

出國報告（出國類別：參與國際會議）

2013 第四屆企業、經濟和旅遊管理國際 會議

服務機關：國立暨南國際大學 國際企業系所

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派赴國家：南韓濟州島

出國期間：102 年 10 月 18 日至 10 月 23 日

報告日期：102 年 11 月 28 日

摘要

本次出國前往南韓濟州島參加 2013 第四屆企業、經濟和旅遊管理國際會議，此國際會議舉辦的時間為 102 年 10 月 19 日至 10 月 20 日為期二天，主辦單位為國際經濟發展研究中心(IEDRC)，所探討的主題涵蓋行銷及策略、企業社會責任與企業倫理、顧客關係管理、鄉村旅遊業發展、旅遊業發展及計畫、電子化企業管理、資訊網絡等多重領域，而我所研究的主題較偏重於行銷，投稿至此國際會議的論文主要是關於過去 10 幾年來一直被關注的重要議題-偶像崇拜。本大會提供給世界各國的研究人員以及學者們一個相互交流的平台並且也有可能激發出他們未來研究題材的方向。

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一、目的

「2013 第四屆企業、經濟和旅遊管理國際會議」主要是提供給全世界各地企業、行銷、經濟以及旅遊管理領域的研究人員以及學者，來交換或分享他們的新想法和研究結果並且討論遇到實務挑戰和採取解決方法之首屈一指論壇。換言之，藉由參加此國際會議，不但可以與世界各國的研究互通有無而且也可達到獲取其研究經驗與交換彼此想法之目的，經由以口頭方式發表論文來提升自我國際觀與外語能力，對於自我未來研究或期刊投稿的發展有很大的幫助。

二、參與國際會議之過程

10月18日：

本人於10月18日上午10:05在桃園國際機場搭乘復興航空GE866班機直飛南韓濟州島並於當地時間中午12:50抵達濟州國際機場，由本人自行搭車前往下榻飯店休息。

10月19~20日：

「2013 第四屆企業、經濟和旅遊管理國際會議」是在南韓濟州島的Castlex Golf Club舉行，會議時間為102年10月19日至10月20日為期二天。會議第一天10月19日，我完成註冊報告手續。會議第二天10月20日上午舉行開幕並隨即進行專題演講，如：由學者 Professor Dimiter Georgiev Velez 主講「Cloud-Based Mobile Learning - A New Challenge in Learning and Education」，其主題是有關手機平台已經成為一個主流溝通或互動之平台。智慧型手機以及平板設備之能力一直持續地發展。學習是獲得新知識和修改現存知識、行為、價值或偏好以及牽涉於綜合不同種類之資訊。學習也許被視為是一種過程。最新資訊以及通訊技術之發展，像是社群媒體、大資料和雲端運算，在手機學習領域中可以進一步的研究以及發展。另外，由學者 Professor Cheol Park 主講「New Digital Divide and the Solution of Tripod Gap」，其主題是有關新 IT 設備以及服務的快速擴散一直在使用者生活中變動。一個新數位落差被定義為使用者之

間的缺口，此落差是由使用品質所造成。新數位落差是在消費者之間、消費者以及公司之間和小型以及大型公司之間。在消費者之間落差應該會透過 ICT 支持以及教育來解決；消費者以及公司之間落差會透過公司社會責任以及企業倫理來解決；小型以及大型公司之間落差會透過互惠貿易以及相互援助來解決。

在專題演講之後，接續 5 個場次分三個時段進行。我的場次被安排在第 2 場次，此場次其涵蓋範圍包含企業、經濟、旅遊管理等，共有 13 位報告者，共計 130 分鐘，每人口頭報告時間加上提問時間只分配到 10 分鐘，時間上非常緊湊。這一次是自己第一次全程以英文口頭方式報告論文，對於英文不是很好的我來說真是一大挑戰，所以心中難免會緊張。由於事前已做好一些準備，將需要解釋以及補充的資料事先以英文撰寫出來，因此稍稍降低一些緊張。

我報告這篇「A Study of the Relationship between Vanity Trait and Social Comparison(虛榮特性與社會比較關係之研究)」是因為我發現過去 10 幾年來，偶像崇拜被視為一個重要研究議題。Fans 通常會認同喜愛的偶像，進而追隨以及模仿偶像之行為。Fans 會對偶像產生強烈的依附。虛榮集中於個人對身體外表以及成就目標之追求的一種觀點。社會比較是一種思考區別他人以及自己之間的相同或不同處。目前關於虛榮特性以及社會比較這方面的知識之研究基礎相對少。本研究根據質性研究設計，利用半結構式深度訪談來蒐集 12 歲至 18 歲台灣青少年為研究對象之資料。本研究所推論出的四項命題是藉由整理青少年訪談紀錄而來的。訪談之後，結果發現顯示：外表虛榮關心的歌迷，較容易傾向於平行比較；外表虛榮觀點的歌迷，較容易傾向於向下比較；成就虛榮關心的歌迷，較容易傾向於向上比較以及成就虛榮觀點的歌迷，較容易傾向於平行比較。

