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Book of Abstracts of 5th International Conference on Marketing 2017

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MESSAGE FROM THE VICE CHANCELLOR OF HOSTING PARTNER

It is with immense pleasure that I send this message to the 5th International Conference on Marketing (ICOM) 2017 on behalf of the Department of Marketing Management of the University of Sri Jayewardenepura, the hosting partner of the ICOM (2017). Being the pioneering academic entity in the field of marketing education in Sri Lanka, the Department of Marketing Management is annually involved in several academic and research activities, and its endorsement as the hosting partner of ICOM 2017 is another such scholarly endeavor of the Department.

The theme of the conference; ‘Market Intelligence and Business Analytics’ is an immensely important hot topic for the contemporary business organizations. In terms of building performance-driven business cultures, the collaboration of the industry and the academia is much needed, and this conference will provide a sound platform where local and international researchers as well as the business community could interact and share their knowledge and expertise among each other. I firmly believe that national universities should play a vital role in these kinds of research engagements which will pave the path to national development and social prosperity and I highly appreciate the Department of Marketing Management of the University of Sri Jayewardenepura and the International Institute of Knowledge Management (TIKM) for organizing a research conference of this caliber on a contemporary important business theme. I have no doubt that this conference will spur new ideas to improve business performance which will eventually uplift the well-being and higher standards of living of people across the globe.

I would like to congratulate the Department of Marketing Management for the important role they are playing as the hosting partner of this conference and I sincerely wish Co-Chairs, the Key Note Speaker, the organizing committee and the eminent researchers for a successful International Conference on Marketing 2017.

Prof. Sampath Amaratunge,
Vice Chancellor,
University of Sri Jayewardenepura,
Sri Lanka

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KEYNOTE SPEECH



**THE MORE THINGS CHANGE, THE MORE THEY REMAIN THE SAME:
MARKETING INTELLIGENCE, BUSINESS ANALYTICS AND CRM**

Prof. P. S. Koku

Florida Atlantic University, USA

ABSTRACT

Some business practices and theories, just as fads, come into vogue, become celebrated and quickly disappear. Examples of these fad include but are limited to Management by Objectives, Management by Wandering around, One-minute management and Management by Consensus, to name only a few. However, the simple concept of “customer is king” which extolls the paramountcy of the customer has not changed over time. In my view, it will never change as long organizations that are formed to serve customers pursue the basic rule of commerce which is to aspire to exist in perpetuity.

My objective in this speech is twofold. First, I would like to critically examine the conference theme, marketing intelligence and business analytics, within the context of management practices to determine whether they are simply another business fad. Second, I will connect these tools (marketing intelligence and business analytics) to CRM and argue that this linkage is one way in which their continued use in business can be assured, i.e., avoid being just another fad.



ORAL PRESENTATIONS



[01]

**SPREADING SPIDER NET BY BANKERS: CROSS SELLING CREATES
DILEMMA IN CUSTOMERS' MIND**

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²*Mercantile Bank Limited, Bangladesh*

ABSTRACT

In banking industry, cross selling is considered as art of selling to increase profit from single customer by offering financial solutions that might even be latent demand for customer. However, it has been observed that many customers start banking with intention to earn interest against their savings though in the end the scenario gets reversed. In the name of cross selling, bankers often try to covert customers' own savings with the bank into their liability by offering them different lucrative loan products against the savings. When customers unconsciously get trapped into different loan products in the name of financial solution, the more they fidget to get rid of it, more difficulty arises. Hereby, it hoists the question in customers' mind whether banker's cross selling means better financial solution or a tool for banks to pocket-up more profit in deceptive way. Previous researchers discussed on bankers' use of cross selling as key to: revenue maximization/management, offer new and/or sequential products, get competitive advantage; even as mean to increase hidden revenue. They worked with implication of cross selling to offer customer solutions from sellers' perspective to increase profit but ignored use of cross selling as a trap that customers might fall-in. In this study it was found that many bankers adopt cross selling as a technique to drive customers into different subsequent loan products. These unending layers of bankers' trap in the name of customer solutions result to hardly freedom from it which eventually lead to one sided benefit of bankers instead of mutual benefit.

