construct from a multi-dimensional perspective by incorporating the aesthetic and altruistic values from Holbrook's (1994, 1999) value typology

with Sheth et al.'s (1991) theory of consumption values. In addition to Sheth et al.'s (1991) five value dimensions, this study adopts 'altruistic value' and 'aesthetic value' from Holbrook's (1999) value typology to measure the 'get' component of perceived value in the Australian restaurant environment.

3.0 Research Methodology

This study used a web-based survey by an online research company in Australia to collect 297 completed responses from a self-administered questionnaire. The research company circulated the survey questionnaire to their panel members who regularly dined in restaurants.

The restaurant services sector is an ideal research setting for testing a multi-dimensional value-based model as the restaurant industry appeals to both tangible and intangible features of consumer value. In this domain, hedonic values such as social, emotional or aesthetic values sometimes are more important than utilitarian value in some situational settings. Consequently, this context is a perfect setting to explore all types of inherent and potential economic or psychological consumer value in the consumer behaviour literature. Moreover, goods act as a distribution mechanism for service delivery (Vargo & Lusch, 2004) in a restaurant setting. Besides this, the restaurant sector is the kind of services sector where data from heterogeneous customers can validate the research outcomes.

The seven consumption-related consumer values used in our empirical study were based on the theory of consumption values proposed by Sheth et al. (1991) and Holbrook's (1994, 1999) consumer value typology. They were adapted to the restaurant services context as follows: First, the functional value dimension of quality is represented by items of "high quality, tasty food, & healthy option". Second, the functional value dimension of price is represented by items of "reasonable price, economical, & value for money". Third, the social value dimension is represented by items of "feeling acceptable, good impression, & social approval". Fourth, the emotional value dimension is represented by items of "happiness, sense of joy, & gives pleasure". Fifth, the epistemic value dimension is represented by items of "satisfy curiosity, variety of menu, & new experience". Sixth, the aesthetic value dimension is represented by items of "design decoration, appearance of staff, & table arrangement". Finally, the altruistic value dimension is represented by items of "ecologically produced, coherent with your ethics and moral values & spiritual atmosphere".

A symmetrical balanced incomplete block design (Green, 1974) of seven perceived value dimensions, consisting of seven sets was designed for Best-Worst Scaling (Louviere et al., 2013) task to measure the construct of multi-dimensional perceived value and asked consumers to select the most important and least important value dimensions in each set. In this experimental design, each value dimension was seen an equal number of times (shown three times in the questionnaire) with every other item to control context effects: also, respondents saw each value dimension in a chronological order across the choice sets (Lee, Soutar, & Louviere, 2007).

The questionnaires were distributed online by a marketing research company in Australia to its nationwide online panel members comprising regular visitors to restaurants. The online research company's panel members were 18 years of age or older and the proportions were female (51.3%) and male (48.7%). The survey questionnaire was distributed

online to a total of 610 Australian consumers and finally 297 complete responses were collected that exceeds reasonable response rate.

4.0 Research Findings

The square root of the best count divided by the worst count (Sqrt(B/W) scoring procedure (Marley & Louviere, 2005; Lee, Soutar, and Louviere, 2008) was used in this study to measure the seven consumption-related consumer values. Based on the Sqrt(B/W) score, this study used hierarchical cluster analysis to analyse consumers' heterogeneity in terms of their value perception.

Based on the clustering results (dendrogram and scree plot of agglomeration coefficients), a 3-cluster solution was found to fit the data well (Hair et al., 2010). The average scores based on perceived value dimensions across these clusters are shown in Table 1. Nearly half of the sample (42%) were assigned to the first cluster, 38% of the total respondents belonged to the second cluster and 20% were allotted to the third cluster. Based on their mean values, the findings found that respondents of Cluster One (the major portion) were more concerned with functional value (price) of restaurant dining whereas those in Cluster Two were more concerned with functional value (quality) and the altruistic components of restaurant dining. On the other hand, social, emotional, epistemic and aesthetic values were more important to those in Cluster Three. Therefore, Cluster One were named 'price-sensitive consumers', Cluster Two were named 'utilitarian and ethics-conscious consumers' and Cluster Three were named 'hedonic and aesthetic-conscious consumers'.