在我口頭報告結束後，與會學者提問一個問題是針對我的訪談題目是如何形成提出進一步的詢問。此外，有位南韓與會學者提到偶像崇拜在南韓也相當盛行，如：fans 會模仿偶像的妝容畫法、服飾穿著，尤其整型風潮一直持續延燒，他建議我未來研究或許可以把偶像崇拜和整形風潮做結合。藉由參加此會議，讓我獲取很多寶貴意見。此場次其中有一篇讓我覺得有趣的議題是有關保健旅遊，論文題目為「Service Demand of

Senior for Spa on Wellness Tourism: An Explorative Study」，此篇論文提到年長者認為溫泉服務不僅能讓他們解除生活上的壓力並且溫泉療法會促進他們達到保健效果。接下來的場次偏重於電子化企業管理的議題，雖然和我研究並無太大的相關性，我還是認為可以瞭解此領域的最新研究方向。

10月21~22日:

本人參觀三姓穴、城邑民俗村、濟州牧官衙等名勝古蹟，令人印象深刻。

10月23日:

本人於南韓濟州島當地時間10月23日下午13:40在濟州國際機場搭乘復興航空GE865班機回程，於下午14:30準時抵達桃園國際機場。

三、參與國際會議之心得及建議

很感謝本次主辦單位接受我的論文，讓我有機會參加此次的國際會議，此國際會議是我第一次全程以英文口頭方式來發表論文，雖然我的英文能力不是很好，但我也盡力完成讓聽者能夠瞭解我的研究。在英文口頭發表論文過程中，讓我深深體會到英文能力的重要性，也讓我反省自己的英文能力必須要更加努力加強才行，期許有一天自己能說出一口流利的英文。

由於此次國際會議涵蓋多重領域主題的研究方向，讓我在參加會議的過程中，除了獲取與自己相關研究領域的研究知識之外，也吸取到各個不同領域的研究人員以及學者所提供他們的專業領域的知識和研究方向，進而拓展自我的研究視野，或許能讓我跳脫原先呆板的單一思維的侷限以產生新的思維。我認為國際會議的舉辦是作為世界各國的研究人員以及學者與國際學界相互接軌的橋樑。總而言之，我參加此次國際會議的學術交流，對我來說真是獲益良多，主要原因是在於：透過國際會議和與會者之間的意見交流與相互討論，會給予我更多的新見解與想法，進而促使自我思考未來的研究方向和趨

勢。

對於這次參與國際會議的經驗，我提出二項建議以供參考：1.對於學生來說，參與國際性學術交流不但能開拓自我學術視野，而且還仍有效提升自我學術涵養，實質上對於自我學術研究生涯的發展有相當的助益。因此，希望學校以及政府方面可以增加經費補助額度來減少學生負擔，這樣一來可以吸引更多學生參與國際學術會議，讓學生可以更加明確掌握國際學術上最新的研究趨勢，來提升學生的研究能力，進而提升臺灣學術界的整體研究素質。2.由於我們使用的語言是中文，在國際會議發表論文也許會因礙於語言上的限制，僅能逐字唸出投影片內容文字來進行報告，卻無法完整呈現自我內心想要表達自我研究論文的見解和與會者相互討論。因此，建議學生能在平時多多加強自我的英文能力。

四、附錄

(1) 國際會議議程

Registration Only: October 19, 2013 (Saturday)

CASTLEX GOLF CLUB

10: 00 – 12: 30 13: 30 - 17: 00	Arrival and Registration
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- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference receptions your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Welcome Banquet on October 20, 2013.

Conference: Morning, October 20, 2013 (Sunday)

Venue: Club house Banquet Room

08:30-08:40	Opening Remarks Prof. Cheol Park School of Business Administration Korea University
08:40-09:20	Keynote Speaker Speech 1 Prof. Dimiter Georgiev Velez University of National and World Economy, Sofia, Bulgaria Title: Cloud-Based Mobile Learning – A New Challenge in Learning and Education Abstract: The mobile platforms have already become the dominant communications and interaction platforms by early-adopting and best-practice organizations. The capabilities of smartphones and tablet devices grow continuously. Learning is acquiring new and modifying existing knowledge, behaviors, skills, values or preferences and involves synthesizing different types of information. Learning may be viewed as a process, rather than a collection of factual and procedural knowledge. The advent of newest information and communication technologies, such as social media, big data and cloud computing and the wide-spread increase of smaller and more portable computers and Internet-capable devices, makes possible further research and development in mobile