Keywords: Banking Industry, Cross Selling, Financial Solution, Spider Net

[02]

**COMPARATIVE STUDY ON THE E-SERVICE QUALITY OF AUCTION SITES: A
B2B PERSPECTIVE**

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Wayamba University, Sri Lanka

ABSTRACT

Auctions are recording a tremendous success in online. The competition among online auctions is also in the rise demanding auctioneers to deliver a superior service experience to its clients. Maintaining the service quality of the auction site thus becomes the critical success factor for them in face of identifying, attracting and retaining of customers. Yet, in practice inconsistency among the e-service quality of the auction sites are highly prevalent. This study focuses on comparing the e-service quality of local and international auction sites from business clients' point of view. The quantitative inquiry equipped with a survey of selected business organizations. Data on expected and perceived e-service quality dimensions of local and international auction sites were compared using an ANOVA test. Results indicate a significant variance among the service quality gap of local and international auction sites. These variances are profound for service quality dimensions; security, ease of use, responsiveness, & personalization. From practitioners' perspective, this paper aids identifying the foremost service quality dimensions those require extensive care by the auctioneers. From policy makers' perspective, results stress the necessity of developing universal standards for e-service quality so as to minimize the discrepancies.

Keywords: E-Service Quality, Online Auctions, B2B

[03]

STORE ENVIRONMENT AND ITS EFFECT ON SHOPPING EXPERIENCE AND PATRONAGE DECISION OF GROCERY SHOPPERS

M. R. C. Hulliana, * M. A. C. Francia & C. E. B. Mañabo

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ABSTRACT

This study was conducted to determine and evaluate the effect of store environment factors on shopping experience and patronage decision of grocery shoppers in the 5th district of Cavite specifically Carmona, Silang and General Mariano Alvarez on November 17, 2015 to December 28, 2015. A total of 25 grocery stores and/or supermarkets were evaluated. Purposive sampling was employed to survey 385 participants. The survey questionnaire used was modified from the works of Mei (2010) and Idris (2013). Of the 385 participants, 37% were 19-29 years old, 77% were female, 65% were married, 56% have 1 to 5 family members, and 43% earned Php 15,000.00 to Php 30,000.00 monthly. Majority (57%) shopped twice a month, 39% allocated one hour to their grocery shopping activity and 24% planned to spend Php 2,001.00 to Php 3,000.00 a month for grocery shopping. Monthly family income was found to be significant to store environment factors which indicate that shoppers with higher income prefer to shop at store with good environment. While, store environment factors (such as ambiance, social and design factors), shopping experience and patronage decision were all found to have a significant relationship meaning a good store environment gives customer a positive shopping experience which encourage them to patronize the store.

Keywords: Store Environment, Patronage Decision, Shopping Experience, Ambience Factors, Social Factors, Design Factors

[04]

**RELATIONSHIP BETWEEN SOCIAL CLASS AND FACEBOOK ADDICTION;
WITH SPECIAL REFERENCE TO FACEBOOK USERS IN SRI LANKA**

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ABSTRACT

Facebook, being the second most visited website in the world and No: 01 in Sri Lanka, could be identified as a special kind of addiction today where an average user browses Facebook at least for 30 minutes a day from computers or smart devices and gets exposed to diverse content on Facebook as a habit. An addiction is known to destroy human beings and their relationships and Facebook addiction is no exception to this. In this study, the researcher has attempted to investigate the relationship this Facebook addiction has with the Social Class of individuals provided that, most of previous researches have established that social class is inversely associated with many mental disorders. Social Class is generally a multifaceted construct that takes into account socio-economic status, cultural capital, social networks, as well as beliefs, values, and behaviors associated with these material and social resources and, in this study the researcher has used the socio-economic index for operationalization of social class. As per the extensive literature referred, Facebook Addiction Scale (FBAS) with six factors -salience, mood modification, tolerance, withdrawal, conflict and relapse has been used by the researcher in measuring Facebook addiction. The study was quantitative in nature whereas the cross-sectional survey design was chosen as the overall research design. Data were collected using a structured questionnaire and analyzed using SPSS 21.0 software. Findings of the study revealed that there is a significant relationship between social class levels and Facebook addiction, with reference to Facebook users in Sri Lanka. However, it was also explored that out of the major symptoms of Facebook addiction, Conflict & Relapse dimension is the cogent dimension with special reference to Sri Lankan context.

