



澳門科技大學  
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY



**MAG Scholar**  
Marketing in Asia Group

# MAG Scholar Conference in Business, Marketing & Tourism

**June 25-27, 2019** Macau SAR, China





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## 2019 MAGScholar Conference Programme

**25th JUNE 2019 (Tuesday)**

Venue: Building O, MUST

0800 – 0930	Registration and Arrival of Delegates Opening Ceremony	Classroom 0702
0930 – 1000	Welcoming Speech by MAGScholar President Prof. Dr. Kim Fam Local Arrangement Chair Andrew Jiang	Classroom 0702
1000 – 1030	Morning Break	
1030 – 1200	“My Journey: From Shadow into Light” by Prof. Dr. Kim Fam, New Zealand	Classroom 0702
1200 – 1330	Lunch	
1330 – 1500	“Attribute versus Anchor Based Approaches to Customer Satisfaction: An Integrated Perspective” by Prof. Dr. Wynne Chin, USA	Classroom 0702
1500 – 1530	Afternoon Break	
1530 – 1700	“PLS-SEM: Explaining & Predicting Behaviour” by Dr Jacky Cheah, Malaysia	Classroom 0702
1730 – 1800	Transfer to Banyan Tree Macau	

**26th JUNE 2019 (Wednesday)**

Venue: Building O, MUST

1800 – 2000	Welcome Dinner	Saffron, Banyan Tree Macau
0900 – 1000	Concurrent Presentation Sessions	Classroom 0702, Classroom 0703
1000 – 1030	Morning Break	
1030 – 1130	Concurrent Presentation Sessions	Classroom 0702, Classroom 0703
1130 – 1230	Sharing about Writing and Publishing	Classroom 0702
1230 – 1330	Lunch	
1330 – 1430	Concurrent Presentation Sessions	Classroom 0702, Classroom 0703
1430 – 1500	Afternoon Break	
1500 – 1630	“Explainable AI, Models, Cognitive Science and Culture in Business, Marketing and Tourism” by Prof Harrold Martens, The Netherlands	Classroom 0702
1730 – 1930	Closing Dinner	The Seasons, Building N, MUST

## List of Tracks and Chairperson

26th JUNE 2019 (Wednesday)

Time	Session	Track	Chairperson	Venue
0900 - 1000	1(A)	Tourism Management	Lee Teck Heang	Classroom 0702
	1(B)	Tourism Management	Cheng Boon Liat	Classroom 0703
1030 - 1130	2(A)	Marketing Trend, Business Strategy and Consumer Behaviour	Mohamad-Noor Salehhuudin Sharipudin	Classroom 0702
	2(B)	Marketing Trend, Business Strategy and Consumer Behaviour	Cheah Jun Hwa	Classroom 0703
1330 - 1430	3(A)	Dynamics in Digital Technology	Leong Choi Meng	Classroom 0702
	3(B)	Marketing Trend, Business Strategy and Consumer Behaviour	Cheung Man Lai	Classroom 0703

## Conference Sessions

26th JUNE 2019 (Wednesday)

Session 1(A): Tourism Management Chairperson: Lee Teck Heang	
0900 - 1000 Classroom 0702	Operating Issues and Challenges: The Case of Homestay Pachitan <i>Teck Heang Lee, Yet Mee Lim and Tat Huei Cham</i>
	Cognitive Structures of Outbound Macau Residents: The Case of Europe <i>Jianjian Mou and Pedro Quelhas-Brito</i>
0900 - 1000 Classroom 0703	Influencing Factors of Artificial Intelligence in Tourism Leisure Economy <i>Xue-Lin Xian</i>
Session 1(B): Tourism Management Chairperson: Cheng Boon Liat	
0900 - 1000 Classroom 0703	Changes in First-Time Travelers' Motivations for Shared Accommodations: Insights from Self-Determination Theory <i>Lei Qin, Eddy Fang and Philippa Hunter-Jones</i>
	Sustainability of Tourism Industry Through Service Innovation <i>Boon Liat Cheng, Mansori Shaheen, Tat Huei Cham and Michael M Dent</i>
0900 - 1000 Classroom 0703	Exploring Destination Branding for Guangdong-Hong Kong-Macao Greater Bay Area <i>Man Lai Cheung, Michael Huen Sum Lam Ka Yin Chau and Yun Kit IP</i>

