

Does the Use of Facebook Lead to Purchases?

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Abstract

The ability of social media to attract large numbers of people around the world also makes these websites a platform of interest for advertisers. While these sites were hesitant at first to ‘sell out’ to massive amounts of advertising, advertising has produced for them a major revenue stream. However, an issue is whether the use of social media leads people to purchase. This paper will analyse the results of a survey of 169 Facebook users to determine the predictors for a purchase based on information from Facebook. The findings indicate that Facebook engagement, seeking friends, seeking information and gender are the main predictors of purchase.

Keywords: Facebook, Advertising, Purchase Predictors

Track: Digital Marketing and Social Media

1.0 Introduction

Social media has had a significant influence on communication, information gathering and purchase behaviour. Importantly, these websites do not just allow users to retrieve information but encourage interactive information sharing and user-generated content (Mangold & Faulds 2009; Kaplan & Haenlein 2010). These include networking sites such as Facebook, Twitter, Reddit, and LinkedIn, plus photo and video sharing sites including YouTube, Tumblr, Instagram, Flickr and Pinterest. They have been gaining extraordinary popularity around the world, and, based on over 400 million active users, if Facebook was a country it would be ranked 3rd in the world, behind China and India (Facebook 2013).

Many companies have capitalised on social media to build communities based around their products and to generate positive associations with their brand (Culnan, McHugh & Zubillaga 2010). For example, Laroche, Habibi & Richard (2013) found that building “brand communities” on social media has positive effects on a number of relationships including customer/product, customer/brand, and customer/company, which has positive effects on brand trust. However, despite the large audience and its positive effects, social media sites have been cautious to host advertising spots (Urstadt 2008). A concern of the social networking sites is that advertising will overly commercialise their site which will ‘turn off’ their members (Bagwell 2007). Many people are irritated by advertising and have developed a dislike so that they will actively avoid advertising (Baek & Morimoto 2012; Kelly, Kerr, & Drennan 2010; Lukka & James 2014). Also while social media sites allow advertising messages, they have little control over the content of links to which their members are being sent. In the past not all people have had positive experiences with online links and the internet in general, with many cases of deception, invasion of privacy, and fraud (Roberts 2010). Online security is an important issue that is a constant concern for internet users, which can affect people’s trust in websites and their sponsored links by advertisers (Miyazaki & Fernandez 2001; Yaakop, Anuar & Omar 2013). Yet despite concerns about e-purchasing, online commerce is a multi-billion dollar business, and advertising is growing online (McGowan 2013; Edwards 2014).

With the increasing amount of advertising expenditure in social media sites, the research objective of this paper will be to determine what are the potential factors, including advertising, that lead social media users to make purchases. To answer this, the paper will report the results of a survey of 169 Facebook users. This paper will contribute to the literature by identifying various factors that characterise those users who are most likely to make purchases based on information from Facebook. Furthermore, as there is growing interest in Facebook advertising internationally, we expand the research to Australia and present the results from a business perspective.

2.0 Background

2.1 Facebook Advertising

While Facebook is a social networking site, advertising has become an increasing part of the Facebook experience (Chi 2011; Curran, Graham & Temple 2011; Lukka & James 2014). Facebook advertising can come in the form of Facebook offers, promoted posts, sponsored stories, page post ads, Facebook object (Like) ads, and external website (standard) ads (Goyal 2013, 222). The cost for a Facebook advertisement varies depending on your budget and whether you would like to pay a cost per thousand impressions or cost per click. As for who sees your advertisement, there is flexibility whereby you can choose “the location, gender, age, likes and interests, relationship status, workplace and education of your target audience” (www.facebook.com/advertising). The slogan is: *Advertise on Facebook. Over 1 billion people. We'll help you reach the right ones.* In Australia many SMEs are using Facebook for promotion due to its comparatively low advertising costs and worldwide reach (Jones 2014). Globally Facebook earns approximately \$7 billion in advertising revenue and has over a million advertisers in total and growing (Edwards 2014; Luckerson 2014). However, there is concern that some research has indicated that social media does not influence people's purchasing decisions (Luckerson 2014) and has low click-through rates (Bannister, Kiefer & Nellums 2013; Carmichael & Cleave 2012). This study will focus on the purchase of a good or service based on information from Facebook, and determines if the use of Facebook, including Facebook advertising, influences purchase.

