

JOURNAL OF INTERNATIONAL MARKETING AND EXPORTING

Volume 21, Number 1, 2018

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© Journal of International Marketing and Exporting

ISSN 1324-5864

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ABSTRACTS

International trade and emerging markets in the Shea sector of Ghana and Burkina Faso

Martha Adimabuno Awo

A review of existing literature shows that there is a dearth in scientific research addressing the emerging markets and distributional aspects of the shea trade (Laude, 2015; Wardell and Fold, 2013). There is also a paucity of literature examining international trade in the emerging markets in the shea sector and the sourcing arrangements thereof. There are questions on where the surplus of produced shea goes, as well as on whether patterns of sourcing for shea have changed with the increased globalization of the shea trade. This paper examines the changes and emerging patterns of transnational sourcing practices in Ghana and Burkina Faso within the context of emerging markets in the shea sector. The aim is to understand factors that determine the sourcing practices in the shea sector and how these practices impinge on the direct producers (pickers) of the commodity.

A study of generational cohort differences in technology readiness (tri 2.0) and mobile self-service technology adoption in the airline industry – an emerging market perspective

Cameron Sean Smit, Mornay Roberts-Lombard and Mercy Mpinganjira

The primary objective of the study was to determine the influence of consumer age on passengers' level of technology readiness for using mobile applications in the airline industry and for adopting them in South Africa. Primary data was gathered from 315 respondents using a structured questionnaire. The sample included South African citizens who had travelled using an airline either nationally or internationally over a twelve-month period. Hierarchical regression analysis was applied to test the proposed hypotheses in the study. The findings indicate that airline mobile application adoption is influenced by technology readiness where consumer age is shown to have a negative relationship with technology readiness and with subsequent airline mobile application adoption. As a result, airline and airport companies must ensure that a structured research approach is followed whereby insights on the technology readiness levels of the respective target markets are incorporated into any mobile application launch or communication strategy aimed at increasing the adoption of mobile applications in the airline industry.

Disruptive innovative business model in emerging markets for international marketing

Louis I. Nzegwu and Kennedy Ezenwafor

In these extraordinary times, if any businesses should be disruptive in the emerging economies, it should implement a business model that proposes more for less. This paper utilizes the disruptive innovative business model to illustrate that businesses are setting the pace in emerging economies; this challenges any ideology that offers less customer valuation in the region – *The Economist*. Five businesses at the bottom of the pyramid support the new trend: Safaricom's 'M-Pesa' in Kenya, Moringa Connect in Ghana, Flying Doctors in Nigeria, Godrej & Boyce, and Tata Nano cars in India. The business model has financially inclusive implications for those at the bottom of the pyramid.

Perception of Korean Brands among Indian and Korean Millennials

R. K. Srivastava

The perception of consumers is likely to be different if consumers have different backgrounds due to their country of origin even though the brands are coming from one country but available in both countries. This research aims to study the comparative perception of Korean brands among Indian and Korean young consumers (Millennials) which are emerging globally. It also tries to find the awareness among Indian and Korean Millennials for Korean global brands. It is an explorative primary descriptive research to find the awareness and perception of Korean brands among Korean and Indian students doing a business course. The Research was carried out to compare Millennials perceptions of Korean brands from two different national cultures – Korea and India. Awareness due to advertising, especially for global brands like Samsung, LG, and Hyundai, is equally high among the Korean and Indian Millennials of both countries. Korean Millennials give more importance to quality, customer service and value for money than Indians. The functionality of the brand is equally important for both Koreans and Indian Millennials. This study contributes to the literature in that it attempted to integrate the study of Indian and Korean consumer perceptions toward Korean brands. The second significance of this study is the identification of the relative importance of the factors which influence the perceptions in Korea and India explained through the application of self-concept theory.