Keywords: Social Class, Facebook Addiction, Socio-economic index, Conflict & Relapse

[05]

**CORPORATE SOCIAL RESPONSIBILITY AND MARKET ORIENTATION –
EXPLORING NEW AVENUES FOR FUTURE RESEARCH**

K S. Kajalo¹, N. Ito², F. Nechita³, Y. Sakagawa⁴, J. Song⁵ & H. Tanaka⁶

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²*University of Hokkaido, Japan*

³*Transilvania University of Braşov, Romania*

⁴*University of Hokkaido, Japan*

⁵*University of Hokkaido, Japan*

⁶*Meisei University, Japan*

ABSTRACT

Corporate Social Responsibility (CSR) represents firms' business practices that are intended to improve societal well-being (Korschun, Bhattacharya, & Swain, 2014). The evidence that CSR has positive impacts on financial performance has been somewhat mixed (e.g. Luo & Bhattacharya, 2009), but there is evidence of positive, though small, impact on financial performance (Aguinis & Glavas, 2012; Margolis, Elfenbein, & Walsh, 2009). Similarly, there is recent evidence suggesting that CSR has a positive effect on shareholder wealth (Mishra & Modi, 2016). Therefore, it is natural that CSR has taken its place as a key component of firms' overall strategy (Kotler & Lee, 2008) and its importance is represented in annual reports and corporate websites (Servaes & Tamayo, 2013). The present paper focuses on the interplay between CSR and Market Orientation (MO). MO consists of intelligence gathering, dissemination and after that management's efforts to implement this new market knowledge for firm's benefit (Kohli & Jaworski, 1990). Although there are several studies showing the benefits of MO (e.g. Kajalo & Lindblom, 2015; Merlo & Auh, 2009), recent research also suggests that MO itself does not anymore provide superior performance, but instead has become a 'cost of competing' (Kumar, Jones, Venkatesan, & Leone, 2011). On the other hand, there is evidence that it is difficult (or even impossible) to achieve high performance without MO (Frösén, Luoma, Jaakkola, Tikkanen, & Aspara, 2016). The extant literature on CSR and MO remains largely separated from each other and there are few studies focusing on the relationship between MO and CSR (see, Kiessling, Isaksson, & Yasar, 2016). The present paper focuses on this research gap and provides several avenues for future research on the interplay of MO and CSR.

Keywords: Corporate Social Responsibility, Market Orientation, Business Performance

[06]

**BICYCLE TOURISM IN KONYA TOURISM PERSPECTIVE AND A STUDY ON
ITS EFFECT ON MARKETING KONYA TOURISM AS A DESTINATION BY
USING PEST ANALYSIS**

O. Unuvar¹, M. Kaya² & M. Sezgin³

¹*Necmettin Erbakan University, Turkey*

^{2,3} *Selcuk University, Turkey*

ABSTRACT

Tourism is an important sector that its importance has globally been being understood day by day and has continuously been received quite much investment. It is obvious that it became an area of vital activity for Turkey and Konya in near past. The target of this study is to reveal the potential, its execution area and its contribution of bicycle tourism on Konya tourism. It has been considered that bicycle tourism, a new model of sustainability and diversification, will make a great contribution in city culture and Konya tourism in progress of time. To popularize using bicycle will prevent the young from harmful habits (smoking, alcohol, drug addiction etc.), and it will contribute in solving some serious and basic problems nowadays like obesity and stress, environment, traffic, public transportation and improving tourism and promoting Konya tourism by bringing touristic values into forefront. It has been considered that local administration's efforts to improve the substructure for sportive activities in Konya having suitable topographic features for using bicycle deserve admiration. In this context, the bicycle routes and tourism subjects around Konya will have the opportunity of being promoted divergently by dealing Konya tourism potential and considering this potential having different presentation via bicycle tourism. Another inference about bicycle tourism is that it will strengthen and contribute in social networking and interaction among different social stratum as a result of using bicycle as an integrative tool for society

Keywords: Bicycle, Tourism, Konya Tourism

[07]

**COMPARISON OF MULTI-CONTINENTAL GLOBAL MBA PROGRAMS:
EXPERIENTIAL LEARNING IN VIBRANT MULTICULTURAL ENVIRONMENTS**

G. Sand

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ABSTRACT

Over the past thirty years the increased value of a master's degree in business administration is undeniable. This increased value of an MBA coupled with the continued rise of a worldwide economy, has created a few new academic programs where one's education is spent in critical business centers around the world. Although a number universities offer such programs they may vary greatly. This variation depends on the cities in which the programs are based and on the quality of experiential learning that is involved. This paper compares the best Global MBA programs in the world based on experiential learning opportunities in multicultural environments.