Session 2(A): Marketing Trend, Business Strategy and Consumer Behaviour Chairperson: Mohamad-Noor Salehuddin Sharipudin	
1030 – 1130 Classroom 0702	The Influence of Consumers' Self-Congruity in Social Sponsorship: A Comparison between Boomers and Generation Y <i>Mohamad-Noor Salehuddin Sharipudin, Kim-Shyan Fam and Aaron Gazley</i>
	A Multilevel Investigation on the Role of Service Environment and Brand Equity on Customer Engagement <i>Ipkin Anthony Wong and Catherine Prentice</i>
	Is Customer Satisfaction a Matter in Online Shopping? <i>Hong Lip Goh, Yoon Heng Lee, Tat Huei Cham and Jue Xin Tan</i>
Session 2(B): Marketing Trend, Business Strategy and Consumer Behaviour Chairperson: Cheah Jun Hwa	
1030 – 1130 Classroom 0703	Applying Chinese Thinking to Enhance the Cognitive Capabilities of Managers in Malaysian Companies <i>Jui Aik Tan, Yet Mee Lim and Kian Aun Law</i>
	Discovering the Differences in Buying Behaviors of Young Adults among the Impulsivity <i>Józsa László, Platz Petra and Krasnova Anastasia</i>
	Intention to Purchase Travel Online and the Implications of Inertia Behaviour <i>Jun-Hwa Cheah, Xin-Jean Lim, Hiram Ting and Yong-Wai Chan</i>

Session 3(A): Dynamics in Digital Technology Chairperson: Leong Choi Meng	
1330 – 1430 Classroom 0702	Mobile Internet Adoption in Malaysia: The Moderating Effect of Gender <i>Soon-Ming Wong, Choi-Meng Leong and Chin-Hong Pua</i>
	Intention to Use Mobile Wallet in Malaysia <i>Choi Meng Leong, Bobby Boon Hui Chai and Thiam Yong Kuek</i>
	Customer Retention in the High Volume - Low Value Service Context in the Mobile Service Industry <i>Boon Liat Cheng, Sanjaya Singh Gaur and Rezuan Abdul Rahim</i>
	The Impact of Social Media Marketing on Young Generation's Purchasing Behavior of Smart Product <i>Jieqi Guan and Yui-yip Lau</i>
Session 3(B): Marketing Trend, Business Strategy and Consumer Behaviour Chairperson: Cheung Man Lai	
1330 – 1430 Classroom 0703	Investigating the Role of Social Media Marketing on Value Co-Creation and Engagement: An Empirical Study in China and Hong Kong <i>Man Lai Cheung, Guilherme D. Pires, Philip J. Rosenberger III and Mauro Jose de Oliveira</i>
	Rational or Emotional? Examination of Customer Loyalty in B2B Packaged Food Retail Setting <i>Ing Grace Phang and Yee Sheng Sim</i>
	The Effects of Interpersonal Service Quality and Self-Service Technology Quality on the Acceptance of Self-Service Ordering Systems for Restaurants Industry: An Empirical Study in China. <i>Yang Ting, Ivan Ka Wai Lai, Fan Zhao Bin and Mo Qing Min</i>



## Keynote Speaker 1

*Topic: My Journey: From Shadow into Light*

**Professor Dr. Kim-Shyan Fam**  
**Founding Director of MAG Scholar**  
**Professor of Marketing, New Zealand**  
**Chair Professor of JUFEE, China**

Kim Fam has industry experience in retailing and advertising before turning to academia. His career began as a management trainee with a large retail organization in Malaysia before moving to Scotland to undertake an undergraduate degree in Business Studies and later an MBA in Retail Management. Upon graduation, Dr Fam went to Hong Kong to work as a media manager with multinational advertising agencies such as Bozell and Leo Burnett. A career break came about when Dr Fam was offered a PhD scholarship by the University of Newcastle, Australia. Dr Fam's research focuses on advertising, Asian culture and corporate social responsibility, marketing of education, and small business/ entrepreneurship promotion strategy. His current research projects look at sales promotion, brand equity, and corporate social responsibility in collectivist China; student-teacher relationship, and business legitimacy. Amongst others, his publications have appeared in the Journal of Marketing, European Journal of Marketing, Asia Pacific Journal of Marketing and Logistics, Asian Journal of Marketing, and Indian Journal of Marketing. In Sept. 2012, Dr. Fam received an honorary doctorate (honoris causa) from Szechenyi Istvan University, Győr, Hungary.



## Keynote Speaker 2

*Topic: Attribute versus Anchor Based  
Approaches to Customer Satisfaction:  
An Integrated Perspective*

**Prof. Dr. Wynne Chin, USA**

Wynne Chin joined the faculty at the University of Houston in the fall of 1997. He received his doctorate from the University of Michigan in Computers and Information Systems, M.S. in chemical engineering (biomedical option) from Northwestern University, MBA from the University of Michigan, and a bachelors in biophysics from U.C. Berkeley.