2.2 Theoretical Predictors of Purchases from Information Obtained on Facebook

This study draws on “general attitude theory” and the expanded version of the “theory of reasoned action” (Ajzen and Fishbein 1973; Fishbein and Ajzen 1975, 1980). These theories suggest that attitudes help people understand their social world, define their perceptions about particular things, and how they behave towards them. This view of attitudes emphasises the relationship between beliefs, attitudes, intention, and behavior, which also form the basis of “persuasive hierarchy models” that is often used to study and understand advertising effects in literature on attitudes to advertising (Vakratsas and Ambler, 1999; Massey et al. 2013). Given that most advertising is geared towards generating purchases, the theoretical link between attitudes and behaviour would lead to the prediction that attitudes towards advertising on Facebook positively relate to purchases. As trust is a key determinant of attitudes (Wrightman 1991), we also predict that trust towards Facebook advertising positively relate to purchases. The literature on motivations about Facebook use also provides potential factors that may be predictive of Facebook purchases. This body of literature is largely based on the uses and gratifications theory (Katz, Blumler & Gurevich 1974), which proposes that people are goal-oriented in their selection of media in order to satisfy their needs. That is, different uses or goals may address different needs. Within a social media

context, a number of factors have been identified as motives for using Facebook such as seeking friends, seeking convenience, seeking social support, seeking information, and seeking entertainment (Kim, Sohn & Choi 2011; Lampe, Ellison & Steinfield 2008). Given that seeking information is a fundamental step in the consumer buying process (Howard & Sheth 1969) and that both advertising and friend's posts provide information about products and services, we predict that this factor – seeking information – positively relates to purchases. An additional factor that may predict purchase in our context is the degree to which people engage with advertising, products or brands on Facebook. Media engagement strongly relates with purchase intent (Kilger & Romer 2007) so we expect Facebook users who like/share ads, or information about products or brands to be more likely to make purchases from Facebook information. Finally, as covariates we measure shopping enjoyment, tendency to shop online, and demographics.

3.0 Methodology

The data was collected from a convenience sample of undergraduate business students of a major metropolitan university in Australia. Students were briefed about the purposes of the research and requested to complete a self-administered online questionnaire. An incentive to complete the questionnaire was a chance to win \$50 voucher for a department store. The questionnaire consists of items relating to personal attitudes towards Facebook, Facebook advertising, trust, shopping and demographic items. The scales were based on those from previous studies, including Kim, Sohn & Choi (2011), Lampe, Ellison & Steinfield (2008), Pollay & Mittal (1993), and Weiss (2012). A single item measure was used for the dependent variable for whether they had ever purchased a product or service based on information obtained from Facebook. A pre-test was undertaken after which some questions were revised and then it was made available online. The qualifying question was whether they have a Facebook profile. A total of 169 questionnaires were received, with 37% male respondents and 63% females, and the average age being 19.97 years old. Females on average spent more time on Facebook 2.22 hours per day compared to 2.01 hours for males. The number of Facebook friends ranged from 15 to 1,273. According to the respondents, 41.9% indicated that they had purchased a good or service based on information obtained from Facebook, with males making more purchases (24.19%) than females (17.71%). The main purchases were for services like travel and entertainment tickets.

3.1 Model

Dependent Variable: Facebook purchase was based on a single item “Have you ever purchased a product (examples: shoes, drink) or a service (examples: visit to a restaurant, tickets to concert) based on information obtained from Facebook?” This is coded as a dummy variable that takes a value of 1 if consumer has made a purchase and 0 otherwise.

