



**Know your Researcher
@
Asian Institute of Technology**

Edition September 2011 : Dr. Rian Beise-Zee

Faculty Profile



- Dr. Rian Beise-Zee joined the School of Management of AIT as an Assistant Professor for Marketing in January 2006. He is teaching international marketing, marketing research and product development.
- He was a senior researcher at the Center for European Economic Research (ZEW) in Germany from 1994 to 2003.
- Post-doctoral fellow at Kobe University, Japan.
- Doctoral Degree and Master Degree from Technical University of Berlin.

Research Focus

Methodology-based:

- Experiments on Consumer preference and consumer choice, in particular Choice-based Conjoint Measurement

Examples:

- Service Encounters and Satisfaction in Health Care:
Consumer perceptions of healthfulness and quality,
Determinants of Patient satisfaction
- Comparing alternative implementations of Corporate Social Responsibility and Consumer Preference
- Greenness of products and Consumer Choice

Research overview

The Science of Consumer Preference and Consumer Choice

- The problem: Preference leads consumers to choose specific products and services, but they cannot quantify their preferences for specific product attributes to researchers because of trade-off relationships between attributes
- Solution: Design an experiment and force consumers to choose just like in reality. The design of the choice situation must enable us to estimate the preference for each product attribute

Design of Consumer Choice Experiments

- It is assumed that potential users have a set of preferences that guide their choices.
- Preferences are expressed as the order of product/service alternatives preferred.
- Products/services are bundles of attributes (Lancaster Theory): The order of products results from the aggregation of utilities for each attribute of the product (multi-attributes utility model).
- Each specific product/service need to be described as a set of attributes with discrete and precise levels.
- A set of products/services are selected with orthogonal attributes levels
- A representative sample of consumers makes recurring choices or ranks the selected products/services.
- Utilities for each attribute level can be estimated.

The Multi-attribute Utility Model

- Utility of a profile as the sum of attribute vectors X and taste weight vectors β

$$V = \sum_k \beta_k X_k$$

Example: How do consumers judge the quality of food?

An UNFAO project in collaboration with

- College of Food Science and Technology, Yunnan Agricultural University, Kunming, China
- Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD), Hanoi, Vietnam
- Faculty of Agriculture, National University of Laos, Vientiane, Laos

Food Scares have made consumers uncertain about food quality

Contaminated food 'kills 200 a year'

AS MANY as 200 deaths a year are being caused by contaminated food, infected with harmful bacteria, according to one of Britain's foremost microbiology professors.

This claim, made by Professor Stephen Lacey of Leeds University, coincides with mounting concern among MPs and scientists who believe that the Ministry of Agriculture should be held largely responsible for food safety.

by Neville Hodgkinson and Jeremy Lawrence

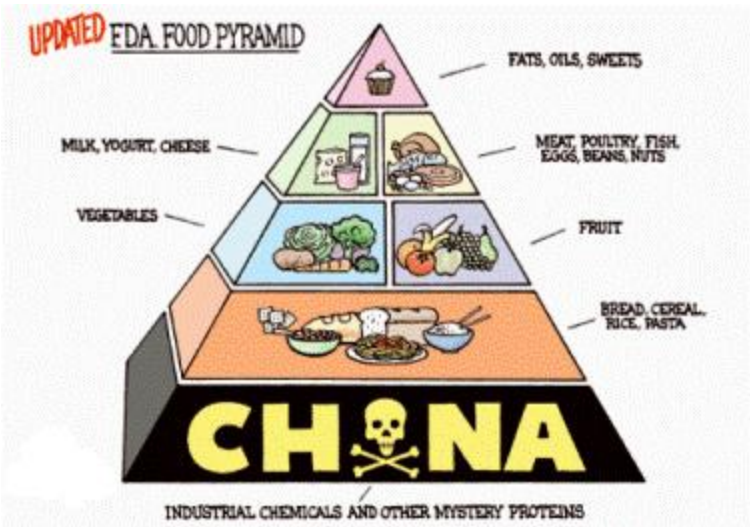
Charles Taitton's. The food programme, estimated 24,000,000 food packs, is a more direct to target.

Yesterday Lacey declared that since the May 1999 report had listed 84 products from supermarkets to be banned.

