



## Program for M.Sc. Marketing Research Forum (Spring 2017)

March 30th , 2017 - Room C109

**Time:** 9:00-9:20  
**Title:** Personality's Effects on Motives to Engage in eWOM: An Application to Instagram Users in Qatar  
**Author:** Amal Maher Alzaeem  
**Supervisor:** Dr. Rana Sobh  
**Committee Member:** Dr. Amro Maher

**Abstract:** There is a dearth of research examining personality's effects on motives to use social media. There is also research about the impact of different motives to use social media on people's motivations to engage in eWOM. However, no research has attempted to link personality traits to motivations to engage in eWOM. The purpose of this study is to examine personality's effects on motives to engage in eWOM with motives to use Instagram as the mediator. Data will be collected through a survey carried out on Qatar University students and analyzed with Structural Equation Modeling. In addition to its expected contribution to the literature, this research will provide valuable insights on reaching and retaining consumers in this era of social media.



**Time:** 9:20-9:40  
**Title:** The Impact of Perceived Privacy in Restaurants on Customers' Loyalty and Approach-Avoidance Behavior: The Case of Qatar  
**Author:** Randa Issam Sheik  
**Supervisor:** Dr. Rana Sobh  
**Committee Member:** Dr. Tamer H. Elsharnouby

**Abstract:** There has been extensive literature done about how store layout impacts customers. However, no research has been done regarding how low, moderate and high privacy settings impact customer behavior in a restaurant. The purpose of this study is to fill this gap and examine the impact of perceived privacy in restaurants in Qatar on customers' loyalty and approach-avoidance behavior. Data will be collected using an online questionnaire that will be administered to a sample of Qatar residents. Structural Equation Modeling will be used to analyze data. In addition to contributing to the literature about the impact of store layout on consumer behavior, results are likely to improve customer experience and improve consumer retention.



**Time:** 9:40-10:00  
**Title:** Factors Influencing Purchase Intentions for Luxury Brands Among Young Qatari Consumers  
**Author:** Wasim Ghassan Mrad  
**Supervisor:** Dr. Dalia Farrag  
**Committee Member:** Dr. Rana Sobh

**Abstract:** Over the last 20 years, the market of luxury brands has experienced phenomenal growth. However according to Euromonitor, the market for Luxury goods has recently witness a slowdown due to the fall in oil and gold prices in the gulf region. Nevertheless, Qatar leads the way in the Gulf and Middle East luxury spending with an average of \$4,000 per month (Bloomberg, 2016). Given such a rich and growing luxury market raises a variety of research interests. The purpose of this research paper is to identify and measure the most important factors influencing the willingness of the Qatari youth segment to purchase luxury brands. Mixed methods of research shall be adopted in this study. Initially, focus groups conducted with luxury brand enthusiasts from consumers will provide an in -depth understanding of what are the most important factors that encourage Qatari youth to

purchase luxury. Furthermore, In-depth interviews conducted with experts from luxury industry in Qatar will provide more insights and enrich the consumer's point of view. A conceptual model shall be proposed from the findings of this extensive qualitative/exploratory phase and tested/validated quantitatively. This research attempts to propose a new model including the most important factors influencing the willingness of Qatari youth to purchase luxury, considering the unique cultural and social context of the Qatari market.



**Time:** 10:00-10:20  
**Title:** The Impact of Mall Thematization on Brand Store Image  
**Author:** Shehad Osman  
**Supervisor:** Dr. Nabil Ghantous  
**Committee Member:** Dr. Kamel Hedhli

**Abstract:** Mall managers are using themed malls-like Ibn Battuta Mall in Dubai, Villagio, and Al-Hazm malls in Qatar- as an effective marketing strategy, to provide a sense of multidimensionality to the shopping experience. Thematization can be interpreted as the patterning of a certain space, to reflect an experience, from a specific time frame or occasion. The purpose of this research is to identify a) whether the thematization of a mall has a direct impact on the image of brand stores located within the mall, and b) under which conditions does this impact occur. Two categories of moderators of the potential spillover effect between the themed mall image and the brand store image will be investigated: consumer-related moderators, including the type of shopper, and situation-related moderators, including the image congruity between the mall and the brand store, as well as the latter's brand equity. The research model will be tested through an experiment.