Keywords: Global MBA, INSEAD, Harvard, London Business, HKUST

[08]

**DEVELOPING RESPONSIBLE MARKETING STRATEGIES WITH PARTICULAR
REFERENCE TO LAKSALA- STATE GIFT AND SOUVENIR BOUTIQUE, SRI
LANKA**

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²*Department of Economics, Faculty of Arts, University of Colombo*

ABSTRACT

This article illustrates existing problems in “*Laksala - State Gift and Souvenir Boutique*” in Sri Lanka and proposes responsible marketing strategies that incorporate Sri Lankan culture and community to make a change in the business. Although, *Laksla* is the one and only public ownership souvenir and gift boutique in Sri Lanka that caters to international tourists and elite domestic market, it has been having a limited market share during the last few years. Using qualitative research techniques, the researcher interviewed *Laksala* stall managers and thoroughly used secondary data to find the consequences for the current issues related to low market share. The low market share is in consequent to the weaknesses such as lack of marketing, product development, innovation, creativity, and technology use. From the market side, this is also a result of competitive rivals and new entrants from China, Thailand, and India that have been a threat for *Laksala*. With this background, this research has developed a responsible marketing plan for a sustained growth of *Laksala* through high margin, revitalizing local culture while distributing economic benefits to communities in rural areas in the country and position the organization as a sought-after shop for gift and souvenirs by the tourists and local customers. This research will contribute to the similar businesses in tourism, decision makers in tourism-related organizations and future researchers by providing a background of making a change through responsible marketing strategies.

Keywords: Responsible Change, Marketing Strategy, Tourism, Community, Laksala, Sri Lanka

[09]

EVALUATING THE POTENTIAL OF THE AHP METHOD FOR BUYING DECISIONS ON SHOPPING GOODS

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ABSTRACT

The analytic hierarchy process (AHP) has been in use for many consumer goods choice decisions. Shopping goods category is one of the four types of consumer goods. In this paper, we have made an attempt to test the performance of the AHP method to address the purchase decision on one of the shopping goods, where consumers make this decision by comparing the product with other similar products available in the market. In the literature, the performance of the AHP methods for all tested applications including consumer goods choice problems is performed mainly from two perspectives. First, the AHP method computes the relative ranking of the products in comparison with other standard methods. The second one, where the decision makers were asked to give their opinion on the outcome of the AHP method, i.e., the extent to which they are satisfied with the AHP results. However, rarely, any published work compares the outcome of the AHP method with that of the actual decisions of the real decision makers. This may be due to the reason that, each consumer are different and chose different products depending on many socioeconomic factors. Thus, it is seemingly difficult to compare the purchase behavior of disparate consumers. In this study, we addressed this problem by judiciously choosing the problem for the decision making on a standard mobile phone purchase, which is basically a type of shopping goods. The experimental setup used here includes respondents from highly educated background (minimum graduate) with at least 5 years of experience of using regularly mobile phones. Also, all the respondents are well conversant with the use of the AHP method. That means, the respondents know the product and its feature very well, and also know how the method works. This creates an environment of selecting a product by knowledgeable or somewhat expert consumers. In this study, the actual outcomes of the AHP method have been compared with that of the actual decision maker's choice. The study shows very interesting behavior of the AHP method to handle real choice problem.

[10]

MACBETH AND MOORE METHODS WITH OUTSOURCING SELECTION IN HOSPITALITY INDUSTRY

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ABSTRACT

In today's world, the dimensions of competition has changed and became more important. In this sense businesses while competing with rivals, businesses benefit from other businesses that specialize in this regard for operations outside the area of expertise that contributes to the company to improve the basic functions of business. Thus, the company will focus more on basic skills and have advantages the superiority to competitors. Outsourcing in the industrial sector, which relies on old, service sector has begun to adopt this strategy in recent years. Decision-making on outsourcing, one of the most important strategies in the competitiveness of enterprises is an important process. In this study, outsourcing of business accommodation in hospitality industry was analyzed by using multi-criteria decision-making methods; Macbeth and Moore. In hospitality companies, consisting of several departments, data were analyzed obtained from experts to discuss which departments should required outsourcing.