Dr. Chin's substantive interests include modeling the individual IT adoption process, end-user satisfaction, and developing group process measures such as cohesion, satisfaction, and consensus to understand the impact of electronic meeting systems, and employee stress and turnover. More recently, he has begun work on cross-cultural analysis and building indices for high performing workplace assessment. His research is largely empirical and quantitative relying on lab and Monte Carlo experiments as well as surveys. Methodologically Dr. Chin focuses on construct development through the use of structural equation modeling (both covariance-based and partial least squares) as well as developing new causal modeling techniques for topics such as assessing interaction effects.



### Keynote Speaker 3

*Topic: PLS-SEM: Explaining and Predicting  
Consumer Behaviour*

**Dr. Jacky Cheah**  
*Senior Lecturer cum Researcher,  
Malaysia  
Trainer of PLS-SEM and Statistical  
Analysis*

Dr. Jacky is an expert in structural equation modeling and statistical analysis. Given his interest in research, he has attended workshops conducted by Prof. Joseph F. Hair (Kennesaw State University), Prof. Ned Kock (Texas A&M International University), Prof. Jorg Henseler (University of Twente), Prof. Christian M. Ringle (Hamburg University of Technology), Prof. Marko Sarstedt (Otto-von-Guericke-Universität Magdeburg), Dr. Jan-Michael Becker (University of Cologne), Prof. A. Parasuraman (University of Miami), Prof. Viswanath Venkatesh (University of Arkansas), Prof. Trevor Bond (James Cook University) and Prof. T. Ramayah (Universiti Sains Malaysia). As such he is proficient in several advanced statistical tools, such as SPSS Macro, Rasch Model, AMOS, EQS, SmartPLS, WarpPLS, PLS-Graph, ADANCO and R Studio. He has been invited to give talks in numerous places, including Germany (Otto-von-Guericke-Universität Magdeburg) and Taiwan (National Tsing Hua University). He writes method papers and they are published in top journals such as European Journal of Marketing, Internet Research, Tourism Management, International Journal of Contemporary Hospitality Management, Quality and Quantity, Tourism Economics and Social Indicator Research.



### Keynote Speaker 4

*Topic: Explainable AI, Models, Cognitive Science  
and Culture in Business, Marketing and Tourism*

**Prof. Dr. Harald Martens**  
*Founder of Idletechs AS  
Professor, Department of Engineering  
Cybernetics  
Norwegian University of Science and  
Technology, Norway*

Harald Martens, the founder of Idletechs AS, is today the company's research leader. Having retired from the Norwegian University of Life Sciences, and the Nofima food research institute, Ås, Norway, he is also working as an external professor at the Department of Engineering Cybernetics at the Norwegian University of Science and Technology, Trondheim Norway. His background is in biochemical engineering and bio-chemometrics. His research has primarily been focused on new methods to convert high-dimensional measurements of various kinds into understandable displays and quantitative predictions. His primary research interest now is in nonlinear integrative subspace cybernetics, and in new ways to teach math and statistics to particularly creative and empathic students. He is a member of the Norwegian Academy of Technical Sciences, and has received several international research prizes. Harald has written several hundred papers and several books, which have been cited more than 22 000 times (April 2019).

**OPERATING ISSUES AND CHALLENGES:  
THE CASE OF HOMESTAY PACHITAN**

*Lee Teck Heang*

*Faculty of Finance, Economics and Accounting, HELP University, Malaysia.*

*Lim Yet Mee, Cham Tat Huei*

*Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman, Malaysia.*

**Abstract**

Since its inception, the tourism industry in Malaysia has significantly contributed to the economic growth of the country and it has been regarded as one of the earmarked industries for Malaysia. It was recorded that the accommodation component of the tourism industry has been growing steadily and contributed as much as RM20.7 billion to the country's income in 2017. The promising figures of the hospitality sector in Malaysia have shown that this sector is in high demand by the tourists. To accommodate the different needs of a diverse group of tourists, various types of living accommodation are made available for them in Malaysia. Among all the accommodation available in Malaysia, homestay is one of the choices which offer a truly Malaysian experience. It exposes tourists to the local culture and lifestyles through living and interacting with the local host families. Providing homestay to tourists is a good business opportunity, particularly in the rural area where job opportunities are limited. However, research related to homestay is relatively limited to date and thus required further investigation. Particularly, an in-depth understanding through academic research study on the overall operation of the homestay is very much needed in order to improve the sustainability and quality of homestay industry in Malaysia. Such an attempt will

contribute to the literature by enhancing the knowledge in homestay industry. As for the present study, "Pachitan" Homestay was chosen as the case study. A qualitative research approach was used to collect data using semi structured face-to-face interviews from the respondents in this study. Fifteen questions pertaining to the research objectives of this study were asked during the interviews and the information obtained from the interviews was analyzed using thematic analysis. The results from the interviews show that Pachitan homestays can be a potential tourist destination as it offers rich Javanese culture and lifestyle to the visitors. Moreover, visitors can also gain a truly Asian experience through the interactions and communications with the local hosts.