**Time:** 10:20-10:40  
**Title:** The Moderating Role of Culture on Motivations to Create Brand-Related User Generated Content (UGC)  
**Author:** Fareed Unissa Begum  
**Supervisor:** Dr. Amro Maher  
**Committee Member:** Dr. Tamer H. Elsharnouby

**Abstract:** Online platforms such as social media, blogs, forums and brand websites have enabled consumers all over the world to communicate with each other. Moreover, these platforms are also highly utilized by marketers and brands as a medium to reach out to the consumers. Consumers engage with brands by creating content in the form of pictures, videos, feedback, suggestions, views, and ideas known as User-Generated Content (UGC). Creating such content for the brand is a result of various internal or external consumer motivations. Furthermore, UGC is an emerging field in the literature, where its motivations have been examined, however, there remains a gap in terms of studying individuals' cultural orientation that leads to brand-related UGC. Therefore, the purpose of this study is to examine the moderating role of culture on the relationship between motivations and brand-related UGC engagement. The study will be conducted on individuals in Qatar who have engaged with brands by creating online content (UGC). In order to test the moderation impact, a regression analysis will be used to test the model.



**Time:** 10:40-11:00  
**Title:** Service Quality and Customer-Brand Relationship: The Mediating Effect of Customer Brand Engagement  
**Author:** Farjana Mahjabin  
**Supervisor:** Dr. Kamel El-Hedhli  
**Committee Member:** Dr. Amro Maher



**Abstract:** The concept of Customer Brand Engagement (CBE), sub-form of CE has transpired in the literature relatively recently and regarded as an important indicator of customer-brand relationship. The current study aims to extend the research on CBE with service brands, firstly, by examining the extent to which individual dimensions of service quality affect the components of CBE, namely, cognitive, affection and activation. Secondly, the study will investigate the relationship between CBE and customer-brand relationship indicators namely, commitment and loyalty. Furthermore, the study will examine the extent to which different engagement levels and motivation orientation will generate differential commitment and loyalty outcomes. Thirdly, the study will test the mediation effect of CBE on service quality and customer-brand relationship indicators. The data will be collected from convenience sample in two different service contexts, high vs low contact. An online survey questionnaire will be administered to measure customers' perception with regards to the constructs of interest. In the current economy, also known as the 'new experience economy', companies are proactively seeking ways to engage customers. In experiential service context, identifying key touch points of service quality that influence cognitive, affection and activation of CBE will be highly beneficial in building and maintaining customer-brand relationship. The results of the study will highlight that the non-linear relationship between CBE and customer-brand relationship, i.e., depending on the level of the engagement and the service context. As such the insights will be beneficial for practitioners' in effectively maintaining engagement levels to generate expected customer brand relationship outcomes. The current study will empirically explore how perceived service quality interact to create CBE states and build customer-firm relationships in different service contexts. In doing so, the study will address calls to previous research that seek empirical testing and validation of CBE and to further attest the nature of relationship between CBE and customer brand relationship outcomes.

### Break (20 min)

**Time:** 11:20-11:40  
**Title:** Examining the Relationship between University Brand Personality, Student-University Identification and Co-creation Behavior in Higher Education  
**Author:** Fahmida Naheen  
**Supervisor:** Dr. Tamer H. Elsharnouby  
**Committee Member:** Dr. Nabil Ghantous

**Abstract:** Brand personality and consumer-brand identification are constructs that are widely examined in different industries and contexts. However, they have not been measured with regards to their effect on student co-creation behavior in higher education (HE). Hence, in this study, brand personality of the higher education institution and student-university identification are conceptualized and examined for its influence on student co-creation behavior. Co-creation behavior is treated as a multidimensional construct, which includes student citizenship behavior and student participation behavior. The sample used in this study comprises of students from the undergraduate and master level. Primary data will be collected using online questionnaire.