Table 1: ANOVA Results of Perceived Values among 3 Clusters

	Cluster 1 125 (42%)	Cluster 2 112 (38%)	Cluster 3 60 (20%)	F value	*p* value
sqrtbw1 Functional, High quality	1.3326	**1.8775**	1.4631	95.328	.000
sqrtbw2 Functional, Reasonable price	**1.9497**	1.3275	.9442	387.169	.000
sqrtbw3 Social, Feeling acceptable	.8556	.7964	**.9292**	3.612	.028
sqrtbw4 Emotional, Happiness	.9992	.9502	**1.3764**	39.151	.000
sqrtbw5 Epistemic, Satisfy curiosity	1.0218	1.0911	**1.1162**	2.007	.136
sqrtbw6 Aesthetic, Design & decoration	.8250	.7259	**1.0882**	37.058	.000
sqrtbw7 Altruistic, Ecologically produced	.7066	**.9229**	.6862	16.434	.000

In terms of demographic characteristics, utilitarian and ethics-conscious consumers had higher weekly incomes ($1,000–$1,299) compared to Cluster Three who were earning $400–$599 per week. The majority of respondents in the price-sensitive consumer cluster had weekly incomes of $250–$399. This finding implied that lower-income people were more

price-conscious whereas higher-income people were more aware about ethics and had a greater emphasis on hedonic value components.

In summary, this study has used a new method of Best-Worst Scaling to measure the seven consumption-related consumer values based on the theory of consumption values proposed by Sheth et al. (1991) and Holbrook's (1994, 1999) consumer value typology. Hierarchical cluster analysis of the seven value dimensions has confirmed that consumers can be segmented meaningfully based on their value preferences.

5.0 Discussion and Conclusions

The motivation for selecting Australia as the context of the study arose from the desire to improve the understanding of the Australian services sector and the increasing role that services play in this economy. In Australia, the economy is currently dominated by the services sector and almost 80% in GDP contribution comes from the services industry (Australian Trade Commission, 2011). The restaurant services sector has an increasing impact on the development of the society in any service-based economy. In Australia, undertaking research in the restaurant services sector has significant economic and managerial implications for practitioners in this specific context. The restaurant, café and catering sector in Australia represented 5.8% growth in 2011 and this particular services sector created 61.6% of employment in the accommodation and food services industry in February 2010 (Restaurant & Catering, 2011).

By re-conceptualizing perceived value based on integration of existing theories (Gregor, 2006), this study contributed to the literature by expanding the understanding of existing knowledge. We have emphasized the need to conceive perceived value as a multi-dimensional construct and the importance to pay attention to perceived values rather than the restaurant attributes. Prior literature has pointed out that attributes are at the very bottom of the value hierarchy model whereas values are at the very top (Woodruff, 1997). Attributes are often components that a restaurant must provide regardless of a customer's actual reason for visiting whereas perceived values are more likely to reflect the real reason of restaurant dining.

The proposed seven consumption-related perceived value dimensions can help restaurant marketers to analyse their market and explore what customers seek in their dining experiences and, therefore, will assist restaurants to develop more effective marketing strategies from the customer's perspective. The use of the cluster analysis of the seven value dimensions would permit practitioners to better understand customers' needs; thus helping them to develop more effective market segmentation strategies (Wedel & Kamakura, 1999) in order to attain sustainable competitive advantage in this industry.

This study has some limitations that can be explored with future research. First, the study confined its investigation within a single services industry in a single country that may limit the generalizability of the findings to other sectors. Therefore, future research is needed in multiple locations across different services sectors to increase external validity of the outcomes. Second, there are alternative taxonomic methods that future research could use such as archetypal analysis (Cutler & Breiman, 1994) and scale-adjusted latent class models (Magidson & Vermunt, 2007). Third, this study used an online research firm to survey respondents. This means that consumers needed to depend on past memories of dining experiences which may cause a bias. Therefore, future research could use different data collection techniques in this regard to increase the authenticity of the research.