**Keywords:** Homestay, Hospitality, Tourism, Challenges, Attraction, Malaysia.

**COGNITIVE STRUCTURES OF OUTBOUND MACAU RESIDENTS:  
THE CASE OF EUROPE**

*Jianjian Mou, Pedro Quelhas-Brito*

**Abstract**

Grounded on the schema concept, this study aims at examining how much do outbound Macau residents' cognition and meaning attribution differ between cultural landscapes in Portugal and other European countries, due to the long-term contact with original Portuguese built landscape, particularly Portuguese cultural heritages in Macau. The study also reflects the most salient European tourist attractions, attributes and respective meanings embedded in their mind

adopting the in-depth interview technique. Through semi-structured in-depth interviews with 28 outbound Macau residents, two specific themes of cognition and meaning attributions concerning Portugal's cultural landscape and two themes regarding that of other European countries were identified. The findings do not suggest significant cognition differences, but in terms of meaning attribution, Portuguese cultural landscape in Macau leads to more profound and intimate connotations.

**Keywords:** Schema, Symbolic Meaning, Outbound Macau Residents, Nostalgia, Place Attachment

#### INFLUENCING FACTORS OF ARTIFICIAL INTELLIGENCE IN TOURISM LEISURE ECONOMY

*Xuelin Xian*

*Department of Management, Shenzhen Institute of Information Technology*

##### **Abstract**

In the new era, technology becomes a key segment of an innovation system that affects global tourism. To analyze the pattern of technology in tourism leisure economy is to determine the critical mechanism of the innovation network in global tourism. The aim of this study is to examine Artificial Intelligence (AI) in tourism leisure economy based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2 Model). 560 sets of valid data was collected and analyzed

through eight constructs. From the results of Partial Least Squares-Structure Equation Modeling (PLS-SEM), Performance Expectancy (PE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), and Habit (HB) significantly influence the tourists' Behavioral Intention (BI) of using Artificial Intelligence (AI). And Income (IC) moderates the effects of Social Influence (SI) on the tourists' Behavioral Intention (BI). To gain competitive advantage in the global tourism, entities involved should use technology to promote their development, and thus, to adjust and optimize strategies. If there is no strategic management of technology and the layout of the tourism system, many entities will be squeezed in the bottom of international supply chain.

**Keywords:** Influencing Factors; Artificial Intelligence; Tourism Leisure Economy; UTAUT2 Model

#### CHANGES IN FIRST-TIME TRAVELERS' MOTIVATIONS FOR SHARED ACCOMMODATIONS: INSIGHTS FROM SELF-DETERMINATION THEORY

*Lei Qin, Eddy S. Fang, Philippa Hunter-Jones*

##### **Abstract**

Shared accommodation has developed rapidly in China, as evidenced by the tremendous growth of the industry (70.6% increase in total revenue from 2016 to 2017). As of 2018, 76 million guests and 2 million hosts are actively interacting

through the rental of 3 million properties across the country (Development of shared accommodations in China Report, 2018).

The industry, however, is still growing and can potential reshaped the development of hospitality in domestic tourism in China. In this context, this study uses Self-determination theory (SDT) to explore the changes in motivations for first-time travelers in order to shed light on the future direction of this nascent market phenomenon. Data is collected from interviews with 30 first-time travelers (traveling with friends) before and after their first experience with shared accommodation, based on a SDT framework. Results from the analysis indicates that satisfaction and frustration of first-time travelers' human needs (autonomy, relatedness and competence) should be considered separately. Specifically, the growth of need satisfaction or the decline of need frustration is associated with the growth of autonomous regulations, which will trigger internalization; Growth of need frustration or decline of need satisfaction is associated with the growth of controlled regulations, which will trigger externalization. This research adds to the literature on changes in first-time travelers' motivations in the field of shared accommodations and emphasizes what the changes are and how they can contribute to attract travelers to re-book instead of treating shared accommodations as a new trend that would fade away after their first attempts.

#### SUSTAINABILITY OF TOURISM INDUSTRY THROUGH SERVICE INNOVATION

*Cheng Boon Liat*

*Department of Marketing, Sunway University Business School, Malaysia*

*Shaheen Mansori*

*School of Business, Malaysia University of Science and Technology, Malaysia*

*Cham Tat Huei*

*Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman, Malaysia*

*Michael M Dent*

*Department of Marketing, Sunway University Business School, Malaysia*

#### Abstract

With rapid development and growth, the tourism industry in Malaysia has become a travelling hot spot for both local and international tourists. This study investigates the significant yet relevant topic of service innovation and its impact on tourist satisfaction and tourist loyalty. Self-administered questionnaire surveys were distributed to 322 tourists of diverse demographics. A structural model test approach using AMOS was adopted to test the listed hypothesized relationships proposed in the research model. Results have revealed that service innovation has a direct positive impact towards destination loyalty, destination image and tourist satisfaction. Furthermore, it was also discovered that destination image has a significant direct positive impact on destination loyalty. Additionally, it was revealed that destination image and tourist satisfaction partially mediated the relationship between service innovation and destination loyalty. This study has not only enriched the existing knowledge pool regarding the subject of matter but has contributed significant and insightful information for practicality and competitive sustainability within the hotel tourism industry.

