

Advertorial

Importance of Marketing Research in the 21st Century

Research Symposium by Jindal Business School, O.P. Jindal Global University, India

The marketing department of Jindal Business School organised a research symposium on "The Importance of Marketing Research in the 21st century" on October 1, of 2022. This session was hosted by Professor Meenakshi Tomar, including four speakers from Sri Lanka, namely Prof. N. Jayantha Dewasiri, Dr. Nirma Sadamali Jayawardena, Dr. Charitha Perera, and Dr. Isuru Koswatte. The discussion covered the future marketing research perspectives on the topics such as the rationale for selecting methodology in Marketing Research; understanding the dark side of digital transformation of exams; transnational education and digital video advertising strategies. Special thanks go to all resource persons in the Jindal Global Business School, including the Department of Marketing, IT team, Participants and the invited guest speakers.

Key highlights of the plenary speech of Prof. N. Jayantha Dewasiri

This plenary speech focused on the rationale for selecting methodology for research studies highlighting why and when to proceed with quantitative, qualitative and mixed methods studies. He emphasised that the research decision often starts with reviewing the literature to explore the research gaps, and then it is possible to derive specific research questions/objectives. Research questions/objectives mainly guide which research design to select. In addition to the research problem, researchers' interest/competency/ experience, resource availability, and audience play a significant role in the selection of the right research design.

The selection of the appropriate method for research, sampling techniques and data analysis has been discussed during this session. His discussion was based on a research paper published in the International Journal of Qualitative methods and shed some light on the importance of the methodological justification for Marketing Research.

Key highlights of the plenary speech of Dr. Isuru Koswatte

The presentation discussed the digital transformation of Higher Educational Institutes and the adoption of online exam systems. Despite the universal ap-

proach of online systems in Universities which was expedited since the pandemic there was a lack of Research addressing the perception of the transition to online systems in higher education in an emerging country like Sri Lanka, namely Prof. N. Jayantha Dewasiri, Dr. Nirma Sadamali Jayawardena, Dr. Charitha Perera, and Dr. Isuru Koswatte. The discussion covered the future marketing research perspectives on the topics such as the rationale for selecting methodology in Marketing Research; understanding the dark side of digital transformation of exams; transnational education and digital video advertising strategies. Special thanks go to all resource persons in the Jindal Global Business School, including the Department of Marketing, IT team, Participants and the invited guest speakers.

Key highlights of the plenary speech of Dr. Charitha Perera

The scope and scale of transnational education (TNE), which is defined as the mobility of educational programs and providers between nations, have significantly evolved during the last decade. The scope and scale of higher education providers moving across borders to offer academic programs and qualifications in foreign countries have changed dramatically. While twinning programs and international branch campuses have been the most common forms of transnational education, there is an evolution, if not a revolution, in the development of new forms of transnational education programs and collaboration. During a period when international student recruitment has stagnated and the host countries have lost market share, transnational education has been widely seen as an alternative way of diversifying revenue and building an international profile. There is no question that transnational education is a dynamic and increasingly complex part of the marketisation of higher education and that new trends and developments need to be carefully monitored and analysed.

New platforms, new partnerships, new modes of delivery and new regulations are emerging. This has resulted in a proliferation of TNE terms and mass confusion about how they are used.

TNE is undeniably a dynamic and sophisticated component of higher education internationalization. New trends and developments, and challenges must be constantly observed and examined.

Despite the interest in TNE and the growth in offshore enrolments, there has been growing scepticism about the pros and cons of TNE and the sustainability of TNE models. Therefore, the TNE framework needs to be re-modelled to serve as an analytical tool while focusing on emerging issues and prospects to establish



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Professor N. Jayantha Dewasiri,
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Dr. Isuru Koswatte, University of the West of Scotland (UWS)

the rationale for transnational education.

Remodelling the TNE framework has become essential to understand this phenomenon which both is growing in importance and evolving at a fairly rapid pace.

Key highlights of the plenary speech of Dr. Nirma Sadamali Jayawardena

This presentation discussed the application of the theory of social information processing theo-



Dr. Charitha Perera,
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ry by Wyer (2003) towards 360-degree video advertising to explore the consumer's visual memory. This discussion was based on the findings of a recent PhD study submitted to Griffith University, Australia.

This study addressed two main research questions, "How do the effects of 360-degree video advertisements on visual memory differ from the effects of standard video advertisements?" and "How do the effects of 360-degree video advertisements on visual memory differ from the effects of standard video



Dr. Nirma Sadamali Jayawardena,
O.P. Jindal Global University, India

advertisements, after repeated viewing?" using two studies. Study 1 addressed the first research question and study 2 addressed the second research question.

The data were collected using experimental surveys and interviews with 40 participants and were analyzed using a qualitative thematic approach via NVivo QSR software.

The four theoretical constructs of the 'workspace' unit were used, which are comprehender, encoder, inference maker and response



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selector, to explore consumer visual memory.

In the single viewing condition, a total of 10 main themes are identified under the four categories of visual comprehension, encoding, inference making and response selection.

These are colour detection, facial expressions, visuals on locations, visuals on objects, visuals on people, visuals on actions, multi-cultural symbols, behavioural engagement, visuals on product details and visuals on brand details. In the repeated viewing condition, a total of 11 main themes are identified under the four categories of visual comprehension, encoding, inference making and response selection.