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INFORMATION ON COMPETITIVE PAPERS

Key Dates for Competitive Papers

Submissions close: 30th June, 2014
Authors notified of outcome: 31st August, 2014

It is a condition of acceptance of the paper that at least one of the authors must attend the conference and present the paper. However to provide maximum numbers of marketing educators the opportunity to participate, no author may present more than two papers at the conference. Competitive papers must be submitted for review in only one (1) track. Authors should identify the most suitable track. If multiple entries of the same paper are sent to more than one track the Proceedings Chair will nominate the track in which the paper will be reviewed. We reserve the right to shift your paper to a different track if we deem it more appropriate.

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4	Social Marketing	Dr. Marie-Louise Fry, Griffith University and Prof. Linda Brennan, RMIT, Vietnam
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10	Distribution	Dr. Owen Wright, Griffith University and Dr. Anna Watson, University of Hertfordshire, UK
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13	Sustainable Marketing	AProf. Angela Paladino, The University of Melbourne and Dr. Jill Lei, The University of Melbourne
14	Consumer Culture Theory	Dr. Jan Brace-Govan, Monash University and Dr. Lauren Gurrieri, Swinburne University of Technology
15	Food Marketing	AProf. Meredith Lawley, University of Sunshine Coast and Dr. Dawn Birch, Bournemouth University

Papers MUST conform to the Guidelines for Competitive Papers provided. Please keep an exact copy of your submission for future reference. Papers will be subjected to a double-blind peer review process. Reviewers for ANZMAC 2014 will judge all manuscripts on the basis of the general quality of the paper, the clarity of presentation within the paper, and the contribution of the paper to the understanding of marketing phenomena. Decisions of acceptance, rejection and/or suggested modifications (made by Track Chairs and moderated by the Conference Chairs) are final.

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All competitive papers must be submitted following the guidelines for a full paper. Authors of papers that are accepted can then select the option to be published as the full paper or an extended abstract.

Font: Times New Roman 12pt
Margins: 2.5cm all sides
Spacing: Single Spaced, with one blank line between paragraphs.
Abstract: Maximum of 150 words
Title: No more than 2 lines of text
Total length: 7 pages (including title, abstract, main body, tables and references)
Referencing style: Australasian Marketing Journal format

Order of Paper for Submission

1. Title
2. Abstract
3. Introduction/Background
4. Main body of the paper including tables
5. Reference list

Please ensure that your paper as submitted for review does not include any information that identifies the authors. However, please do allow one line space for the author name(s) to be added for the final submission. Upon acceptance, those wishing to only publish an abstract will be asked to follow the same guidelines above except that abstracts will be restricted to a maximum of one page including references.

Note: *Should the research on which the paper is based involve any form of sponsorship, the name of the sponsoring organization should be declared on the front page of the*

final version of the paper or abstract submitted and on the first page of the power point presentation delivered.

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Welcome from the Conference Chair

Welcome to the ANZMAC 2014 Conference!

On behalf of Griffith University, our colleagues within Social Marketing @ Griffith, Griffith University's Department of Marketing, and the local organising team, we are delighted that you are able to participate in ANZMAC 2014.

This year's conference attracted nearly 500 submissions from 36 countries. More than 200 submissions came from overseas, from countries as remote as Portugal, Norway and Brazil showcasing the truly international field attracted to ANZMAC. Three hundred and eighty-two papers were accepted for presentation, giving an acceptance rate of 79%. In addition 22 posters and 7 special session proposals were submitted to ANZMAC 2014, providing further insight into some of the emerging issues in marketing. We were very impressed with the standard and diversity of the submissions, which should make for a high-quality and memorable event. We are confident that regular ANZMAC attendees will enjoy this year's conference location, and would like to extend a special welcome to our international colleagues travelling from afar and those attending an ANZMAC Conference for the first time.

