

New Perspective of Contemporary Marketing

**Edited by
Edgar Centeno
Cleopatra Veloutsou**

**Athens Institute for Education and Research
2011**

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New Perspective of Contemporary Marketing: An Introduction

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It is of great pleasure to meet academics from many different countries and have the opportunity to exchange ideas. This is what happens many times a year in the academic conferences organised by the Athens Institute of Education and Research (ATINER) in Athens, Greece. Some of these articles are highly selected to be included in edited books. This edited book is an anthology of papers that were originally presented in various conferences organised by ATINER. More specifically, the original research of these papers was presented in four different conferences, namely the 7th Annual International Conference on Marketing (2009), the 8th Annual International Conference on Marketing (2010), the 9th Annual International Conference Marketing (2011) and the 10th Annual International Conference on Health Economics, Management and Policy (2011). This book consists of twenty four papers in total, organised into five key parts. This anthology showcases the quality and academic and practitioner appeal of these conferences. The five parts include first, Marketing to Young Consumers, then Products and Brands, followed by Marketing of Services and Marketing on the Internet and lastly, Marketing Communications and Marketing Theory. We hope that with this compilation you will better assess what the conferences offer in terms of the new perspectives in marketing and motivate you to come join us in the near future.

The first part titled Marketing to Young Consumers captures some of the new perspectives in this area. It consists of three papers. For the first paper of the section Jony Oktavian Haryanto collected data in Indonesia and is examining the role of emotional bonding in the intention to consume. The results suggest that the emotional bonding indeed has an effect on the intention to consume food in fast foods. The second paper is using data collected from 305 students in England. In this paper Farooq Chudry and John Pallister are using an enhanced Theory of Planned Behaviour model and they are examining students' financial behaviour. Their results suggest that the attitudes of student debtors and student savers are in part governed by their involvement with finance and their decision making styles. In the final paper of the section, Mouna Bounaouas and Candy Kolenc are using biographical stories of French consumers to investigate how the luxury offer is defined, what are the feelings

towards these offers, what are the individual representations of luxury brands and what are the consumer values towards luxury brands.

The second part of the book is titled *Products and Brands* offers relevant insights into such a key area. It consists of four papers. Using data collected through interviews in Mexico, Edgar Centeno in the first paper of this part is exploring the role of colour in SMEs. It is suggesting that colour is a new symbol in branding that it is used extensively by practising managers for various reasons. Mari Juntunen, Saila Saraniemi and Riitta Jussila are using a case study approach and are presenting a model for corporate rebranding in the second paper of this part. They suggest that corporate rebranding is influenced by various stakeholders and consists of certain phases including in particular triggering, analysing and decision making, planning, preparing, launching, evaluating and continuing. Then Fayol-Song and Da Cruz are focusing on luxury brands and they are investigating the views of Chinese and French consumers. Their results suggest that there are significant differences in the way that luxury brands are perceived in the two markets and therefore marketers have to take that into account when they are developing their marketing strategies. In the final paper of this part Cleopatra Veloutsou and George Christodoulides are using Aaker's conceptualisation of brand equity and collected data from the UK, Germany and Greece to investigate similarities and differences of the levels of brand equity dimensions consumers in these countries report. The results suggest that awareness, brand associations, perceived quality and loyalty are all different in the countries under investigation.

The third part of the book titled *Marketing of Services* includes five papers offering key findings and conclusions to this important area. For the first paper of this part Muhammad Al-Shurideh and Barween Alkurdi collected data from 400 consumers and they are investigating the behaviour of mobile users in Jordan. They investigate the role of reference groups, advertising methods, services provided by suppliers (including after sale services) and loyalty programmes in the buying behaviour. Their results suggest that the most important factor affecting consumers' behaviour in this context is loyalty programmes. José Ángel López Sánchez, Celina González Mieres and M^a Leticia Santos Vijande are examining in the second paper of the part the role of internal marketing on innovation. Using data collected from 154 knowledge intensive business services in Spain, their study suggests that the implementation of internal marketing policies is becoming more competitive than other firms and that innovation is positively affecting customer performance and business performance. The paper by Neha Purushottam is the third in the part. This paper is offering some insights of the drivers of growth and the relationship between links between strategic fit and growth of the organized retail in India during 1991-2007. It concludes that favourability of the business environment was a prerequisite of the development of the sector. Using data on franchising activity collected from Spanish firms, Verónica Baena is investigating factors that influence the franchising spread in emerging markets in the fourth paper of the part. The results of the study suggest that political stability and gross domestic product are positively associated with franchising spread, while geographical distance and individualism are

negatively associated with franchising spread in emerging nations. Finally, drawing from data collected in Portugal, António Pimenta da Gama is focusing on marketing audits in the context of services marketing in the final paper of this part. He is viewing marketing audit as a tool to evaluate marketing activities, it is using a framework with a scorecard and it is hypothesising relationships between variables such as market orientation, profitability, customer satisfaction and internal marketing. The results suggest that the stronger links are between market orientation and customer satisfaction, new customer marketing and company profitability and existing customer marketing and company profitability.