	learning. The keynote speech will outline the challenges and opportunities in the use of cloud-based mobile learning.
09:20-10:00	Keynote Speaker Speech 2 Prof. Cheol Park School of Business Administration Korea University Title: New Digital Divide and the Solution of Tripod Gap Abstract: Recently, the rapid diffusion of new IT-related devices and services has changed users' life. Fast change in ICT makes previous research on digital divide obsolete in explaining changing aspects of digital divide. Szilard Molnar (2002) proposed a holistic model for digital divide by combining information usage gaps and the types of digital divide as follows. Therefore, a new digital divide is defined 'the gap among users' which is the divide stemming from the quality of use. The new digital divide is among consumers, between consumer and company, and between small and big company. This tripod gap in the new digital divide should be filled up for increasing the welfare of society. It is important to solve the problem of the new digital divide for sustainable smart growth of economy and society. First, the divide among consumers should solve through the education and support of ICT. Second, the divide between consumer and company should solve through corporate social responsibility and business ethics. Third, the divide between big and small company should solve through the fair trade and mutual assistance.
10:00-10:30	Coffee Break & Photo Session
10:30-11:10	Keynote Speaker Speech 3

SESSION – 1

Venue: Club house Banquet Room

Session Chair:

Time: 11:10-12:20

ID	Title+name
Humanities, Society and Culture	
A00003	A Study of the Malaysia Campaign Promotion by Information Department and An Exploratory Survey on the Public Perception Isma Zuriyya Ismail and Zaiha Ahmad
A00004	The Historical Influence of Classical Islam on Western Humanistic Education Rena D. Dossett
A00006	The Images of "Keling" in Sulalat al-Salatin Abdur-Rahman Mohamed Amin and Ahmad Murad Merican

A00011	Implementation of the Convention on the Rights of the Child in China: Regulation the Child Abuse in Schools Peng Xu
A00042	Perceived Discrimination and Psychological Distress of Myanmar Refugees in Malaysia Sew Kim Low, Jin Kuan Kok, and Wan Ying Lee
A10026	The Will to Die and the Will to Live: An Ontological Quest for Teenagers Who Suffer from Depression, a Study from Malaysia Jin Kuan Kok

12:30 – 13:30	Lunch (Aria rest. Ground Floor / at Club House)
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Afternoon, October 20, 2013 (Sunday)

SESSION – 2

Venue: Club house Banquet Room

Session Chair:

Time: 13:30-15:40

ID	Title+name
Business, Economics, Tourism Management, Production Engineering	
N00001	The Mediation Effect of Psychological Contract Fulfillment on Discretionary Human Resource Practices and Organizational Citizenship Behaviors of Hotel Employees Mohamad Abullah Hemdi, Mohd Hafiz Hanafiah1 and Kitima Tamalee2
N00003	A Study of the Relationship between Vanity Trait and Social Comparison Yu-An Huang, Chad Lin, Ya-Ting Yang and Ching-Wen Huang
N00005	The effects of supervisor support and trait competitiveness on work engagement: The case of national scenic area's tour guide Ming-Hsuan Wu , Chin-Hung Chen, Yu-An Huang and Jen-Son Cheng
N00009	Dead Bank Walking Evidence from Banking Sector in Indonesia Adrie Putra and Muhammad Fachrudin Arrozi
N00012	The effect of structural holes on the corporate performance and strategic alliances network in pharmaceutical industry Jihye Yoo, Wonjoon Kim
N00013	Service Demand of Senior for Spa on Wellness Tourism: An Explorative Study Chih-Hung Chen, Ming-Hsuan Wu, Yu-An Huang and Jen-Son Cheng
N10012	The Influence of Business Risk on Audit Pricing and Fraud