The theme for ANZMAC 2014 is Agents of Change. ANZMAC 2014 showcases how marketing has been used effectively as an agent of change in both social and commercial settings. Marketers have long been recognised for their ability to stimulate demand, assisting corporations to sell products, services and ideas in ever-increasing quantities and/or with improved efficiencies. Informed by the marketing discipline, social marketing is developing an increasing evidence base demonstrating its effectiveness in changing behaviours for social good. Increasingly, governments and non-profit agencies across the globe are recognising marketing's potential as an agent of change.

The first day of the conference will begin at the site of the G20 Summit, namely the Brisbane Convention and Exhibition Centre. Professor Gerard Hastings, OBE will open the conference with a thought provoking presentation on the need for marketers to empower people to demand the changes needed to reduce damage to themselves and their planet. Gerard is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing and Centre for Tobacco Control Research, at Stirling and the Open University. Gerard researches the applicability of marketing principles like consumer orientation, branding and strategic planning to the solution of health and social problems. Gerard also conducts critical marketing research into the impact of potentially damaging marketing, such as alcohol, tobacco and fast food promotion.

Our Monday evening involves a welcome reception that will be hosted by the Shore Restaurant and Bar at the centre of Brisbane's premier culture and entertainment precinct - South Bank. We would like to encourage you to explore the area throughout your stay in Brisbane, try one of South Bank's restaurants or enjoy an early morning swim in Australia's only inner-city, man-made beach. For the Wednesday evening gala we will return to the Brisbane Convention and Exhibition Centre to enjoy a dinner, drinks and live music.

We would like to thank the many individuals who willingly donated their time and effort to assist in organising the ANZMAC 2014 Conference in Brisbane. Firstly, our thanks go to all submitting authors who chose our annual conference as the way to share their research and ideas with the ANZMAC community and the wider community of marketing scholars. Without their continuous support we would never be able to stage such a successful conference. Secondly, we would like to acknowledge thirty Track Chairs who encouraged the submission of many papers and helped with the review process. In particular, we would like to acknowledge the many reviewers who gave up a considerable amount of time to review the papers submitted to the conference. Their time and expertise were critical in developing the conference program. Thirdly, we also would like to thank our local organising team, and in particular Victoria Aldred from the ANZMAC Office and two ANZMAC 2014 Conference Administrative Assistants - Bo Pang and Francisco Crespo Casado - for their assistance with many administrative tasks at various stages during the

conference organising process. They have been working tirelessly ten days a week. Last but not least, all our sponsors deserve a special thank you for providing additional support to make ANZMAC 2014 possible. The ANZMAC 2014 Conference would have not been possible without their generous support.

We hope you will enjoy a stimulating and rewarding conference and experience all the benefits of Brisbane's early summer.

Professor Sharyn Rundle-Thiele, Dr Krzysztof Kubacki and Dr Denni Arli Conference Co-Chairs

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Marketing Communications	Dr Lisa Schuster, Griffith University	Dr Kerri-Ann Kuhn, QUT
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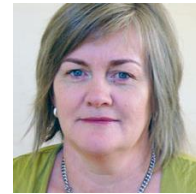
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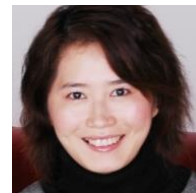
Keynote Speaker

Moving Beyond Behaviour Change: a 21st Century Agenda for Social Marketing

`Professor Gerard Hastings, University of Stirling, United Kingdom`

Gerard Hastings is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing (www.ism.stir.ac.uk) and Centre for Tobacco Control Research (www.ctcr.stir.ac.uk) at Stirling and the Open University. He researches the applicability of marketing principles like consumer orientation, branding and strategic planning to the solution of health and social problems. He also conducts critical marketing research into the impact of potentially damaging marketing, such as alcohol, tobacco and fast food promotion.