**Keywords:** Service Innovation, Tourist Satisfaction, Destination Image,

Destination Loyalty, Tourism Industry

### EXPLORING DESTINATION BRANDING FOR GUANGDONG- HONG KONG-MACAO GREATER BAY AREA

*Man Lai Cheung*

*BNU-HKBU United International College*

*Michael Huen Sum Lam*

*Sheffield Hallam University*

*Ka Yin Chau, Yun Kit IP*

*City University of Macau, Macau*

#### Abstract

The purpose of this study is to analyse the application of destination branding in the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area), comprising the two Special Administrative Regions, including Hong Kong and Macao, along with the nine municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province. We propose a conceptual model to link Consumer-based destination brand equity (CBD BE) to its antecedents and consequences. The conceptual model seeks to enhance understanding of the impact of Social media destination brand community (SMD BC) on Consumer-based destination brand equity of destinations in Greater Bay Area.

**Keywords:** Guangdong-Hong Kong-Macao Greater Bay Area, Consumer-based destination Brand Equity, Social Media Destination Brand Community, Revisit intention, Destination Branding

### THE INFLUENCE OF CONSUMERS' SELF-CONGRUITY IN SOCIAL SPONSORSHIP: A COMPARISON BETWEEN BOOMERS AND GENERATION Y

*Mohamad-Noor Salehuddin Sharipudin*

*School of Multimedia Technology and Communication, Universiti Utara Malaysia,  
Malaysia*

*Kim-Shyan Fam*

*School of Marketing and International Business, Victoria University of Wellington, New  
Zealand*

*School of Business Administration, Jilin University of Finance and Economics,  
Changchun, China*

*Aaron Gazley*

*Department of Marketing and Information Systems, School of Business Administration,  
American University of Sharjah, United Arab Emirates*

#### Abstract

In the past 30 years, there have been increasingly rapid advances in the field of sponsorship. Sponsorship is one of the most rapidly growing areas in marketing

(Chien, Cornwell, & Pappu, 2011; Meenaghan, 2013) and is becoming a popular marketing communication (Simmons & Becker-Olsen, 2006; Grohs & Reisinger, 2014; Johnston & Spais, 2015; Kim, Oh & Thorson, 2014; Kuo & Rice, 2015). Sponsorship is a cash or in-kind fee paid to a property (typically in sports, arts, entertainment, or social) in return for access to the exploitable commercial potential of that property (International Event Group, 2017). Sports sponsorship is the main focus of the sponsorship field. Despite this extensive use of sponsorship in marketing, few studies have investigated the advantages and challenges in social sponsorship, especially in developing countries. Our study aims to address the question of whether the consumers' self-congruity with social sponsorship programs influence attitudes towards sponsorship and brand loyalty. Our study contributes to new knowledge since it employs Self-Congruity Theory in social sponsorship and investigates how the profile heterogeneity of generational cohorts influences their self-congruity degree with sponsorship. Besides, it aims to extend Self-Congruity Theory to social sponsorship context in heterogeneous environments (i.e. generational cohorts), especially in developing country (i.e. Malaysia). The results indicate that respondents have a greater degree of self-congruity with event lead to positive attitude towards the social sponsorship. This finding suggests that respondents with a high self-congruity with an event develop a favorable attitude towards the social sponsorship. This finding indicates that consumers' perceive a positive attitude which leads towards brand loyalty regardless of the conditions involved (e.g. more or less congruent). Besides, this study reveals that less congruent social sponsorship conditions still obtain positive brand loyalty indirectly through attitude. Either national or international brands that provide social sponsorship are more likely to transfer positive brand loyalty.

## A MULTILEVEL INVESTIGATION ON THE ROLE OF SERVICE ENVIRONMENT AND BRAND EQUITY ON CUSTOMER ENGAGEMENT

*IpKin Anthony Wong*

*School of Tourism Management, Sun Yat-Sen University*

*Catherine Prentice*

*Department of Marketing, Griffith Business School, Griffith University*

### Abstract

The study fills the literature void by proposing a chain relationship of service environment, customer engagement, impulsive behavior, and customer loyalty in the casino context. Service environment and brand equity are conceptualized as organizational-level constructs to exert cross-level moderating effects on this relationship chain in order to gain insights into the study variables. This research examined the proposed cross-level relationships based on two independent surveys. Results show that casino service environment has significant direct and moderating effects on customer engagement. Impulsive behavior can be driven by customer engagement and prompted by the service environment. Whilst brand equity does exert significant moderating effects, only certain loyalty behaviors can be enhanced by the casino brand.