	Wan Mardiyatul Miza Wan Tahir and Halil Paino, PhD
N10014	The effect of social network on business performance in established manufacturing small and medium enterprises (SMEs) in Malaysia Ehsan Fansuree Surin
N30003	Benchmarking in Business through Talents: Beyond the Success in Motorsports Syarizal A. R and Norailis A. W.
Presenter	<p>Supply Chain Dynamics and Impacts of Qurban Performance in Malaysia Norailis A. W.</p> <p>Abstract: Qurban is derived from the history of Abraham's willingness to sacrifice his only son, Ismail, Islam encourages Muslims who can afford to sacrifice their best domestic animals (usually a cow, but can also be a camel, goat, sheep or ram depending on the region. It is an act performed to seek Allah's pleasure during three days of Zulhijjah (namely, the 10th, 11th and 12th of the month). This tradition accounts for more than 100 million slaughtering of animals in only two days of Eid around the globe including during hajj performance in Mecca. In the qurban performance, supply chain of livestock come from local farms to mosques and musollas in various destinations; referring to agreed prices and quantities between the producers and local mosques committees. After qurban performance, beef cuts will be distributed among family, relatives and friends, the poor and the needy in the particular area. Nazrul (2005) stated costs of supply chain involve cost of movement, storage, control of products across the supply chain within cattle farm and between each component of supply chain. Currently, there are demands from individuals and organizations from Malaysia to perform qurban abroad usually in the ASEAN country such as Cambodia, Indonesia and Vietnam. As for example, the range of prices to perform this activity in Cambodia is between RM170* to RM350 for each portion of beef. There are several non-profit organizations as middlemen to perform this activities abroad, offer RM380 for one portion of beef whihc including slaughtering, processing, cooking, preserving and distribution to qurban recipients. The challenges of this study are to figure out the optimum supply chain and economic opportunities if the qurban performance had been done locally. In fact, the qurban meat should be distributed in the neighbourhood (haq jiran) because it affects the macroeconomic variables such as output, income, and employment in the community economies. If local individuals and organizations prefer to perform qurban abroad due to sharing of meat among all Muslims outside Malaysia: (i) what are the implications if we transfer the multiplier effect in other countries involve to our communities?; (ii) how much it will affect to the economic condition of cattle farming locally?; and (iii) Is there any difference of economic impact if the government decided to provide an alternative practice by establish the following supply chain in order to support local qurban performance? Referring to a discussion between researchers and Jabatan Hal Ehwal Agama Islam Negeri Sembilan (JHEAINS), it was clear that the Islamic religious council (state) pointed out the task of centralizing the information under district religious council. Therefore, there are loops of information in the flow of qurban performance especially to complete the supply chain, to recognize indirect and direct economic impacts on rural communities. From economic point of view, qurban activities shall make positive contributions in a way that is compatible with the sustainability and safe use of land, water and other resources the respected parties employ.</p>

	* RM1 = USD0.31 as at 26/09/2013
E00002 (ICIPE 2013)	A Decision Framework to Select Alternative based on Lean manufacturing Concepts in Design Processes Prapawan Pangri
E00001 (ICEME 2013)	Difficulties in Securing Funding From Banks: Success Factors for Small and Medium Enterprises (SMEs) Zairani Zainol and Zaimah Zainol Ariffin
E00024 (ICEME 2013)	Complex Risk Analysis of Natural Hazards through Fuzzy Logic Plamena Zlateva and Dimiter Velev

SESSION –3

Venue: Halla Room

Session Chair: **Cheol Park**

Time: 13:30-15:40

ID	Title+name
Humanities, Society and Culture	
A00012	The Field Shaping of Aboriginal Cultural Creativities - Taking the Laiji Tribe and the Sandimen Commercial Circle for Example Meng-Ling Lay, Shu-Hua Gao, and Su-Ping Tan
A00013	A Conceptual Model to Understand Information Security Culture Mohammed A. Alnatheer
A00015	The use of EU structural funds for sustainable development in Lithuania Rimantas Dapkus and Dalia Streimikiene
A00019	The Role of Gender and Technologies in Video Gaming Hyunji Lee and Donghun Chung
A00020	Developing Graduates' Collaboration skill based on Islamic Perspective through Integrated Multi-Disciplinary Course in the Built Environment Fadzidah Abdullah , Aida Kesuma Azmin, and Nurul Hamiruddin Salleh
A00022	Al-Yaqin in Critical Thinking: the Perception of Muslim Engineering Undergraduates in Malaysia Mohd Nuri Al Amin Endut , Abdur-Rahman Mohamed Amin, Zulqarnain Abu Bakar, and Raja Ahmad Iskandar Raja Yaacob
A00029	Information and Communication Technology (ICT) Implementation in Malaysian Political Parties Raja Ahmad Iskandar Raja Yaacob , Abdul Mutalib Embong, Mohd Nuri Al Amin Endut, and Abdur-Rahman Mohamed Amin
A00030	Pilot Study: Breaking the Virtual Boundary & Forging Communities of Practice through Virtual Worlds Jegatheva 'Jay Jay' Jegathesan

A00034	Language and Topic Choice among Prolific and Non-Prolific Posters on an Arabic-English Website Robert Bianchi
A00037	Expansion of the Analytical System of Measuring Service Effectiveness by Customer Type to Include Repeat Analysis Shuhei Haraga , Michiko Tsubaki, and Takafumi Suzuki
A00038	A Study on Interactive Educational and Learning Communication in Consideration of Simultaneity and Heterogeneity for Improving the Quality of Education Shumpei Kurosumi and Michiko Tsubaki
A00041	The Effectiveness of Product Placement: The Influence of Product Placement towards Consumer Behavior of the Millennial Generation Liew Chee Kit and Elizabeth Lim Qui P'ng

15:40 – 16:00	Coffee Break
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SESSION – 4