These are colour detection, facial expressions, plot or storytelling, visuals on locations, visuals on objects, visuals on people, visuals on actions, emotional engagement, behavioural engagement, and visuals on product details and product benefits.

The final part of this discussion highlighted the future of Marketing Research and how to reduce the rejection rate for a top-tier publication which has immensely benefited the audience. The symposium was moderated by Dr. Meenakshi Tomar, Associate Professor and Associate Dean of the Jindal Business School at the O.P. Jindal Global University, India.

About the University

O.P. Jindal Global, is a private university located at Sonapat in Haryana. Jindal Global University was ranked in the top 750 Universities in the world in the QS World University Rankings 2022 Edition, making it India's No. 1 Private University and India's No. 1 University dedicated to the Social Sciences, Arts and Humanities.

Do the Sri Lankan Youngsters Actually Behave and Consume Products, Sustainably?

BY PROF. P.G.S. AMILA JAYARATHNE AND MS. PRAVEESHA K. SOYSA

Human evolution should be harmonized with the environment in the mechanism of global development. Though human beings mutually deals with nature in their early civilization while embracing here into their lifestyle, now it has been critically depleted because of selfishness and covetousness.

According to the studies, consumer household purchases were responsible for 40% of the environmental damage and this ongoing hazard has been addressed through the UN Sustainable Development Goals under the 2030 agenda which had clearly stated by Goal 12: Consumption and Production, and Goal 15: Life on land.

These goals are addressing how critical it is to secure, restore and promote sustainable use of the ecosystems.

Overall this concern is impacting the serious repercussions of environmental damages such as global warming, increase in environmental pollution, and decline in flora and fauna, arising due to the tremendous increase in the consumption of goods and services of consumers over the last decade while leading to depletion of natu-

ral resources and severe damages to the environment.

Hence it is a must to reduce the negative impact on the environment and society by promoting sustainability. Therefore, Soysa and Jayarathne investigate the determinants of Actual Sustainable Consumption Behaviour (ASCB) and their relationships from the micro-level perspective of individuals though the studies have addressed only the aspects of pro-environmental behaviour.

Even though sustainable consumers are aware of sustainable consumption practices there is a gap between consumers thinking and their actual actions.

The favourable attitudes and intentions lead consumers to be sustainable but behavioural trends on their daily choices end up as in their best interest. This study examines the antecedents which can lead to ASCB and how the young generation in Sri Lanka had provided their genuine consumption.

Therefore, as Researchers, we carried out a study with 307 respondents from all over the country representing each Province.

The results had presented at 'Marketing Insights 2022', the 4th Undergraduate Research Symposium of the Department of Management Studies and Commerce, University of Sri Jayewardenepura



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held on July 8, 2022, in the virtual platform.

We found that the young generation in Sri Lanka has a high degree of actual sustainable consumption behaviour which means the educated population is more willing to perform it than the average person. Even though all the factors are positively affecting the actual sustainable consumption behaviour spirituality is impacting low to its final behaviour. It is surprising hence Sri

Lanka is enriched with various ethnic and religious people thus most empirical studies convey it has a positive impact between these two. Similar to the other three factors which are price, availability of sustainable products and the subjective norms impacting to the final behaviour moderately.

Most people are highly price concerned since disposable income is quite less (Rs. 76,414.00) in "Household Income and Expenditure Survey 2019 Final Report",

(n.d.) It is true limited availability and inconvenience in procuring products act as barriers and increase the gap between the positive attitude of consumers and actual behaviour towards purchasing green products. The actual sustainable consumption behaviour can affect by the sustainable consumers' environmental knowledge and quality of sustainable life.

In conclusion, sustainable consumption behaviour is an outcome of the planned behaviour that Sri Lankan young generation should intentionally commit to becoming such. In Sri Lanka, impulsive sustainable consumption behavioural lifestyle is quite far away, but it can be changed to some extent through attitudes.

Especially through education, the importance of becoming a sustainable person can be taught, and eventually, society will absorb that trend. Then with the development of subjective norms, a particular individual lifestyle can be changed toward more sustainability.

The action component is mostly lying with the economical states of the consumer where Sri Lanka is comparatively in a high living cost situation parallel to its disposable income.

Apparently, with the development in all sectors, it is hard to practice sustainability unless the

disposable income is adequate to cope up.

Critically this should be brainstormed since the simplicity of lifestyle will lead to a better sustainable world but the modern young generation is running after prestige goods to fulfill, their self-esteem in life with its trends.

Without compromising the product by its unwanted price components consumer should practice their mentality to go for the value that is bearable in terms of both internal and external costs.

If eventually practiced sustainability (e.g., reuse, donating) with the community by promoting and socialising the trends on becoming sustainable by consuming the products such as reeds and canes materials which are more user-friendly and advanced through technology and further cultivate such materials by implementing agricultural technological ways in Sri Lanka will support substantially to the country's economy as well as eco-sustainability.

Also implementing renewable energy systems, and automobiles will also guarantee the future of the world in a better way.

Ensuring the 360 way of securing nature and community in a sustainable way will facilitate all nature's creations to live comfortably in the long term.