**Keywords:** Customer Engagement, Impulsive Behavior, Loyalty, Service Environment, Brand Equity, Casino

## IS CUSTOMER SATISFACTION A MATTER IN ONLINE SHOPPING?

*Goh Hong Lip, Lee Yoon Heng, Cham Tat Huei, Tan Jue Xin*  
*Universiti Tunku Abdul Rahman*

### Abstract

Online shopping has become integral part of contemporary lifestyle. The convenient of browsing endless catalogue on our palm is the wildest dreams for modern shoppers. However, evaluating consumer satisfaction for online shopping is a complex process, as individual's satisfaction may differ based on their shopping experience. The aim of the study is to determine consumer satisfaction towards online shopping experience. Data was collected via a questionnaire survey of 600 respondents within the major cities in Malaysia. Results from the analysis shows that consumer satisfaction is greatly influenced by quality, social, and technical factors. The implications of the findings for theory and practice are also discussed in the study.

**Keywords:** Online Shopping, Customer Satisfaction, Consumer Information

## APPLYING CHINESE THINKING TO ENHANCE THE COGNITIVE CAPABILITIES OF MANAGERS IN MALAYSIAN COMPANIES

*Jui Aik TAN*  
*Independent Consultant, Kuala Lumpur, Malaysia*

*Yet Mee LIM, Kian Aun LAW*

*Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman Sungai Long Campus, Malaysia*

### Abstract

Dynamic capabilities of managers in research literature suggests that enhancement in managerial capabilities for effective organizational performance is key to achieve better firm performance. Little is known about cognitive sources that drive such improvement and the process of the improvement. Focusing on the microfoundations at an individual level, this paper proposes that Chinese philosophy is a cognitive source that enhance manager's capabilities to facilitate mental activities. This is likened to the teachings of Chinese martial arts that strengthen its self-defense capability. The purpose leads to an explanation on improvement of a manager's cognitive capabilities, that involves identification of Chinese philosophical concepts, their acquisition through the Chinese language, situated in the Malaysia context. In addition, lessons drawn from the experience of Malaysian business highlight how features of Chinese philosophy may fine tune cognitive capabilities, supporting 2 differential enhancement in dynamic capabilities of managers, change of organizations and performance of organization in a highly volatile work environment.

**Keywords:** Dynamic Capabilities, Strategy and Firm Performance, Cognition, Chief Executive Officer

**DISCOVERING THE DIFFERENCES IN BUYING BEHAVIORS OF  
YOUNG ADULTS AMONG THE IMPULSIVITY –  
CONSCIOUSNESS SCALE**

*Józsa László, Platz Petra, Krasnova Anastasia  
Széchenyi István University, Győr, Hungary*

**Abstract**

The logic of buying is not completely understood nor summarized yet (Platz – Veres, 2014), as it involves numerous factors. The authors suppose that the ways consumer react to the external factors correlate with their impulsivity, so as with their quality of consciousness. This study focuses on the differences among young consumers. Based on a quantitative analysis the consumer's position on the scale of impulsivity vs consciousness predicts differences, which can be partially forecasted based on their demographic attributes such as gender and level of education. The variability in the buying situation's outcomes, due to the consumer's position on the impulsivity – consciousness spectrum, reports a feedback on the applied marketing's efficiency.

**Keywords:** consumer studies, buying behavior, impulsivity, consciousness

**INTENTION TO PURCHASE TRAVEL ONLINE AND THE  
IMPLICATIONS OF INERTIA BEHAVIOUR**

*Jun-Hwa Cheah*

*Faculty of Economics and Management, Universiti Putra Malaysia (UPM),  
Selangor, Malaysia*

**Hiram Ting**

*Faculty of Hospitality and Tourism Management, UCSI University,  
Sarawak, Malaysia*

**Xin Jean Lim**

*Faculty of Economics and Management, Universiti Putra Malaysia (UPM),  
Selangor, Malaysia*

**Yong Wai Chan**

*Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University College,  
Kuala Lumpur, Malaysia*

**Abstract**

This study investigates antecedents to customers' intention to purchase travel online by integrating the theory of planned behavior, the technology acceptance model and diffusion of innovation theory. The study investigates the effect of inertia on the relationship between attitude towards online travel shopping and intention to purchase travel online. Using a self-administered questionnaire, 500 survey responses were received and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results indicate that intention to purchase travel online is predominantly determined by attitude towards online travel shopping, perceived relative advantage, communicability, and trust. Inertia is an inhibiting factor which interacts with attitude towards online travel shopping to significantly and positively influence intention to purchase travel online. The

theoretical contributions and the practical implications of the study as well as future research directions are discussed.