Explanatory Variables: Several scales were chosen as variables for this model. A detailed list of the variables is available from the authors, but a summarised list reveals that they were: Behaviour (Facebook engagement), Motivations for using Facebook (Seeking friends; Convenience; Social support; Seeking information; Seeking entertainment; Researching people - based on Kim, Sohn & Choi (2011), Lampe, Ellison & Steinfield (2008)), Attitudes (Attitudes to Facebook Advertising – based on Pollay & Mittal (1993)), and Trust in Facebook advertising – based on Weiss (2012)), Shopping (Shopping Enjoyment; Tendency to shop Online), and Demographics (Gender, Age, and Household Size).

4.0 Results

As shown in Table 1, the overall Multinomial logistic regression model found that attitudes to Facebook advertising and trust in Facebook advertising did not have an impact leading to purchase. The variables that did have an impact are Facebook engagement, seeking friends, seeking information and gender as the main predictors of purchase. The odds ratio estimates indicate that an increase in Facebook engagement increases the odds of purchase by as much as 2.72 times than the odds of no purchase. Similarly, the odds of purchase based on information obtained from Facebook increase by 1.1 times for consumers actively seeking information on Facebook. In relation to gender, we find that for a male the odds of purchase are 3 times higher than odds for a female purchasing based on information from Facebook. However, the odds of purchase reduce for consumers that use Facebook to seek friends. Basically, respondents who are engaged on Facebook, are interested in using Facebook for seeking information, and males are more likely to make a purchase. Interestingly, attitudes to Facebook advertising and shopping were not significant predictors leading to make purchases based on information gathered from Facebook. The findings of this study highlight that Facebook is not only a medium of social interaction; it can also be a useful medium of information that has the potential to influence purchases. These results bear important implications for managers to provide relevant content or useful information in Facebook advertising and owned media vehicles (including website, Facebook page, twitter account, etc). First, the study highlights that users that are highly engaged on Facebook are more likely to be potential buyers and it is crucial for firms to understand the motivations that drive consumers to use Facebook. Second, firms can target their products to these engaged users by a deeper understanding of their usage habits and advertising products of their interest. Firms can also increase their conversion rates by gender based targeting on Facebook since men are more likely to make purchases based on information obtained from Facebook.

5.0 Conclusion

In this study we examine the determinants of purchase based on information obtained from Facebook. We analysed the results of a survey of 169 Facebook users. According to our theoretical predictions, Facebook engagement was a significant predictor of purchase, as was seeking information. Contrary to our predictions, attitudes toward Facebook advertising and trust on Facebook advertising did not relate to purchases. Although we did not have a prediction for the factor 'seeking friends', it appears that that people who use Facebook to seek friends are *less* likely to make a purchase based on information obtained from Facebook. For the covariates, only gender was a predictor of purchase, with males more likely to purchase based on information obtained from Facebook as compared to females. A limitation of this study is that, although all of the respondents were Facebook users, they were also undergraduate business students. Further research is recommended to broaden the sample of social media users to the wider general public. Also, the analysis was undertaken using a limited number of potential factors as predictors, which can be expanded in a larger study. It is hoped that by obtaining a better understanding of the predictors that lead to a purchase based on information obtained from social media, businesses can provide more relevant information to their potential customers.

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TABLE 1: Facebook Purchase Model

DEPENDENT VARIABLE:	= 1 if consumer has made a purchase based on information obtained from Facebook, and 0 otherwise						
	Facebook Purchase						
	Odds Ratio	Coef.	Std. Err.	t	P> t	[95% Conf.	Interval]
BEHAVIOUR							
Facebook engagement	2.73	1.00	0.50	2.00	0.05	0.02	1.98
MOTIVATIONS FOR Fb							
Seeking friends	0.91	-0.09	0.05	-1.73	0.08	-0.19	0.01
Convenience	1.10	0.09	0.07	1.32	0.19	-0.04	0.23
Social support	0.95	-0.05	0.04	-1.11	0.27	-0.14	0.04
Seeking information	1.07	0.07	0.04	1.87	0.06	0.00	0.14
Seeking entertainment	0.98	-0.02	0.06	-0.28	0.78	-0.13	0.10
Researching people	1.03	0.03	0.05	0.68	0.50	-0.06	0.13
ATTITUDES TO Fb		0.06	0.05	1.10	0.27	-0.04	0.16