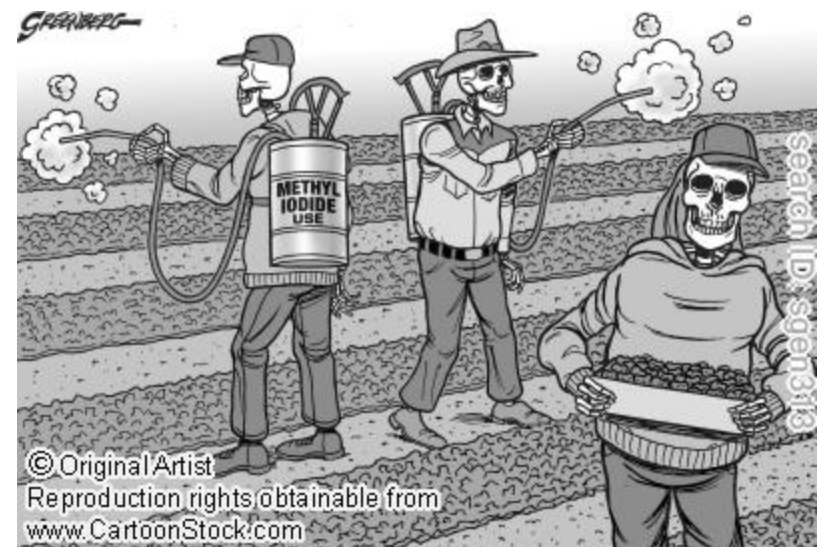
The high rates of infection were, paradoxically, warning Lacey, adding, because the worst foods did not guarantee destruction of bacteria.

He said that with the help of food police, the number of food poisoning cases now, near 72,000 a year, double what it was four years ago, the government is moving now out of "total chaos".

"I agree with suggestions



GOVERNMENT SAYS HONG KONG GIRL SICKENED BY TAINTED MILK



© Original Artist
 Reproduction rights obtainable from
www.CartoonStock.com

How do consumers judge the quality of food?



How can Consumer Research help?

Market research empowers food producers to understand consumer judgment of the quality of food products and identify what consumers trust most (trust agents).

Which are the ‘trust agents’?

- Government certificates
- Brands
- Vendors such as Supermarkets

Are Food Quality certificates instilling trust?



Setting up the conjoint experiment

Trust in ...	Attribute	Levels
Own ability to detect quality through sensory	Packaged	Yes
		No
Product origin	Brand	Yes
		No
Seller	Vendor	Wet market stand
		Super market brand
		Mobile vendor
Endorsement by third party	Certificates	Yes, several
		No

A set of 10 cards is given to respondents to be sorted by individual quality perception

Card plan	Pack	Retail	Certify	Product
1	packed	Traditional	Yes	Brand/origin
2	unpacked	Modern	Yes	No
3	unpacked	Vendor	No	Brand/origin
4	packed	Traditional	No	No
5	packed	Vendor	Yes	No
6	unpacked	Traditional	Yes	Brand/origin
7	packed	Modern	No	Brand/origin
8	unpacked	Traditional	No	No
9	packed	Modern	Yes	No
10	packed	Vendor	No	Brand/origin

