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PREFACE

One of the most difficult decisions to make is to begin a new journal. The decision is difficult because of two reasons. First, there are already many journals publishing hundreds if not thousands of scholarly articles in business. Second, the editing and publishing of a journal is something that produces only intrinsic rewards. It is a labor of love!

In this case, it was clear from the very beginning that there had to be a sound rationale for a new journal. Kamal Agarwal of MMTI approached me some three years ago with the concept of initiating a journal in the international marketing area that offered an opportunity for the publication of high quality articles for both US and non-US authors. In our discussions, he felt that there was a place for such a journal and was willing to commit resources to development of the journal.

On a CIBER trip to Vietnam, I had the opportunity to meet Professor Lawrence Cunningham of the University of Colorado Denver. We had many subsequent discussions about the journal concept. We felt that many articles are rejected at the very top level journals in spite of having substantial promise. In many cases, these authors, with appropriate feedback, support and encouragement could publish their articles in journals aspiring to the highest levels of quality. We also felt that non-US authors especially those from developing societies faced considerable difficulty in finding high quality publishing outlets. At the same time, Larry and I recognized the need to create supportive processes for authors without sacrificing academic quality.

In our discussions, we also noted that there was no international marketing forum where academics and international business executives could exchange their perspectives of international marketing issues. We felt that there was a need to create an exchange for high class scholarly research and yet, room for the participation of international business executives. We hope to incorporate more members of the business community in our efforts in the future.

During the last three years, Larry and I have worked very hard on a number of tasks.

The first task is ensuring that we had publisher support. I have principally interfaced with Kamal and he has proved extremely helpful in this capacity. I have also solicited prospective papers for the journal, interfaced with Larry regarding the call for papers and potential authors and conducted other public relations activities for the journal.

Larry has assumed responsibility for many of the editorial responsibilities including development of the initial Editorial Board, developing infrastructure and processes for the journal, the review of articles, interface with authors, revision of papers and the final decision on manuscripts. I have assumed this responsibility when there was a need to have a separate process of review, revision and acceptance.

Both Larry and I have received substantial assistance in this effort. The Dean of the School of Business School at Howard University, Dr. Barron H. Harvey, provided the encouragement and resources needed to help develop the initial ideas surrounding the journal and continues to encourage the publication of the journal.

Larry has had substantial assistance from the Business School at the University of Colorado Denver. Larry had the opportunity to clarify his concepts of the journal and journal development with long time colleagues at the institution. Ms. Nancy Reed who is Director of Undergraduate Admissions and Advising provided voluntary assistance as the assistant editor of the journal. The Business School has provided student assistants who have helped Larry in the various phases of development and editing of the journal. We wish to acknowledge the support of the Business School at the University of Colorado Denver.

The journey which Larry and I set off on some three years ago has reached an important milestone with the publication of this first issue. However, the journey is far from complete and is in fact, a work in progress. Some of the largest challenges include continuing to build a high quality and culturally diverse editorial board, a more complete infrastructure to support the journal, more and better articles, a subscriber base and a host of special issues.

While the future is important, we need to celebrate the present and in particular, our first issue. In this issue, we have a number of important articles which are major contributions. Professor Anders Pehrsson's paper examines

ways to strengthen consistency across international marketing strategy, international marketing experience, and value adding roles of foreign subsidiaries as well as related issues. The paper makes both practical and theoretical contributions.

Professors Ruby Dholakia and Syagnik Banerajee provide an interesting paper that seeks to describe the sequencing of consumer acquisitions of durable goods in the Indian market. This paper suggests that the hierarchy is similar to those reported in other markets and has interesting implications for market entry and adaption especially in the emerging market space.

In the third paper in the journal, Professors Katharina Hofer, Julia Wild and Gerhard Wuehrer deal with the issue of technology adoption behavior in emerging markets by testing an extension of the Technology Acceptance Model (TAM) in Bosnia and Herzegovina. This article provides recommendations regarding emerging markets marketing strategy for mobile technology.

Professor Edward Ramirez and a doctoral student, Sayan Sarkar have developed a paper that integrates research on environmentally sustainable marketing strategies into a research agenda for the global marketplace. Their paper suggests that firms are challenged by the willingness of consumers to accept ecologically-friendly offerings and that there are useful adoption predictors. Professors Ramirez and Sarkar suggest some useful and profitable domains for further research.

Finally, Professors Kwanghee Yoo, Hae-Ryong Kim, Moonkyu Lee, Lawrence F. Cunningham and Namin Kim have contributed a paper that examines the effects of Corporate Social Responsibility (CSR) on consumer loyalty. The results of the study demonstrate that CSR performance builds customer trust, which leads to customer loyalty. The paper suggests that CSR at and it also affects customer perceptions of service quality although the effect is weaker than that of marketing mix strategies.