Venue: Club house Banquet Room

Session Chair: **Dimiter Georgiev Velev**

Time: 16:00-18:30

ID	Title+name
E-education, E-business, Management and Economics	
E00003	Does Enterprise Risk Management Create Value? Norlida Abdul Manab and Zahiruddin Ghazali
E00004	Ownership Structure and Financial Distress Rohani Md Rus , Kamarun Nisham Taufil Mohd, Rohaida Abdul Latif and Zarina Nadakkavil Alassan
E00006	Combining Importance-Performance Analysis with Analytic Hierarchy Process for Enhancing Satisfaction Ro J. Pak
E00013	A Study to Explore How Disposing Old-Goods Factors Influence Consumer's Behavior I-Chieh Lin and Kuei-Feng Chang
E10000	Roles of Talent and Job Satisfaction in Quality of Work Life Rozaini Rosli , Norailis Ab Wahab and Aida Bakar
E10002	Total Quality Management Approach for Malaysian Food Industry: Conceptual Framework Khairul Anuar Mohd Ali and Hayati Habibah Abdul Talib
E10004	Power and Likelihood of Financial Statement Fraud: Evidence from Indonesia Andri Zainal , Muhammad Fitri Rahmadana , Khairuddin Naim Bin Mohd Zain
CZ603	A Theoretical Framework for Improving Information Management in Small and Medium-sized

	Enterprises: The Case of Uganda Namisango F., Lubega T. J.
CZ604	Born Digital: Are they really Digital Natives Yong Su Ting & Peter Gates
CZ607	Adoption of the SAMR Model to Assess ICT Pedagogical Adoption: A Case of Makerere University Lubega T. Jude, Mugisha Annet Kajura and Muyinda Paul Birevu
T00002	Modelling the Dynamic Relationship between U.S. and Malaysia's Stock Market Volatility Ching Mun Lim and Siok-Kun Sek
T00004	Internal Financial Controls Practices of District Mosques in Central Region of Malaysia Mohamad Noorman Masrek and Intan Salwani Mohamed, Norzaidi Mohd-Daud, Roshayani Arshad, and Normah Omar
E00020	A Study on the Effects of Indian Business Group Interlock and Size on Firm Performance: Evidence from Bombay Stock Exchange 500 PhilSoo Kim and JaeJoon You
E00021	Strategic CSR through Innovation and Top Management Team Decision Making: Evidence from Eco-Friendly Automobile Industry Case Analyses PhilSoo Kim and JaeJoon You
E00022	Understanding the Impact of Firm Resources on the Degree of Internationalization through Cross-Border Acquisitions: An Emerging Market Perspective Philsoo Kim, Jaejoon You and Kyungtai Paik

SESSION – 5

Venue: Halla Room

Session Chair:

Time: 16:00-18:30

ID	Title+name
Humanities, Society and Culture	
A00047	Chinese, Why don't You Show Your Anger?—A Comparative Study between Chinese and Americans in Expressing Anger Chun Liu
Pre-A00049	What Pakistan Gains from Demographic Dividend: Opportunities or Threats? Muhammad S. Ahmad and Irfan A. Khan <i>Abstract</i> —This study elaborates the importance of timely gains from demographic dividend and to sensitize the policy makers to get optimal level of economic benefits and avoiding this youth bulge to become a serious threat for social order of the country. Pakistan's window of opportunity, opened in 1990 for a period of fifty years, would come to close by 2045. Given this window of opportunity, Pakistan has already spent 20 years, without gaining much of it. Analyses indicate that recent economic crises, poor government policies, and unemployed youth have not only halted the process

	of reaping economic benefits from the phenomena, but also mounted security risks within and out of Pakistan. Now Pakistan has left with not much time to exploit this productive population and should increase higher investments on human development especially in primary education and exploring new job opportunities.
A00050	The analysis on the Cultural Creativities, Itinerary and Field Shaping of the Indigenous People in Taiwan — Taking the Laiji Tribe and the Tjimur Tribe for Example Meng-Ling Lay, Shu-Hua Gao , and Su-Ping Tan
A00051	The Impact of Photographic Images in Print and Online Media for Political Campaign in Malaysia Md. Nagib Padil and Mustaffa Halabi Azahari
A00052	Typography and Its Significant to Memorizing a Logo Muhamad Abdul Aziz Ab. Gani , Mohamad Hariri Abdullah, Mohamad Noorman Masrek, and Ishak Ramli
A10010	A Way of Life of the Zelianrong Nagas in Manipur with Special Reference to Rongmei (Kabui)Tribe Kamei Beeju
A10012	Finding Flow Experience in Music Activity Dewi Sartika and Saraya Ikramina Husna
A10013	Resilience of Young Women as Human Trafficking Victims Yunita Sari Khairunnisa
A10030	Ahn Jung-Geun's On Peace in East Asia: A Way to Resolve Northeast Asian Nations' Historical Conflicts Yoo Song Lee
A10036	Public Perceptions of Minorities in America: Political Correctness in U.S. History Textbooks, before and after 1970 Chung Hyun Lee
A10038	Forgiveness in Wives Experiencing Domestic Violence Dewi Sartika and Nur Fadilah Amalia
A10040	Poverty amongst the Elderly in South Korea: The Perception, Prevalence, and Causes and Solutions Sun Jae (Jasmine) Lee
A10048	The Conceptual Model on Smart Phone Addiction among Early Childhood Cheol Park and Ye Rang Park