ANZMAC 2014 Conference Program Outline

MONDAY 1 DECEMBER 2014		
Welcome and keynote address | Brisbane Convention and Exhibition Centre		
7.30-8.45 am	Conference Registration Boulevard Auditorium	
9.00-9.15 am	Formal welcome	
9.15-10.00 am	Keynote speaker Professor Gerard Hastings	
Concurrent sessions | Griffith University South Bank campus		
10.00-11.00 am	Morning tea S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
11.00 am-12.30 pm	Session 1	
12.30-1.30 pm	Lunch S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
1.30-3.00 pm	Session 2	
3.00-3.30 pm	Afternoon tea S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
3.30-5.00 pm	Session 3	
5.00-6.00 pm	Session 4–Poster session	ANZMAC AGM S05, 2.04
6.00-8.00 pm	Welcome cocktail function The Shore Restaurant and Bar, Arbour View Cafes	

TUESDAY 2 DECEMBER 2014		
Concurrent sessions | Griffith University South Bank campus		
7.30-9.00 am		ANZMAC Executive Breakfast S02, 7.16
9.00-10.30 am	**Session 5**	
10.30-11.00 am	**Morning tea** S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
11.00 am-12.30 pm	**Session 6**	
12.03-1.30 pm	**Lunch** S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	**AMJ Lunch** S07, 2.16 / 2.18
1.30-3.00 pm	**Session 7**	
3.00-3.30 pm	**Afternoon tea** S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
3.30-5.00 pm	**Session 8**	
5.00 pm	**Free evening**	

WEDNESDAY 3 DECEMBER 2014		
Concurrent sessions | Griffith University South Bank campus		
9.00-10.30 am	**Session 9**	
10.30-11.00 am	**Morning tea** S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
11.00 am-12.30 pm	**Session 10**	
12.30-1.30 pm	**Lunch** S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	**Institutional Members / Heads of School Lunch** S07, 2.16 / 2.18
1.30-3.00 pm	**Session 11**	
3.00-3.30 pm	**Afternoon tea** S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
3.30-5.00 pm	**Session 12**	
7.00-11.45 pm	**Gala dinner** Brisbane Convention and Exhibition Centre	

Doctoral Colloquium Program Outline

SATURDAY 29 NOVEMBER 2014		Graduate Centre (S07)
8.00-9.00 am	Registration and Greetings	Foyer
9.00-9.15 am	Welcome from the DC Co-chairs Dr Denni Arli and Associate Professor Helene Cherrier	Room 2.16-2.18
9.15-10.15 am	An Opening Workshop– Advancing Your Early Academic Career Associate Professor Ekant Veer (University of Canterbury)	Room 2.16-2.18
10.15-11.15 am	Workshop 2– Life as an Academic, A Creative, Sustained and Fun Adventure Professor Russell Belk (York University)	Room 2.16-2.18
11.15-11.45 am	Coffee break	Graduate Centre (S07)
11.45 am-1.15 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
1.15-2.15 pm	Lunch	Graduate Centre (S07)
2.15-3.45 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
3.45-4.15 pm	Coffee break	Graduate Centre (S07)
4.15-5.15 pm	Workshop 3 Professor Rebekah Russell-Bennett (QUT) and Professor Sharyn Rundle-Thiele (Griffith) Research: Dark Art or White Magic?	Room 2.16-2.18
5.15-5.30 pm	Wrap Up Professor Sharyn Rundle-Thiele (President of ANZMAC)	Room 2.16-2.18
5.45-7.30 pm	Doctoral Colloquium Dinner	The Shore Restaurant and Bar, Arbour View Cafes

SUNDAY 30 NOVEMBER 2014		Graduate Centre (S07)
8.30-9.00 am	Continental Breakfast	Graduate Centre (S07)
9.00-10.00 am	**Workshop 4**– Finding Life, Leisure, and Pleasure in the PhD Treadmill **Associate Professor Zeynep Arsel (Concordia University)**	**Room 2.16-2.18**
10.00-11.00 am	**Workshop 5**– How to Publish from Your PhD and Create a Research Pipeline **Professor Jill Sweeney (University of Western Australia) and Associate Professor Tracey Danaher (Monash University)**	**Room 2.16-2.18**
11.00-11.30 am	Coffee Break	Graduate Centre (S07)
11.30 am-1.00 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
1.00-2.00 pm	Lunch	Graduate Centre (S07)
2.00-2.45 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
2.45-3.15 pm	Coffee Break	Graduate Centre (S07)
3.15-4.30 pm	**Workshop 6**–Moving Forward, Q&A **Dr Zeynep Arsel (Concordia University) and Professor Geoff Soutar (UWA)**	Room 2.16-2.18
4.30-4.45 pm	Closing Dr Denni Arli and Associate Professor Helen Cherrier	S07, Room 2.16-2.18