**Time:** 11:40-12:00  
**Title:** An Integrated Model of Higher Education Institution (HEI) Service Quality: The Case of Qatar University  
**Author:** Mouna Lemine  
**Supervisor:** Dr. Khurram Sharif  
**Committee Member:** Dr. Amro Maher

**Abstract:** Higher education institutions (HEI) are considered service providers that are experiencing intensive competition and rapid growth. Therefore, attract students and provide them positive experiences; universities need to focus on their service quality as a crucial element of their growth strategy. The research study entitled "An integrated model of Higher Education Institution (HEI) Service Quality: The Case of Qatar University" examines the impact of university services in enhancing students emotional attachment which is a key motivation for

students to have voluntary and extra-role behaviors toward the institution. The study adopted a marketing perspective in designing a research model considering services marketing and consumer behavior streams. It incorporates the concepts of service quality, emotional attachment and customer citizenship behaviors into a single conceptualized model in order to highlight the impact of service quality aspects on students' emotional brand attachment, which enhances customers' citizenship behaviors in Qatar University as a competitive advantage. This research conducted a quantitative survey on students' perception of a higher educational institute namely Qatar University, their emotional attachment and their citizenship behaviors toward the institution.



**Time:** 12:00-12:20  
**Title:** How Does Environmental Cues Affect Perceived Store Authenticity?  
**Author:** Shaymaa Maymon Al-Kilani  
**Supervisor:** Dr. Kamel El-Hedhli  
**Committee Member:** Dr. Nabil Ghantous

**Abstract:** Although research suggests that consumers attributes authenticity to stores (e.g., Rego et al. 2014; Wallendorf et al. 1998), the retailing literature lacks an explicit conceptualization capturing this theoretical notion -the perceived store authenticity. Drawing from the brand authenticity literature (e.g., Morhart et al., 2014), this study introduces a new retailing concept, namely Perceived Store Authenticity. Also, the study introduces this new concept into a nomological network of antecedents and consequences to investigate (1) how does the store environment influence store authenticity? (2) What are the consequences of store authenticity? More precisely, the study proposes a literature-based model that includes three main categories pertaining to the store environment (design, ambiance, social) as exogenous constructs (c.f., Baker et al., 2002; Baker, 1987). These constructs are hypothesized to have differential effects on patrons' assessments of various store authenticity dimensions. These store authenticity dimensions are hypothesized, in turn, to be strong drivers of store patronage. The proposed model will be tested based on data collected from a pencil and paper quasi experiment. Structural equation modeling will be applied to validate the model. Theoretical and managerial implications will be derived from the findings of this research.



**Time:** 12:20-12:40  
**Title:** Student University Experience: The Antecedents and Consequences of Student Satisfaction Redefined  
**Author:** Hadi Fayez Elmaghazy  
**Supervisor:** Dr. Tamer H. Elsharnouby  
**Committee Member:** Dr. Amro Maher

**Abstract:** This research investigates whether perceived university reputation, perceived faculty competency, student – academic advisor interaction and student entitlement influence the student satisfaction with their university experience. Applying marketing theories that have been proven effective in the business domain may offer benefits to the higher education sector, this paper has borrowed the concepts of consumer entitlement and consumer citizenship behavior from the retail and services sector in an attempt to explain the consequences of student satisfaction. Furthermore, this study argues that the entitlement construct will mediate the relationship between Student Satisfaction and Student Citizenship behavior. To test these relationships, the study will use a questionnaire to be sent to undergraduate student in QU. Structural equation analysis will be used to reveal that these hypotheses are supported.





**Time:** 12:40-1:00  
**Title:** Brand Arrogance and Brand Authenticity Interaction effect  
**Author:** Kheira Saad  
**Supervisor:** Dr. Kamel El-Hedhli  
**Committee Member:** Dr. Imene Becheur

**Abstract:** The aim of this paper is to study the interaction effect between both brand arrogance and brand authenticity used in communication means on consumers. Previous research has focused on each construct alone neglecting the possibility and effect of their interaction which is implemented by many brands. The purpose of this study is to go through the following objectives; first, to understand whether there is an interaction effect between brand arrogance and brand authenticity in brand communications. Secondly, what would be the consequences the combination of high/low brand authenticity/arrogance in terms of consumers' reactions. Finally, whether these combinations are more effective to consumers than single communication strategy.