October 20, 2013 19:00	Closing Ceremony
	Dinner

(2) 發表論文全文

A Study of the Relationship between Vanity Trait and Social Comparison

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Abstract. The aim of this study is to investigate the relationship between vanity traits and social comparison among music fans. In-depth semi-structured interviews were conducted with 12-18 year-old adolescents in Taiwan. The results of this study show that: (1) fans with high level of concerns with their physical appearance were likely to make “lateral” social comparison; (2) fans with strong view on physical appearance were likely to make “downward” social comparison; (3) fans with high level of concerns with achievements were likely to make “upward” social comparison; and (4) fans with strong view on achievements were likely to make “lateral” social comparison. A key contribution of this study is the development of these four research propositions.

Keywords: vanity traits, social comparison, human brand

1. Introduction

Idol worship has been an important research topic in the realm of consumer behavior during the past decade [1, 2, 3, 4]. In particular, idol worship is a common phenomenon among adolescents [3]. Fans usually identify and imitate the behavior of their favorable idol. This can potentially trigger strong attachments to their idol. A human brand is made from the combination of an idol’s name, reputation and image [5]. In short, idols can be considered human brands. Thomson [5] addresses consumers’ attachments to human brands, a term that refers to any well-known persona who is the subject of marketing communications efforts (p.104). U.S. media and entertainment industry finds that a successful human brand can generate huge profits [5].

The enhancement of personal physical appearance and achievement is the main focus of vain individuals [6]. Vanity-related traits are relevant to a number of consumer attitudes and behaviors such as materialism, price-based prestige sensitivity, cosmetics use, fashion, and clothing concerns [7, p.308]. Vain individuals have the strong desire not only to attract others’ attention but also to showcase their achievements. These individuals tend to compare themselves with others in order to evaluate their beliefs, abilities or appearance [8]. Similarly, they may from time to time compare themselves with idealized media images such as entertainers, singers, actors or models [7]. In sum, social comparison is a process of identifying similarities or differences between others and the self [7]. Workman and Lee [7] have pointed out that vanity is an important variable in social comparison theory and that little research has been conducted on the relationship between vanity traits and social comparison. Therefore, this study aims to explore the relationship between vanity traits and social comparison among music fans via in-depth semi-structured interviews.

2. Literature Review

2.1. Human brand and attachment

Bowlby’s [9] attachment theory describes the relationship between parent and infant. An attachment is an emotion-laden target-specific bond between a person and a specific object [9, 10, p.77]. Thomson [5] addresses the strength of a human brand attachment and defines it as the intensity of a person’s target-specific emotional bond with a human brand. In other words, fans reflect their own feelings towards the human brand. Attachments differ from intensity, and stronger attachments are associated with stronger feelings of connection, affection and passion [9]. Strong human brand attachment by fans imply strong and

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positive emotional bond between themselves and human brands. Media and entertainment marketing executives need to understand the determinants for strong human brand attachment in order to maintain long-lasting relationship with fans.

2.2. Vanity trait and social comparison

Consumer vanity consists of physical vanity and achievement vanity [6, 11]. Netemeyer et al. [6] have defined physical vanity as “an excessive concern for, and/or a positive (and perhaps inflated) view of, one’s physical appearance” while achievement vanity has been defined as “an excessive concern for, and/or a positive (and perhaps inflated) view of, one’s personal achievements’ (p.612). Vanity can be categorized into two psychological levels: (1) concerns for their own physical appearance and achievements; and (2) how others view or evaluate them [6, 12]. In sum, vanity can be categorized into four trait components: (1) Physical concern: a positive or inflated cognition of one’s physical appearance (e.g., “I consider myself very beautiful”); (2) Physical view: how others view or evaluate one’s physical appearance (e.g., “I want others to admire my physical appearance”); (3) Achievement concern: a positive or inflated cognition of one’s personal achievements (e.g., “I consider myself to be very successful in my own profession”); and (4) Achievement view: how others view or evaluate one’s achievement (e.g., “I want others to respect my professional accomplishments”) [6, 12].