Doctoral Colloquium Program

SATURDAY 29 NOVEMBER 2014					Graduate Centre (S07)	
8.00-9.00 am	Registration and greetings				Foyer	
9.00-9.15 am	Welcome from the DC Co-chairs Dr Denni Arli and Associate Professor Helene Cherrier					
9.15-10.15 am	Opening Workshop–Advancing Your Early Academic Career Associate Professor Ekant Veer (University of Canterbury)				Room 2.16-2.18	
10.15-11.15 am	Workshop 2–Life as an Academic, A Creative, Sustained and Fun Adventure Professor Russel Belk (York University)				Room 2.16-2.18	
11.15-11.45 am	Coffee break					
11.45 am-1.15 pm	PhD Presentation					

	Room 2.16-2.18	Room 2.17	Room 2.19	Room 3.01	Room 3.03	Room 3.07
11.45 am-12.30 pm	When are two brands better than one? Investigating the impact of advertising dual-brands on correct branding	Trust me, I'm a (tele)doctor: Service provider's experiences of healthcare service virtualisation	Branded content—Kindling the brand romance	The role of emotions toward luxury brands in the consumers' responses to brand extensions	Advertising appeals and effectiveness in social media banner advertising. A cross-cultural study of India, Finland, Sweden and Vietnam.	New perspectives on democratisation in the luxury market: The engagement of consumers in marketplace meanings
	Presenter: Cathy Nguyen (UniSA) Reviewer: Professor Mark Uncles Professor Russell Belk	Presenter: Teegan Green (UQ) Reviewer: Associate Professor Ekant Veer Associate Professor Karen Fernandez	Presenter: Krahmalov, Jacki (UWS) Reviewer: Associate Professor Zeynep Arsel Associate Professor Helene Cherrier	Presenter: Naser Pourazed (Flinders) Reviewer: Professor Jill Sweeney (UWA) Professor Urlike Gretzel (UQ)	Presenter: Nguyen Han (Vaasa) Reviewer: Dr Owen Wilson (Griffih) Dr Dewi Tojib (Monash)	Presenter: Jamal Abarashi (Otago) Reviewer: Professor Geoff Soutar (UWA) Associate Professor Liliana Bove (UniMelb)

12.30-1.15 pm	Strategically managing the stories of brands: conceptualising, managing and measuring the 'brand story' concept	Exploring consumer behaviour in the context of life-threatening illness	Conceptual paper: everyday utopianism and brand connection	The role of consumption externalities in consumer decisions of separated services	Flirting with a holiday destination: a study on the process of place bonding with a focus on emotions and experiences	The influence of colour and shape on brand identification and meaning
	Presenter: Mohammed Fakiha (RMIT) Reviewer: Professor Mark Uncles Professor Russel Belk	Presenter: Narjess Abroun (RMIT) Reviewer: Associate Professor Ekant Veer Associate Professor Karen Fernandez	Presenter: Rebecca Dare (UniMelb) Reviewer: Associate Professor Zeynep Arsel Associate Professor Helene Cherrier	Presenter: Karen Kao (Adelaide) Reviewer: Professor Jill Sweeney (UWA) Professor Urlike Gretzel (UQ)	Presenter: Shabnam Seyedmehdi (Otago) Reviewer: Dr Owen Wright (Griffith) Dr Dewi Tojib (Monash)	Presenter: Jinyoung Choi (U of Auckland) Reviewer: Professor Geoff Soutar (UWA) Associate Professor Liliana Bove (UniMelb)
1.15-2.15 pm	Lunch					
2.15-3.45 pm	PhD Presentation 2					
	Room 2.16-2.18	Room 2.17	Room 2.19	Room 3.01	Room 3.03	Room 3.07
2.15-3.00 pm	Human brands emotional attachment: the key personality characteristics of strong human brands.	The role of memory in consumer choice: does it differ for goods and services brands?	The challenges of positioning a 'broad brand': an analysis of TV broadcasting brand positioning in the digital age	The role of psychographic variables on green purchase intentions for a low involvement product	Study of Chinese 'consumption face'	Integrating green consumption dimension: consumer styles inventory (CSI) scale refinement and validation