Keywords: Outsourcing, Moore, Macbeth, Delphi Technique, Decision Making Techniques

[11]

A BUSINESS ANALYTICS FRAMEWORK FOR DECISION MAKING

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ABSTRACT

Artificial or Computational intelligence techniques are slowly creeping into business applications. It has been predicted that by 2020 majority of the leading companies around the world going to adopt AI based techniques for their endeavor to become completely digital. In this situation, it is paramount for all these companies to concentrate on advanced business analytics solution for their applications. The AI based business analytics solutions are based on how human beings naturally analyze business situations to arrive at most appropriate decisions. This necessitates to analyze critically the human decision making process so as to gain the capability to develop comparable solutions. In this paper, we concentrated on studying the brain traits of human being responsible for analytical decision making. Initially, it is focused on identifying important brain traits used during decision making. It has been found that four brain traits are primarily responsible for all analytical decisions, which are intuition, intelligence, creativity, and wisdom. This paper proposes a decision framework based on the analysis of the roles of these traits through the study of their interactions and structure. Additionally, it has also been critically analyzed the importance of design, creativity and simulation in building a business analytics system. In this study, it has been demonstrated how the proposed framework can be used for real world decision making. Two such applications are presented in this paper.

[12]

**VALUE CHAIN ANALYSIS TOWARDS IMPROVING INFRASTRUCTURE OF
ORNITHOLOGICAL TOURISM OF SILIFKE GOKSU DELTA BIRD SANCTUARY
IN TOURISM MARKETING PERSPECTIVE**

M. Kaya

*Silifke-Tasucu VSHE, Selcuk University, Turkey***ABSTRACT**

Tourism is becoming one of the sectors, the importance of which is increasing day by day and where the global competition is occurring prominently. Alternative tourism varieties are often used as a way to outdo or to make a difference in this competitive environment. This study aims to analyse ornithological tourism and its touristic supply and demand, to specify the value chain of ornithological tourism, and construct the process of strategic marketing of ornithological tourism. On the other hand, it intends to determine the basic fields of activity of value chain of ornithological tourism and analyse the value chain analyse of ornithological tourism in Turkey and ornithological tourism of Silifke Goksu Delta Bird Sanctuary in compliance with Europe. The concept of value chain was first brought in literature by Michael Porter, one of the significant researchers in strategic management. Taking his model into consideration, we constructed the conceptual map of the study. To obtain the value chain of Silifke for ornithological tourism and to determine the service suppliers in the chain and sub-operations appraise the value the winter tourism for Silifke and also comparative analysis conducted to determine advantageous and disadvantageous situations via value chain is considered to play vital role.

Keywords: Goksu Delta, Value Chain, Ornithological Tourism, Tourism Marketing

[13]

**FACTORS INFLUENCING THE SWITCHING BEHAVIOR OF MOBILE
TELECOMMUNICATION SERVICE CONSUMERS IN SRI LANKA**

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ABSTRACT

Consumer switching is major problem faced by mobile telecommunication companies in Sri Lanka and therefore, it is important that the key market players in the industry should examine the underlying factors influencing customers' switching decisions in order to retain their market share. The purpose of the research is to examine the factors that have a significant impact on the switching decisions of consumers regarding mobile telecommunication service providers. The study was quantitative in nature whereas the cross-sectional survey design was chosen as the overall research design. Data were collected using a structured questionnaire from a total of 200 respondents in Colombo District and descriptive and regression analyses were performed using SPSS 21.0 software to analyse the data. The results revealed that there is a high degree of switching behavior among the respondents of the study. Technological changes, pricing issues and companies' degree of responsiveness to service failures were the factors that have a significant impact on the switching behavior of the mobile phone consumers towards mobile telecommunication providers in Sri Lanka. Furthermore, 'technological changes' was found to be the salient factor that has the highest impact on switching decision of customers.