Attitudes to Fb Advertising	1.06						
Trust in Fb Advertising	0.98	-0.02	0.05	-0.39	0.69	-0.12	0.08

ATTITUDES TO SHOP

Shopping Enjoyment	1.16	0.14	0.21	0.68	0.50	-0.27	0.56
Tendency to shop Online	1.17	0.16	0.14	1.13	0.26	-0.12	0.44

DEMOGRAPHICS

Gender	2.96	1.08	0.53	2.03	0.04	0.04	2.12
Age	0.98	-0.02	0.09	-0.20	0.84	-0.19	0.15
Household Size	1.07	0.06	0.15	0.42	0.67	-0.23	0.36
Intercept	0.00	-6.50	2.70	-2.41	0.02	-11.78	-1.22

Multinomial logistic regression – Model Fit

Number of obs = 157

LR chi2(14) = 22.35

Prob > chi2 = 0.0717

Log likelihood = -68.213373

Pseudo R2 = 0.1408

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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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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

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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



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2014 ANZMAC Conference

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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
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Dr Benedetta Cappellini,
Royal Holloway, University of
London

Social
Marketing



Dr Marie-Louise Fry,
Griffith University



Professor Linda Brennan,
RMIT

Marketing
Education



Dr Angela Dobele,
RMIT



Professor Don Bacon,
Daniels College of Business

Market
Research



Professor Clive Boddy,
Middlesex University



Dr Joy Parkinson,
Griffith University

Retailing and
Sales



Dr Paul Ballantine,
University of Canterbury



Professor Andrew Parsons,
Auckland University of
Technology

International
Marketing



Dr Sussie Morrish,
University of Canterbury



Professor Andrew McAuley,
Southern Cross University

Services
Marketing



Dr Cheryl Leo,
Murdoch University



Professor Jill Sweeney,
University of Western Australia

Distribution



Dr Owen Wright,
Griffith University



Dr Anna Watson,
University of Hertfordshire

Digital
Marketing and
Social Media



Robin Croft,

University of Bedfordshire



Dr Dirk vom Lehn,

King's College London

Industrial
Marketing



Greg Brush,

University of Western Australia



Dr Sharon Purchase,

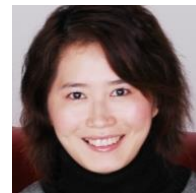
University of Western Australia

Sustainable
Marketing



Associate Professor Angela
Paladino,

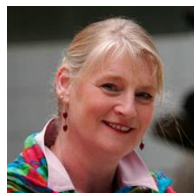
The University of Melbourne



Dr Jill Lei,

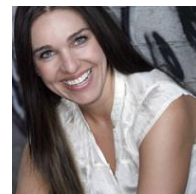
The University of Melbourne

Consumer
Culture Theory



Dr Jan Brace-Govan,

Monash University



Dr Lauren Gurrieri,

Swinburne University of
Technology

Food Marketing



Associate Professor Meredith
Lawley,

University of Sunshine Coast



Dr Dawn Birch,

Bournemouth University

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
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9.00-10.30 am	Session 5	
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10.30-11.00 am	Morning tea S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
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11.00 am-12.30 pm	Session 6	
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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
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1.30-3.00 pm	Session 7	
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3.00-3.30 pm	Afternoon tea S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
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3.30-5.00 pm	Session 8	
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5.00 pm	Free evening	