Presenter: Marcela Moraes (Murdoch)	Presenter: Rachel Fuller (Loughborough University)	Presenter: Claudia Gonzales (UQ)	Presenter: Aysen Coskun (Nevsehir Uni)	Presenter: Raymond Xia (Otago)	Presenter: Fred Musika (Massey)
Reviewer: Dr Stanislav Stakhovych (Monash) Professor Ian Wilkinson (USyd)	Reviewer: Professor Hamen Oppewal (Monash) Dr Cyntia Webster (Macquarie)	Reviewer: Dr Lynda Andrews (QUT) Associate Professor Yelena Tsarenko (Monash)	Reviewer: Professor Geoff Soutar (UWA) Dr Lara Stocchi (Lboro)	Reviewer: Dr Shelagh Ferguson (Otago) Dr Umar Burki (HBV)	Reviewer: Dr Juergen Gnoth (Otago) Dr Kaisa Lund (LNU)

3.00-3.45 pm	Consumers' confidence in competitive positions: antecedents and effects on segment preferences	Evaluating the impact of sponsorships on sponsors' community based brand equity.	Impact of service recovery methods to Customer loyalty: a mediation of service recovery satisfaction (SATCOM) Drivers	Mixing it up: encouraging Finnish children to eat fruit	Understanding the relationships among travel motivation, service quality, perceived value, customer satisfaction and behavioural intentions in ecotourism	Changing littering behaviour among Saudi Arabian community A social marketing approach.
	Presenter: Anne-Maree O-Rourke (UTS) Reviewer: Dr Stanislav Stakhovych (Monash) Professor Ian Wilkinson (USyd)	Presenter: Lenny Vance (USC) Reviewer: Professor Hamen Oppewal (Monash) Dr Cyntia Webster (Macquarie)	Presenter: Yeah Shan Beh (UniAuckl) Reviewer: Dr Lynda Andrews (QUT) Associate Professor Yelena Tsarenko (Monash)	Presenter: Ville Lahtinen (Griffith) Reviewer: Professor Geoff Soutar (UWA) Dr Lara Stocchi (Lboro)	Presenter: Joowon Ban (CQU) Reviewer: Dr Shelagh Ferguson (Otago) Dr Umar Burki (HBV)	Presenter: Yara Almosa (Griffith) Reviewer: Dr Juergen Gnoth (Otago) Dr Kaisa Lund (LNU)

3.45-4.15 pm	Coffee break		
4.15-5.15 pm	Workshop 3–Research: Dark Art or White Magic? Professor Rebekah Russell-Bennett; Professor Sharyn Rundle-Thiele (Griffith)		Room 2.16-2.18
5.15-5.30 pm	Wrap Up Professor Sharyn Rundle-Thiele (ANZMAC President)		Room 2.16-2.18
5.45-7.30 pm	Doctoral Colloquium Dinner		The Shore Restaurant and Bar, Arbour View Cafes

8.30-9.00 am	Continental breakfast				
9.00-10.00 am	**Workshop 4**–Finding Life, Leisure, and Pleasure in the PhD Treadmill Associate Professor Zeynep Arsel (Concordia University)				Room 2.16-2.18
10.00-11.00 am	**Workshop 5**–How to Publish from Your PhD and Create a Research Pipeline Professor Jill Sweeney (University of Western Australia) and Associate Professor Tracey Danaher (Monash University)				Room 2.16-2.18
11.00-11.30 am	Coffee break				
11.30-1.00 am	PhD Presentation 3				