Keywords: Switching Behavior, Mobile Telecommunication Industry, Service Failures, Switching Factors

[14]

A STUDY ON THE PURCHASING INTENTION OF CONTERFEIT BRANDED PRODUCTS (CBPS). THE ROLE OF GEOGRAPHIC MARKET SEGMENTATION

D. K. Manodara & W. D. N. S. M. Tennakoon

*Wayamba University, Sri Lanka***ABSTRACT**

Trading of Counterfeit Branded Products (CBPs) is a challenge of innovation driven economy. It is seen as a significant economic threat that undermines innovation and hampers economic growth. Despite to its negative economic impact, sales of CBPs are up rising. The focus of this study was to assessing the determinants of purchasing intention of CBPs with respect to different geographical market segments; rural & urban. The study deployed a quantitative approach. The determinants of purchasing intention (product knowledge, level of education, selling strategy, pricing & brand image) were the dimensions of independent variable while the purchasing intention was treated as the dependent variable. Geographical market segment was assumed to be moderating the relationship between the independent and dependent variable. A field survey of two customer groups was conducted using a questionnaire. A mix of self-administrated and standard items was used in the instrument after ensuring their validity and reliability. The outcome of ANOVA depicted a significant variance among the rural customers and urban customers with respect to their prioritization of purchasing intention determinants. Further, least square regression analysis revealed a moderating effect of geographical market segment on the association between determinants of the purchase of CBPs and the purchasing intention of CBPs. The theoretical implication suggests the necessity of incorporating market segment as a moderator in to the framework of CBPs' purchasing intention. The practical perspective invites policy makers to manipulate the leading determinants of purchasing intention of CBPs so as to lessen their positive effect on purchasing intention of CBPs.

Keywords: Counterfeit Branded Products (CBPS), Purchasing Intention, Rural Customers, Urban Customers

[15]

**IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING
BEHAVIOR IN BEAUTY SOAP INDUSTRY (WITH SPECIAL REFERENCE TO
THE CONSUMERS IN NORTH CENTRAL PROVINCE IN SRI LANKA)**

J. D. T. Madhusanka

*Department of Business Management, Faculty of Management Studies, Rajarata University,
Sri Lanka*

ABSTRACT

The dynamic world of marketing communication has become multicolored and busy with advertisements, and it is hard to get noticed. It is an uphill task for the designer of an advertising campaign to differentiate itself from others and attract viewers' attention. Thus, celebrity branding in advertisement and its impact on the overall communication effectiveness is of great significance. Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristics like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Thus, it can be said that within Sri Lankan society, celebrities generally differ from the common people and enjoy a high degree of public awareness.

All of us are consumers. We consume various product and services to fulfil our daily requirements and every time we have to decide what we buy, how we buy, where and when we buy. There are a large number of factors, which influence consumer buying behaviour. But today the firms and marketers are using celebrity endorsement as a major marketing strategy to affect the consumer buying behaviour. Hence the purpose of this research is to study the impact of celebrity endorsement on consumers buying behaviour. Furthermore, this study focuses on examining the perception of consumers about celebrity endorsements, examining the celebrity attributes likely to influence consumer purchase intentions and finally the impact of celebrity endorsements on their Consumer Buying Behaviour.

Keywords: Celebrity, Buying Behavior, Endorsement

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**IMPACT OF PATRIOTISM ON CONSUMER ETHNOCENTRISM IN MOBILE
TELECOMMUNICATION INDUSTRY OF SRI LANKA**

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ABSTRACT

Consumer ethnocentrism, a personality trait, is identified as a significant antecedent of purchase decisions. Further, the degree of one's ethnocentric thinking depends on their level patriotic believes. Yet, despite the possible assumption that patriotic consumers may demonstrate higher level of ethnocentrism, this has not been adequately examined in area of technologically driven service industries. Further, it is not evident that ethnocentrism is reflected in the actual consumption behaviour by choosing local products/brands. Hence, the current study aims to (1) examine the impact of patriotism on consumer ethnocentrism in mobile telecommunication industry of Sri Lanka and (2) examine whether consumers' patriotic and ethnocentric traits are reflected their actual behaviour. The study was quantitative in nature and a cross sectional survey design was chosen as the overall research design. Using a structured questionnaire, data was collected from 200 mobile phone users in the Western province in Sri Lanka, through convenience sampling technique. Data was analysed using Structural Equation Modelling (SEM) with the aid of AMOS. Major findings reveal that there is an impact of patriotism on consumer ethnocentrism. However, despite consumers' higher level of ethnocentrism, choice of local mobile telecommunication service providers was not evidenced from data. Hence, for practitioners, the study recommends, even though patriotic themes can foster ethnocentric personality traits, alternative approaches need to be used not only to predict their actual purchasing behaviour but also to entice consumers to purchase local brands.

