



**Inter-Graduate School Program for
Sustainable Development and Survivable Societies**

Interdisciplinary Seminar
[#66-(1)]

Smart Consumers in Market 4.0

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Date: June 15, 2018 16:30-18:00

Venue: Meeting Room 112-113,
Higashi-Ichijo-Kan, Kyoto University

< Summary >

Advent development of digital technology enlarges dimensions of e-commerce, and digital technologies and devices such as smartphones, smart products, the Internet of Things (IoT), Artificial Intelligence, and deep learning are expected to reform consumers' purchasing behaviour significantly. This provides unprecedented challenges and opportunities to B2C firms in developing effective marketing strategies for newly emerging consumers' shopping patterns. Ongoing development in digital technology brings changes in the retail market, and major online retail firms such as Amazon disrupt level-playing field by entering offline retail sector and pre-empting small offline stores. It is inevitable for retail companies to adopt digital technology in order to acquire more customer touch points and to stay competitive in rapidly restructuring market place. This paper aims to examine newly emerging consumers' shopping behaviour in the midst of reforming retail environment. This presentation examines the antecedents of consumers' OC adoption intention and explore how consumers' personality trait affect their information search and purchase behaviour. The presenter and her team segment consumers based on individual difference of 'Need for Cognition (NFC)' and investigate how different consumer groups value different aspect of the selected OC

attributes and benefits. Using survey data from 227 South Korean consumers and PLS analysis, the presenter and her team suggest that three consumer groups show different responses to four identified OC attributes/benefits. Findings shed light on the possible ways to differentiate OC marketing for different target consumers and provide implications for practice and further research.

< Active type> Interdisciplinary Seminar (1-session course)

<Obligation of attendee >

GSS students should register their names at the seminar room (Meeting Room 112-113 in Higashi-Ichijo-Kan, Kyoto University) to confirm their attendance.