**Keywords:** Intention to Purchase Travel Online, Inertia Behavior, PLS-SEM, Malaysia

#### MOBILE INTERNET ADOPTION IN MALAYSIA: THE MODERATING EFFECT OF GENDER

*Soon-Ming Wong*

*Faculty of Economics and Business, Universiti Malaysia Sarawak,  
Kota Samarahan, Sarawak, 94300, Malaysia*

*Choi-Meng Leong*

*Faculty of Business and Information Science, UCSI University,  
Lot 2976, Block 7, Muara Tebas Land District, Sejingkat, 93450 Kuching,  
Sarawak, Malaysia*

*Chin-Hong Pua*

*Faculty of Economics and Business, Universiti Malaysia Sarawak,  
Kota Samarahan, Sarawak, 94300, Malaysia*

#### Abstract

This study utilizes the Unified Theory of Acceptance and Use of Technology (UTAUT2) to identify the factors affecting the acceptance and use of mobile

internet in Malaysian consumer context. Seven key constructs are performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit to influence behavioral intention and usage. Gender is hypothesized to moderate the effects towards behavioral intention. Self-administered online questionnaire was adopted and a total of 405 usable responses were collected for the analysis. The findings of the analysis revealed that all key constructs (except social influence) affect mobile internet adopt intention among Malaysian consumers. Gender was found to moderate the relationships among effort expectancy, social influence, hedonic motivation, price value, habit and behavioral intention. These findings provide crucial implications for government and regulators as well as mobile internet service providers to formulate their strategy.

**Keywords:** UTAUT2, Mobile Internet Adopt Intention, Mobile Internet Use Behavior, Gender

#### INTENTION TO USE MOBILE WALLET IN MALAYSIA

*Choi-Meng Leong*

*UCSI University*

*Bobby Boon-Hui Chai, Thaim-Yong Kuek*

*Universiti Tunku Abdul Rahman*

**Abstract**

This study aims to investigate the determinants for using mobile wallet in Malaysia. A total of 233 online payment users were surveyed by using a structured questionnaire. Descriptive analysis and regression analysis were performed to assess the relationship between mobile usefulness, mobile ease of use, mobile perceived compatibility, mobile perceived security risks, mobile perceived trust, mobile user mobility and intention to use mobile wallet. The results suggested that mobile usefulness, mobile perceived compatibility and mobile user mobility were significant determinants while mobile ease of use, mobile perceived security risks and mobile perceived trust were not significant in determining the intention to use mobile wallet. This study analyses the intention of the online payment users to use the mobile wallets in view of the potential market for this particular group of users to use mobile wallet. The results benefit the mobile wallet providers to understand the needs of the users such as to increase the efficiency of the wallet, to design a wallet which is compatible with life or work and a wallet that is time and place free to use. There is less research conducted regarding the user's intention to use mobile wallets.

**Keywords:** Mobile Wallet, Intention to Use, Malaysia

**CUSTOMER RETENTION IN THE HIGH VOLUME - LOW VALUE  
SERVICE CONTEXT IN THE MOBILE SERVICE INDUSTRY**

*Cheng Boon Liat, Sanjaya S Gaur, Rezuan Abdul Rahim*  
*Department of Marketing, Sunway University Business School*

**Abstract**

Service convenience have been identified in recent years in creating competitive advantage for both goods and service industry. With high expectation of consumers in the mobile service industry, firms have to identify the elements relevant to retain customers and strengthen their loyalty. It is also equally important to identify and acknowledge factors that might trigger abandonment by customers who will switch to other competing brands. In regards to the influence of service convenience elements and other factors on loyalty and the propensity to leave, the purpose of this study is to explore the factors leading to the sustainability of the mobile service industry. Seven variables, namely brand image, perceived value, product involvement, transaction convenience, access convenience, action loyalty and propensity to leave are adopted in this study to examine the hypothesised relationship. The convenience sampling approach was implemented in this study; as such, 400 close ended questionnaires were distributed. For data analysis, the CB-SEM AMOS software was adopted to conduct tests on the collected data. The findings show that brand image, access convenience, perceived value, transaction convenience and product involvement are the determinants of propensity to leave and action loyalty. Nevertheless, brand image has no influence on propensity to leave in the industry. Moreover, transaction to leave has a moderating effect on the relationships between (i) action loyalty and perceived value; and (ii) perceived value ad propensity to leave. The findings benchmarking better services marketing strategies for customer retention and sustainability in the mobile service industry.