The fourth part of this edited book is a reflection of the increasing use of new technologies and the internet in Marketing. It is titled Marketing on the Internet and is the longest part with eight papers in total. In a changing media world, the first paper by Stephen O'Mahony and Rose Leahy is exploring the relationship between traditional and on line media. Data was collected through semi-structured interviews with background in traditional or on line media and marketing communications. The findings of the study suggest that although the distinction between the two types of media is becoming blurred, companies are not always readily willing to make the transition from the traditional to the new media. In the second paper of this part, Andreas M. Kaplan and Michael Haenlein are focusing of the use of Twitter in marketing for marketing research, marketing communications and consumer service/ complaint management during the pre-purchase, purchase and post-purchase phases of the buying behaviour. They are also discussing some issues that companies should take into account when they use Twitting, in order to assure that they are not using it in an inappropriate manner. Using data collected from 440 consumers in Taiwan Chechen Liao and Chuang-Chun Liu are examining reasons that might be influencing the intentions to transact using an internet site in the third paper of part four. The results of their study indicate that trust and privacy concerns are really important in predicting the intention to transact. Trust has a positive relationship and privacy concerns a negative relationship with the intention to transact. In a similar theme, Yesim Ulus, E.Serra Yurtkoru and Beril Durmus are reinforcing the previous results in their study that is the forth paper of the part. They are focusing in consumers mediated communications to investigate factors that influence the time that individuals spend on social network sites and in particular Facebook. The results of the structural equation model indicate that the trust of Facebook, the trust in social network sites as well as the personality of the individuals influence the time internet users spend on Facebook. The following two papers are dealing with health issues and the web. First, Edgar Huang and Chiu-chi Angela Chang are investigating the use of e-tools from hospitals in the US. The findings of their study suggest that the majority of the hospitals have embraced e-health on their web sites. However, they found that most of the hospitals have stayed on the level of adopting traditional functional tools rather than more advanced tools. Second, Justyna Matysiewicz and Slawomir Smyczek on the other hand are using data collected from 587 respondents and they are examining customers' trust in e-healthcare in Poland. The results suggest that consumers have high trust to e-healthcare as consequence of even higher customer satisfaction with traditional healthcare

services and greater customer trust in traditional healthcare institutions. To, Cheng Chang, Liao, YPing Liu and Cheng Chen are discussing about the information search of consumers for healthcare products. In the final paper of part four, Khalid Maal and Geoffrey Bick are attempting to profile the on line grocery shoppers in South Africa and to identify factors that affect the adoption of on line grocery shopping. It is identifying five factors affecting adoption of on line shopping adoption and in particular perceived benefits, perceived ease of use, perceived risk, visibility and social influence. The study suggests that perceived benefits of on line shopping include time saving, convenience and assisting the elderly; perceived risk related to credit card fraud, potential robbery, and incorrect products being delivered.

The fifth and final part consists of three papers and is titled Marketing Communication and Marketing Theory brings together some interesting findings in this area. In their paper that is presented first in part five, Serap Çabuk, Deniz Zeren and Hatice Doğan-Südaş have analysed 238 published advertisements and they are attempting to investigate the manner that women are portrayed as mothers in advertisements in Turkey. The results of this study suggest that women are shown less as mothers in Turkish advertisements rather than portraying other roles. When they are characterised as mothers, they are mainly presented as traditional housewives. Using data collected in Australia, Ralitza Bell is examining the important criteria used by companies when selecting their advertising agencies today in the second paper. The paper suggests that the two main attributes that were more often suggested by the informants are the strategic thinking ability and the creativity of the agency. Other attributes were the people assigned to the account, the agency reputation, the media skills and the creativity of the agency. In their paper Sandra Hile Hart and Rod Erakovich are discussing about an alternative manner of teaching students marketing planning, thus communicating with these students. It is focusing on action and experimental learning and suggests that this particular learning model process goes beyond lecturing to students. In the final paper of this edited book Uolevi Lehtinen is discussing the marketing mix and the relationship marketing approach and is suggesting a combination of frameworks for enhancing the contribution in the current marketing practice.

We are hoping that you will enjoy reading this anthology. With the publication of this volume, we intend to push the marketing research agenda forward and to provide practitioners with new ideas and frameworks to apply to their marketing programmes. We are hoping to see you soon in another meeting at ATINER, where we will be able to exchange ideas. Come and join us in our next conferences!