	Room 2.16-2.18	Room 2.17	Room 2.19	Room 3.01	Room 3.03
11.30 am-12.15 pm	The conceptualisation and measurement of negative engagement	Should Foreign Brands Localise Their Packaging? A Comparison Of Hedonic And Utilitarian Products	Enabling customer insights through learning based on real-time customer analytics	The influence of consumer motivations on eWOM contribution: Do individualist and collectivist cultural characteristics matter?	Healthy Eating in the Australian Defence Force: A Social Marketing Study
	Presenter: Loic Li (UniAuckland) Reviewer: Professor Jenni Romaniuk (UniSA) Dr Jimmy Wong (Monash)	Presenter: Khan, Huda (UniSA Reviewer: Dr Liliana Bove (Uni Melb) Professor Geoff Soutar (UWA)	Presenter: Stefanie Kramer (Deakin) Reviewer: Associate Professor Tracey Danaher (Monash)	Presenter: Saranya Labsomboonsiri (QUT) Reviewer: Professor Aron O'Cass (UTas) Professor Peter Thirkell (VUW)	Presenter: Carins, Julia (Griffith) Reviewer: Dr Swetlana Bogomolova (UniSA) Dr Stephen Dann (ANU)
12.15-1.00 pm	Factors Impacting Food Decision Making Amongst Consumers with Special Dietary Needs in the Purchase of Processed Packaged Foods in Supermarkets	The influence of marketing communications on the evolution of shopper behaviour in both offline and online retail channels	The Antecedents of Donor Retention for Non Profit Organisations at Tanzania Education Authority: An Empirical Analysis	The Effects of Social Setting and Portion Size on Food Consumption Amount	On premise alcohol consumption: A stakeholder perspective in social marketing

Presenter:	Presenter:	Presenter:	Presenter:	Presenter:
Elizabeth Andrews (USQ)	Jason Pallant (Monash)	Michael Mawondo (Deakin)	Marcus Tan (Bond)	Nuray Buyucek (Griffith)
Reviewer:	Reviewer:	Reviewer:	Reviewer:	Reviewer:
Professor Jenni Romaniuk (UniSA) Dr Jimmy Wong (Monash)	Dr Liliana Bove (Uni Melb) Professor Geoff Soutar (UWA)	Associate Professor Tracey Danaher (Monash)	Professor Aron O'Cass (UTas) Professor Peter Thirkell (VUW)	Dr Svetlana Bogomolova (UniSA) Dr Stephen Dann (ANU)

SUNDAY 30 NOVEMBER 2014			Graduate Centre (S07)

1.00-2.00 pm	Lunch		

2.00-2.45 pm	PhD Presentation 4		
	Room 2.16-2.18	Room 2.19	Room 3.01	Room 3.03

2.00-2.45 pm	Can nudging principles encourage behaviours associated with obesity prevention?	Sensory Perception, Attitudes and Decisions: Haptics and the Need for Touch	How Valence and Arousal Affect Unplanned Buying Behaviour	Market Participation and Market Mobility of Smallholder Farmers in a Developing Economy
	Presenter: Amy Wilson (UniSA) Reviewer: Professor Janet Hoek Dr Nadia Zainuddin (UOW)	Presenter: David Harris (CQU) Reviewer: Professor Peter Danaher (Monash) Dr Stephen Dann (ANU)	Presenter: Abedniya Abed (Monash) Reviewer: Professor Andrew Parsons (AUT) Professor Jill Sweeney (UWA)	Presenter: Marcia Kwaramba (Monash) Reviewer: Professor Ian Wilkinson (USyd) Dr Junzhao Ma (Monash)

2.45-3.15 pm	Coffee break	

3.15-4.30 pm	Workshop 6–Moving forward and Q&A Dr Zeynep Arsel (Concordia University) and Professor Geoff Soutar (UWA)	Room 2.16-2.18

4.30-4.45 pm	Closing Dr Denni Arli and Associate Professor Helene Cherrier	Room 2.16-2.18