Social comparison is a process of assessing and comparing the self with others [7, p.308]. According to Festinger [8], human beings compare with others in order to evaluate their opinions and abilities. In general, individuals choose to compare with people who are similar to themselves as this can generate a more accurate evaluation of opinions and abilities [7, 8]. Individuals choose different social comparison objects as a result of different social comparison motives [13]. Seltzer [13] have presented three social comparison objects: (1) Upward comparison: comparison with better-off others; (2) Lateral comparison: comparison with similar others; (3) Downward comparison: comparison with worse-off others. In other words, individuals can achieve self-improvement by upward comparison; self-evaluation by lateral comparison; self-enhancement by downward comparison [14]. Workman and Lee [7] have suggested that vanity is an important variable in social comparison since the concerns for physical appearance and achievements and the view of others on one’s vanity can be influenced by comparing with others. Therefore, in order to maintain long-lasting relationship with music fans, media and entertainment marketing executives need to better understand the effect of vanity traits and social comparison theory on these fans’ decision-making process.

3. Methodology

Pilot interviews and informal discussion were held with experts in idol worship and high school students who had purchased music products in the past four weeks. These interview questions which were generated via an extensive literature review explored people’s understanding of vanity traits and social comparison as well as their feelings about the questions asked. Critically, it allowed the researchers to determine whether the interview questions posed were being interpreted in the manner in which they were intended, and that there was not accidental ambiguity that might not be picked up during a standard piloting phase. All comments and suggestions were discussed among the research group as a whole. Once a consensus on appropriate changes was reached, a final draft of the interview questions was compiled. Then twenty Taiwanese students aged 12-18 who love to listen to pop music were the target for this study because they are the main group engaged in buying pop music CDs. In-depth semi-structured interviews were conducted on these students to enable the researchers to examine the relationships between human brand attachment, vanity traits, and social comparison. The questions asked during the interviews included respondents’ favorite idol singers as well as their perception of physical appearance and achievement vanity. Main interview questions are included in Table 1. Each interview lasted between 1 to 2 hours. All interviews were taped and the transcripts were sent to the interviewees for validation. Only three interviewees had minor amendments to their transcripts. The transcripts were later coded and analyzed using qualitative content analysis by Miles and Huberman [15]. The analysis of the interview transcripts was conducted in a cyclical manner and the results were checked by other experts in the field. The external experts were asked to trace the logical flow of the research study, research questions, the findings and analysis and identification of four

research propositions and thereby identifying any gaps in the chain of evidence [16]. The findings from these information gathering approaches were analyzed iteratively by the researchers on an individual level, differences reconciled and then a judgment made on each of the major themes. Questions relating to a particular research theme, for example, concerns for physical appearance, were examined as a cluster. These steps were taken to enhance the construct validity, reliability and overall quality of the research [16].

Table 1: Main Interview Questions

<p><u>Human Brand and Attachment</u></p> <p>Who is your favorite singer or music artist and why?</p> <p>What do you like most about your favorite singer or music artist (e.g., physical appearance, achievements etc.)? Why?</p> <p>How long have you been following this particular singer or music artist? Why and how?</p> <p>Are you willing to make sacrifices for your favorite singer or music artist and why?</p> <p><u>Vanity Traits</u></p> <p>How important is your own physical appearance to you and why?</p> <p>Are you concerned about your own physical appearance and why?</p> <p>What do you think about other people evaluating or judging your physical appearance and why?</p> <p>Do you think that your favorite singer or music artist's achievements and artistic talents should be recognized by others? Why?</p> <p>Are you concerned about your own achievements and why?</p> <p>Do you think that your achievements and talents should be recognized by others? Why?</p> <p>Do you imitate your favorite singer or music artist? Why and how?</p> <p><u>Social Comparison</u></p> <p>Are you satisfied with your own physical appearance and achievements? Why?</p> <p>Would you compare your physical appearance and achievements with your favorite singer or music artist? Why and how?</p> <p>Would you like to have the look and achievements of your favorite singer or music artist? Why?</p>

4. Results

This study examines the relationships between music fans' vanity traits and social comparison. Depending on the type of social comparison motives, fans would choose their most suitable social comparison objects. This study attempts to understand the effect of music fans' vanity traits and social comparison on their decision-making process.

4.1. Vanity (physical concern) and social comparison

Fans with physical vanity were likely to be concerned with their physical appearance. Their social comparison motives focuses on self-evaluation via comparing with people who are similar to themselves (e.g., their classmates or friends). For example, one respondent said: *"I don't care what other people think of my weight. But I do hope that my own physical appearance and health will be getting better each day. I do look at myself in the mirror before going to school daily, just to see if I have gained any weight. I exercise from time to time. Some of my classmates have said to me that I am pretty. So I believe that I am not a bad looker when comparing with others."* Thus, the proposition is proposed as follows:

Proposition 1: Fans with high level of concerns with their physical appearance are likely to make "lateral" social comparison.