**Keywords:** Access Convenience, Brand Image, Product Involvement, Perceived Value, Transaction Convenience, Customer Retention

**THE EFFECTS OF INTERPERSONAL SERVICE QUALITY AND  
SELF-SERVICE TECHNOLOGY QUALITY ON THE ACCEPTANCE  
OF SELF-SERVICE ORDERING SYSTEMS FOR RESTAURANTS  
INDUSTRY: AN EMPIRICAL STUDY IN CHINA.**

*Yang Ting*

*International Business School, Jinan University, Zhuhai, China*

*Ivan Ka Wai Lai*

*Faculty of International Tourism and Management, City University of Macau, Taipa*

*Fan Zhao Bin*

*International Business School, Jinan University, Zhuhai, China*

*Mo Qing Min*

*School of Business, Macau University of Science and Technology*

*Taipa, Macau*

**Abstract**

Although many restaurants are introducing self-service ordering systems (SOS) to enhance service processes, many customers still prefer human ordering services. The objective of this study is to identify the factors that explain the acceptance of SOS for restaurants. This study compares the effects of 'interpersonal service quality' (ISQ) and 'self-service technology service quality' (SSQ) on the factors extended from the UTAUT model. For suiting the research case, the factor of

performance expectancy is divided as 'accuracy expectancy' and 'speed expectancy'; also, 'budget expectancy' is added as an additional factor. The results of PLS-SEM analysis indicate that ISQ and SSQ have significant effects on accuracy expectancy, speed expectancy, and effort expectancy; these three expectancies with social influence, facilitating conditions, and budget expectancy significantly influence customer intention towards using SOS. Furthermore, user experience moderates the effect of speed expectancy on behavioral intention. Suggestions to the restaurants and SOS providers are made.

**Keywords:** Self-service Ordering Systems, Service Quality, PLS-SEM

**INVESTIGATING THE ROLE OF SOCIAL MEDIA MARKETING  
ON VALUE CO-CREATION AND ENGAGEMENT: AN EMPIRICAL  
STUDY IN CHINA AND HONG KONG**

*Man Lai Cheung, Guilherme D. Pires, Philip J. Rosenberger Iii, Mauro Jose de Oliveira*

**Abstract**

Despite promising conceptual developments in the area of value co-creation and consumer-brand engagement (CBE) in these years, the scholarly attention surrounding the importance of social media marketing (SMM) in strengthening consumers' intention on value co-creation and CBE is limited. Seeking to address this gap, this study examines the role of SMM activities in building value co-creation and CBE, as well as repurchase intention and on-going search behaviour

as behavioural responses. Based on a survey of 392 smartphone users in China and Hong Kong, we used partial least squares – structural equation modelling (PLS-SEM) to test the framework. The findings demonstrate the positive outcomes of SMM efforts, including the strengthening of co-creation, CBE, repurchase intention and on-going search behaviour.

**Keywords:** Social Media Marketing, Engagement, Co-creation, Repurchase intention, On-going search behaviour, China, Hong Kong

#### RATIONAL OR EMOTIONAL? EXAMINATION OF CUSTOMER LOYALTY IN B2B PACKAGED FOOD RETAIL SETTING

*Phang Ing @ Grace, Sim Yee Seng*

##### Abstract

This study aims to examine the contributing rational and emotional transaction-specific characteristics to customer loyalty dimensions, namely repurchase intention and positive words of mouth (WoM); as well as the mediation role of customer satisfaction among the packaged food retail outlets. A total of 221 responses were collected from the food retail businesses using purposive sampling method. The results demonstrated only four significant contributing factors to customer satisfaction, namely product quality, price perception, brand image and manufacturing country's product image among the eight factors examined; with product quality and price perception played the most important roles.

**Keywords:** Transaction-specific Characteristics, Customer Loyalty, Customer Satisfaction, B2B, Retail

#### THE IMPACT OF SOCIAL MEDIA MARKETING ON YOUNG GENERATION'S PURCHASING BEHAVIOR OF SMART PRODUCT

*Jieqi Guan*

*Tourism College, Institute of Tourism Studies, Macao*

*Yui-yip Lau*

*Division of Business, Hong Kong Community College, The Hong Kong Polytechnic University*

##### Abstract

As the rapid development of digital technology, there are plenty of newly launched smart products in the market. It leads to various new social media platforms being integrated into the advertising strategy. At the same time, the young generation is the largest target consumer group in the new media era. The objective of this paper is to understand how new social media affecting young generation's decision on purchasing smart product. A qualitative method was applied by conducting 20 in-depth interviews with new media users from 18 to 35 years old, followed by a qualitative thematic analysis. The result shows that customers are more concern about the reliability of the smart product information collected from the new media (e.g. mobile app, facebook and etc). Besides, the

finding also shows that the interaction between brands and customers via new media are extremely important in the engagement with customers and increasing brand image. This study not only fills the research gap, but also provides useful and valuable insights to help industry players to make right marketing decisions towards young generation.

**Keywords:** Social Media, Smart Product, Young Generation, Marketing, Retail



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