Key words: Consumer Ethnocentrism, Patriotism, Mobile Communication





VIRTUAL PRESENTATIONS



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**POSITIONING OF COMMON BRANDS BY THE USE OF THE OLFACTIVE
MARKETING, IN STUDENTS OF MEXICO CITY**

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ABSTRACT

Actually the brands have to plan new ways to make loyalty of the consumers, this new strategies are seeking the loyalty of the costumer for the brand, by using different kind of tools, one of these are the employs of odours for the stimuli the purchase by affecting the perception of the client and makes a rational thinking to an irrational acting, because the purchase process was affected by the conditions of the environment, under this premise, the research was based in how the use of the odours can bring a competitive advantage to be remembered, this process it's called olfactory memory, that makes an easily way to positioning the brand in the costumer, all of this research was employed in bachelors students of the Mexico city, with the intention of discover if the olfactory memory it's an efficient way to positioning the brand in products that aren't of cosmetic or perfumery products like in clothing.

Keywords: Odours, Olfactive Memory, Brand strategy, Positioning

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**TOWARDS BETTER UNDERSTANDING OF CONSUMER BEHAVIOR:
MARGINAL UTILITY AS A PARAMETER IN NEUROMARKETING RESEARCH**

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ABSTRACT

Understanding consumers' decision-making process is a recurrent goal in Marketing. However, the traditional tools used in marketing, such as surveys, personal interviews and participant observations are often inadequate to analyze and understand human behavior. Since consumer decisions are often influenced by unconscious mental processes, the consequence is that consumers very often do not want to, or do not know how to, explain their choices. For this reason, the field of Neuromarketing has grown in popularity. Neuromarketing uses neuroscience methods in order to determine the physiological and neurological causes that explain human decisions and behaviors. Identifying these mechanisms is useful to explain consumers' emotional and rational responses to marketing stimuli.

This paper provides (1) an overview of the current and previous research in Neuromarketing; (2) analyzes the use of Marginal Utility in Neuromarketing. In fact, there is remarkably little direct empirical evidence of the use of marginal utility in Neuromarketing studies. Marginal Utility is an essential economic parameter affecting satisfaction and one of the most important elements of the consumers' decision-making process. Through the use of marginal utility concept, economists can measure happiness and pleasure (satisfaction), which affects largely the consumer's decision. The research gap between Neuromarketing and use of marginal utility concept is discussed in this paper. We describe why Neuromarketing studies should take into account this parameter. We conclude with our vision of the potential of research at the interaction of marginal utility and Neuromarketing.

Keywords: Consumer Satisfaction, Consumers' Decision-Making Process, Marginal Utility, Neuromarketing

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PERCEIVED RISKS AND ONLINE PURCHASE INTENTION OF YOUNG PROFESSIONALS

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ABSTRACT

A descriptive-correlational study was conducted to determine the relationship between demographic profile, perceived risks and online purchase intention of young professionals in the fifth district of Cavite. A modified questionnaire from the study of Masoud (2013) was used on 385 young professionals to determine their demographic profile, and level of perceived risks indicated as product, time, financial, delivery, and social risks. Findings revealed that sex, civil status, occupation and net monthly income do not have significant relationship to online purchase intention of the participants. However, product, time, financial, delivery and social risk provided significant relationship to the participants' intention to purchase online. The results also showed that young professionals perceived online shopping as risky but they were still interested in online shopping and considering shopping online in the future. The outcome of this study will provide online marketers with a better understanding of consumer's perception of risks on online shopping which could lead to an increase in the possibility of online purchase.

Keywords: Perceived Risks, Online Shopping, Purchase Intention, Young Professionals