4.2. Vanity (physical view) and social comparison

Fans with strong view on physical appearance were likely to take note of how others evaluate their physical appearance. They tended to undertake social comparison (by comparing with people who are worse off than them) in order to further enhance their self-esteem and confidence. For instance, one respondent

stated that: *"I do care about what other people think of me as a good first impression is very important. Many of my classmates make their lasting impressions and judgments about others within the first few minutes of an encounter. They don't pay much attention to people who are not good looking.....I want to be at least 170cm tall as my younger sister is almost taller than me now. I definitely need to be taller than my younger sister."* Thus, the proposition is proposed as follows:

Proposition 2: Fans with strong view on physical appearance are likely to make "downward" social comparison.

4.3. Vanity (achievement concern) and social comparison

Fans with achievement vanity were likely to be concerned with their talents and would pay a lot of attention to the voice and dance by their favorite idol. They were also likely to imitate their favorite idol and actively work to improve their skills in singing and dancing. These fans strived to make self-improvement by comparing with people who were better than them. For example, one respondent said: *"Talents and achievements are extremely important and in fact I think they are more important than one's physical appearance. You can work hard to develop your talents and accomplish great achievements..... However, I feel it is a bit superficial to focus on one's physical appearance since you are born with it. Make-ups and plastic surgery are not natural. The reason why I like my idol is that she can sing in English and I hope that one day my English proficiency will be as good as hers."* Thus, the proposition is proposed as follows:

Proposition 3: Fans with high level of concerns with achievements are likely to make "upward" social comparison.

4.4. Vanity (achievement view) and social comparison

Fans with strong view on achievements were likely to take note of how others evaluate their achievements. They hoped to obtain similar achievements of their favorite idol in order to gain peer group approval as well as to improve interpersonal relationship. They were also likely to involve in a group which possesses similar beliefs and values to theirs as well as to conduct a self-evaluation through this participation. In other words, this type of fans was likely to conduct self-evaluation with people who were similar to themselves. One respondent stated that: *"I do care about what other people think of me. I want to work hard to improve my skills in dancing in order to gain peer group approval.....I want to show my talents to other people. I want to share my talents to my friends. I want to improve my interpersonal skills via learning dancing with others."* Therefore, the last proposition is as follows:

Proposition 4: Fans with strong view on achievements are likely to make "lateral" social comparison.

5. Conclusion and Implications

The aim of this study is to investigate the relationship between vanity traits and social comparison among music fans. Our study results show that: (1) fans with high level of concerns with their physical appearance were likely to make "lateral" social comparison; (2) fans with strong view on physical appearance were likely to make "downward" social comparison; (3) fans with high level of concerns with achievements were likely to make "upward" social comparison; and (4) fans with strong view on achievements were likely to make "lateral" social comparison.

Current knowledge about the relationship between vanity traits and social comparison is very limited as little research has been conducted in this area. Hence, in-depth semi-structured interviews were conducted to understand the motives and decision-making process of music fans in adopting social comparison. A key contribution of this study is the development of the four research propositions. The results may assist media and entertainment marketing executives to develop their own approaches or strategies to better manage the opportunities and threats with respect to the behavior and attitudes of music fans.

Finally, results from only twenty semi-structured interviews were presented in this study and the findings need to be looked at in this context. It would be interesting to conduct the research in other countries and with different age groups. This research relied on the information provided at a particular point in time. Further research could take a longitudinal approach as the behavior, beliefs, and opinions of music fans are

likely to change over time. Alternatively, the study could be replicated in a few years' time to examine how the four propositions have changed.

6. Acknowledgements

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(3) 活動照片



南韓濟州島國際會議會場
Castlex Golf Club(一)



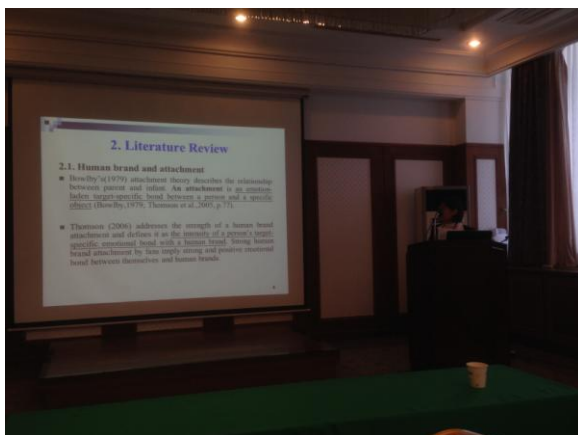
南韓濟州島國際會議會場
Castlex Golf Club(二)



南韓濟州島國際會議會場
Castlex Golf Club(三)



現場全英文之口頭報告(一)



現場全英文之口頭報告(二)



現場全英文之口頭報告(三)