There are only five papers in the inaugural issue. Each one of them has been selected carefully to reflect the Journal's objectives as these papers cover issues in developed and in particularly emerging economies like strategy, consumers preferences, trust and loyalty, quality, service and banking services. It is our hope that you would find these papers to be interesting and thought provoking.

The inaugural issue of this journal has been a long process. However, we are very happy with the final product. We would like to particularly thank you Dr. Kamal Agarwal from the MTMI who suggested the original idea. However, the journal would not be possible without the members of the editorial board, reviewers of papers, the authors and many friends who have made invaluable suggestions. To these individuals, Larry and I are deeply indebted and wish to express our thanks.

We would like to have your feedback and suggestions to improve the journal. Our second issue is almost ready to be published and thereafter, we will publish the journal twice/three times a year.

Pravat K. Choudhury
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MARKETING HOUSEHOLD DURABLES IN EMERGING MARKETS: EMPIRICAL EVIDENCE FROM INDIA

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ABSTRACT

The growing population and incomes of emerging markets have captured the attention of marketers of durable goods who have introduced a wide variety of models and features in rapid succession. In this paper, Indian household data is analyzed to describe a forward-looking consumer actively acquiring durables in a particular order. Despite the differences in market contexts and time periods, the observed hierarchy in India is similar to those reported earlier in other markets indicating some stability in priority patterns. The implications for market entry and adaptation are explored in the concluding section of the paper.

Keywords: Household durables, consumer behavior, India, acquisition patterns, emerging markets, Item Response Theory, priority pattern

CONSISTENCY ACROSS INTERNATIONAL MARKETING STRATEGY, EXPERIENCE, AND SUBSIDIARY ROLES

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ABSTRACT

An industrial firm's implementation of international marketing strategy can be hampered where there is limited consistency across the strategy, the firm's international marketing experience, and the value-adding role of the foreign subsidiary. This paper develops a framework consisting of three dimensions: international marketing strategy in terms of character of main competitive advantages, international marketing experience, and value-adding role of the foreign subsidiary. Propositions are put forward regarding consistent relationships between the dimensions. The propositions are generated based on case studies of Swedish firms and their subsidiaries in the US market. Contributions to theory are discussed.

Keywords: Consistency, strategy, international marketing, experience, subsidiary, role.

ONLINE BANKING AND ITS ACCEPTANCE IN EMERGING MARKETS: THE CASE OF BOSNIA AND HERZEGOVINA

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ABSTRACT

Since the market development endeavors for online banking services have shifted to the emerging markets, several authors conducted country-focused studies on technology adoption behavior. We argue, however, that it is most favorable to develop a comprehensive emerging market strategy instead of single market strategies, due to the benefits of aggregation and risk spreading. Therefore we are retesting an extension of the Technology Acceptance Model in a new market, which is Bosnia and Herzegovina, in order to make a valid comparison and establish generalizability of the most influential parameters on online banking adoption behavior in emerging markets. We find the model generalizable, which provides interesting implications for a comprehensive emerging markets strategy.

Keywords: online banking adoption behavior; technology acceptance model; emerging markets strategy; partial least squares; generalizability; technology readiness; e-commerce adoption; Balkan;

ENVIRONMENTALLY-SUSTAINABLE MARKETING STRATEGIES AND RESEARCH OPPORTUNITIES FOR INTERNATIONAL MARKETING

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ABSTRACT

This manuscript contributes to international marketing by integrating research on environmentally-sustainable marketing strategies and developing a research agenda to test its findings in light of the rapidly changing global marketplace. Leveraging the 3 Ps framework, the findings from 331 articles suggest that many firms recognize the need to address environmental issues, and yet are challenged by consumers' receptivity towards ecologically-friendly offerings. Furthermore, consumer demographics and social factors are useful adoption predictors. Finally, such strategies can be profitable—especially, when they involve waste reduction and operational efficiency improvements. These findings set the stage for research examining the nexus of these two domains.

Keywords: Environment, Sustainable, 3 Ps, Marketing Strategies, International Marketing

CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPACT ON SERVICE QUALITY, CONSUMER TRUST AND LOYALTY

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ABSTRACT

This study investigates the effects of Corporate Social Responsibility (or CSR) fulfillment on consumer loyalty in the service market environment by comparing them with the effects of marketing mix strategies. This study also examines two potential mediating factors (i.e., service quality and consumer trust) in understanding how CSR relates to consumer loyalty. The results show that CSR performance builds customer trust, which leads to customer loyalty. CSR activities also affect customer perceptions of service quality although their effect is weaker than that of marketing mix strategies. The paper concludes with a discussion of the implications of the study for researchers and marketers.

Keywords: corporate social responsibility; service quality; consumer trust; marketing mix strategies; consumer loyalty