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ABSTRACTS

International marketing segmentation modelling of Malaysian online customers' profile: Preference of e-product bundles and e-service quality

Derek Ong Lai Teik, Jessica Sze Yin Ho

In order to stay competitive in the arena of e-commerce, conventional e-marketing research can provide solutions to online businesses and marketing practitioners for understanding online purchasing behavior. However, little research has been done to assist marketing practitioners in identifying the precise online customer segmentation needed for market targeting and positioning that are vital for effective marketing campaigns. This study aims to identify the appropriate online customer segmentation (product bundles) based on three determinants of online purchasing behavior (e-service quality, demographic profiles and types of product purchased). Six hundred and eighty useful data was collected from existing online shoppers. Data mining technique was employed to identify the product bundles and decision trees were used for customer profiling. Findings identified Tickets, Clothing and Travel product bundles as the basis of segmentation.

Marketing of organic food in urban China: An analysis of consumers' lifestyle segments

Antonio Lobo, Jue Chen

This study investigates how consumers' lifestyle segments influence their attitudes, pre-purchase evaluation and purchase intentions relating to organic food in urban China. Data were collected through randomly distributed self-administered questionnaires at major supermarkets in Beijing, Shanghai, Shenzhen and Chengdu. Analysis of 960 responses revealed that consumers' attitudes are influenced by the two lifestyle segments of variety seeking and self-indulgence. Additionally those lifestyle segments significantly impact the behavioural intentions for the purchase of organic food in urban China through the mediating effects of consumers' attitudes and their pre-purchase evaluation. This tends to suggest that marketers of organic food in China should attempt to leverage on these findings by promoting trials of organic food products aimed at potential consumers belonging to the two identified lifestyle segments.

Factors influencing export performance of ceramic tile companies in Iran

Apena Hedayatnia, Kamran Eshghi, Mashali Behzad

Iran's ceramic tile industry is a flourishing sector and has the potential to become one of the largest ceramic exporters in world. Therefore, analyzing the factors which affect a firm's export performance is of great importance to managers. This paper analyzes the export performance factors in the ceramic sector of Iran by using experts' opinion. A questionnaire was used to gather experts' opinion about export performance factors. Factor analysis and SEM were used to extract factors and to create a model which explains the relationship among important factors. This model can be used for evaluation of export performance in other countries' ceramic tile industry.

A study of consumers' attitudes in Taiwan between adaptations and interpretations toward National Palace Museum's cultural goods

Chih-Hsiang Ko, Chia-Yin Yu

This paper discusses consumers' attitudes in Taiwan between adaptations and interpretations through a survey, providing designers' suggestions in museum's cultural goods. The results indicate that (1) consumers are more willing to buy interpretations than adaptations, (2) most consumers take "artistry" as the primary concern while making decisions, and (3) there are significant differences on consumer's attitudes toward adaptations and interpretations. It is suggested that the design of museum's cultural goods should increase the relevance between interpretations and museums' collections.

An investigation of the influence of gender on salespersons gestures and behaviors in France

Philippe Coffre

This research examines the influence of the gender on salespersons gestures and behaviors. It contributes to this unknown field by underlining the impact of women and men gender on gestures production. Quantitative studies are based on Main Components Analysis, Averages Tests, Manova Tests, Newman Keuls Test, Khi-2 test and Factorial Analysis. This work is built on 1205 gestures, 382 sales calls, for an average 11 minutes length, with 382 salesperson's including 191 women and 191 men, 90 doctors, 6 judges on pre-test, with 304 average performers salesperson's, 39 high achievers and 39 low achievers. It shows how women and men behave differently. Results bring a new point of view about situation in sales. It tends also to clarify a new field, less covered in the literature and opens new training trends on original studies in sales management. In order to complete and validate training influence on gestures, an experiment with 97 salespeople has been set during a sales training session. This experiment measured if salespeople *trained about gestures* were behaving differently to those *not trained*.