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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 Russell Belk	Presenter: Teegan Green (UQ) Reviewer: Associate Professor Ekant Veer Karen Fernandez	Presenter: Jacki (UWS) Reviewer: Associate Professor Zeynep Arsel Helene Cherrier	Presenter: Naser Pourazed (Flinders) Reviewer: Professor Jill Sweeney (UWA) Professor Urlike Gretzel (UQ)	Presenter: Nguyen Han (Vaasa) Reviewer: Dr Owen Wilson (Griffith) 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)	Presenter: Narjess Abroun (RMIT)	Presenter: Rebecca Dare (UniMelb)	Presenter: Karen Kao (Adelaide)	Presenter: Shabnam Seyedmehdi (Otago)	Presenter: Jinyoung Choi (U of Auckland)
	Reviewer: Professor Mark Uncles Professor Russel Belk	Reviewer: Associate Professor Ekant Veer Associate Professor Karen Fernandez	Reviewer: Associate Professor Zeynep Arsel Associate Professor Helene Cherrier	Reviewer: Professor Jill Sweeney (UWA) Professor Urlike Gretzel (UQ)	Reviewer: Dr Owen Wright (Griffith) Dr Dewi Tojib (Monash)	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
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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)	Reviewer: Professor Hamen Oppewal (Monash)	Reviewer: Dr Lynda Andrews (QUT)	Reviewer: Professor Geoff Soutar (UWA)	Reviewer: Dr Shelagh Ferguson (Otago)	Reviewer: Dr Juergen Gnoth (Otago)
Professor Ian Wilkinson (USyd)	Dr Cynthia Webster (Macquarie)	Associate Professor Yelena Tsarenko (Monash)	Dr Lara Stocchi (Lboro)	Dr Umar Burki (HBV)	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? Room 2.16-2.18
Professor Rebekah Russell-Bennett; Professor Sharyn Rundle-Thiele (Griffith)

5.15-5.30 pm Wrap Up Room 2.16-2.18
Professor Sharyn Rundle-Thiele (ANZMAC President)

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 **Room 2.16-2.18**
Associate Professor Zeynep Arsel (Concordia University)

10.00-11.00 am **Workshop 5**—How to Publish from Your PhD and Create a Research Pipeline **Room 2.16-2.18**
Professor Jill Sweeney (University of Western Australia) and Associate Professor Tracey Danaher (Monash University)

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 Presenter: Loic Li (UniAuckland) Reviewer: Professor Jenni Romaniuk (UniSA) Dr Jimmy Wong (Monash)	Should Foreign Brands Localise Their Packaging? A Comparison Of Hedonic And Utilitarian Products Presenter: Khan, Huda (UniSA) Reviewer: Dr Liliana Bove (Uni Melb) Professor Geoff Soutar (UWA)	Enabling customer insights through learning based on real-time customer analytics Presenter: Stefanie Kramer (Deakin) Reviewer: Associate Professor Tracey Danaher (Monash)	The influence of consumer motivations on eWOM contribution: Do individualist and collectivist cultural characteristics matter? Presenter: Saranya Labsomboonsiri (QUT) Reviewer: Professor Aron O'Cass (UTas) Professor Peter Thirkell (VUW)	Healthy Eating in the Australian Defence Force: A Social Marketing Study 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: Elizabeth Andrews (USQ)	Presenter: Jason Pallant (Monash)	Presenter: Michael Mawondo (Deakin)	Presenter: Marcus Tan (Bond)	Presenter: Nuray Buyucek (Griffith)
Reviewer: Professor Jenni Romaniuk (UniSA)	Reviewer: Dr Liliana Bove (Uni Melb)	Reviewer: Associate Professor Tracey Danaher (Monash)	Reviewer: Professor Aron O'Cass (UTas)	Reviewer: Dr Svetlana Bogomolova (UniSA)
Dr Jimmy Wong (Monash)	Professor Geoff Soutar (UWA)	Professor Tracey Danaher (Monash)	Professor Peter Thirkell (VUW)	Dr Stephen Dann (ANU)

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?

Presenter:
Amy Wilson (UniSA)

Reviewer:
Professor Janet Hoek
Dr Nadia Zainuddin
(UOW)

Sensory Perception,
Attitudes and Decisions:
Haptics and the Need
for Touch

Presenter:
David Harris (CQU)

Reviewer:
Professor Peter
Danaher (Monash)
Dr Stephen Dann
(ANU)

How Valence and
Arousal Affect
Unplanned Buying
Behaviour

Presenter:
Abedniya Abed
(Monash)

Reviewer:
Professor Andrew
Parsons (AUT)
Professor Jill
Sweeney (UWA)

Market Participation
and Market Mobility
of Smallholder
Farmers in a
Developing Economy

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