Example Card for Pork: Packaged, unbranded, certified, super market



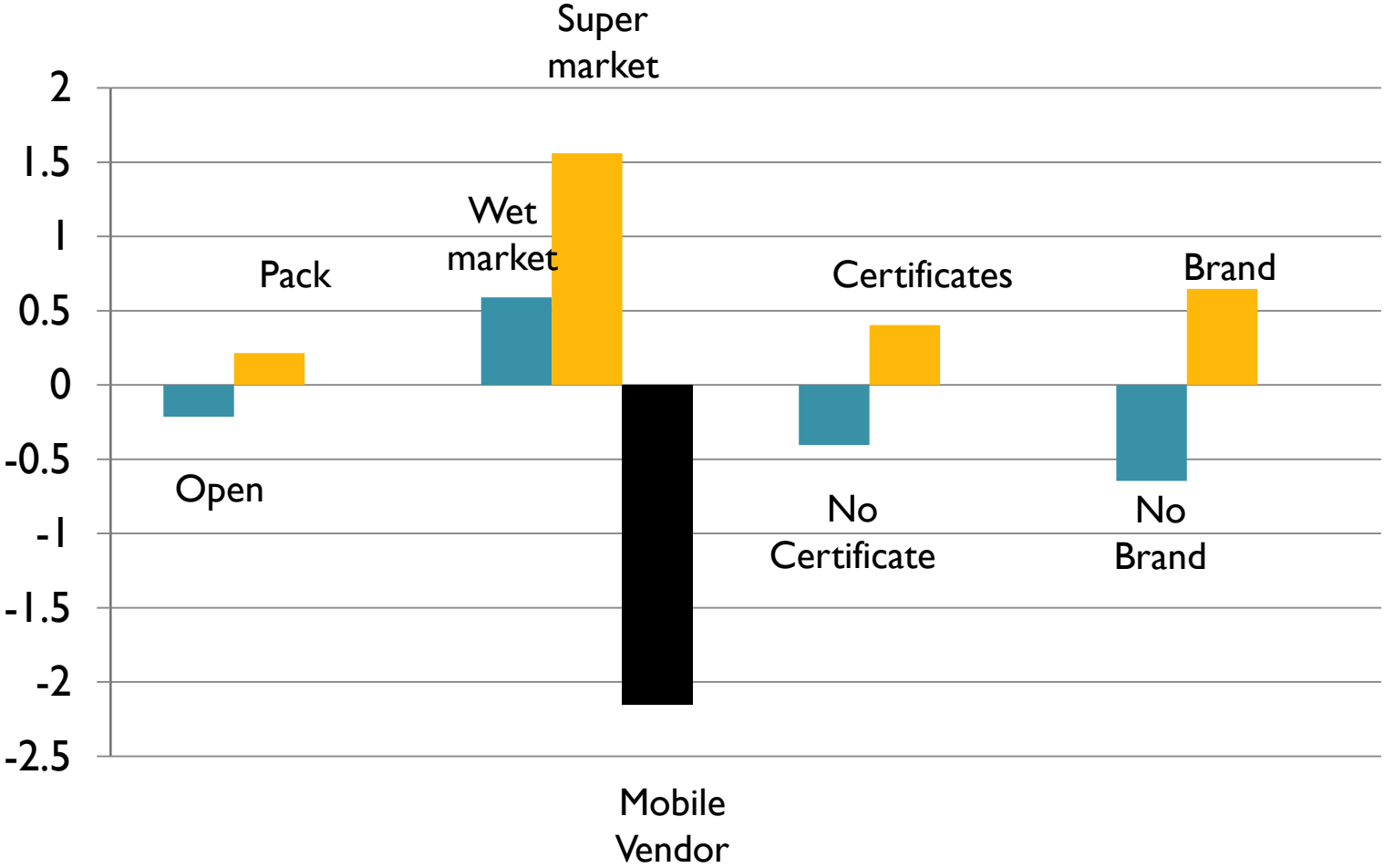
2nd Example Card for Pork: Packaged, branded, uncertified, mobile vendor



Field Research: 500 Consumers randomly selected around Thailand sort the ten cards



Results: Overall Quality Impression of Attributes of Pork strongly favors supermarkets as trust agents. Runner ups are Brands. Government certificates increase trust only a little.



Research Outcomes: Capacity building



Food and Agriculture Organization of the United Nations
Lao People's Democratic Republic

PRESS RELEASE

Vientiane 9 December 2010

FAO BUILDS FOOD SAFETY RESEARCH CAPACITY OF THE LAO NATIONAL UNIVERSITY

Consumers in Lao PDR shown to be concerned about food safety

A national workshop under a joint project of the Food and Agriculture Organization of the United Nations (FAO) and the National University of Laos (NUOL) entitled “Methodologies and tools for food consumer market research” concluded last week that consumers in Laos are concerned about food safety, just like their counterparts in China, Vietnam and Thailand.

The FAO project has enhanced the capacity of the National University to carry out consumer research on food and agricultural products.

Experts of the Department of Agricultural Economics and Food Technology of the Faculty of Agriculture were trained on the so-called conjoint analysis methodology by Professor Rian Beise-Zee of the Asian Institute of Technology. The project also provided computer hardware, software and other study materials. “This has capacitated the University to carry out similar consumer research assignments in the future, for the private sector, public sector or NGOs that may have such requirements” says FAO Representative to Lao PDR Serge Verniau.



Thank you.....

If you would like to highlight your research activities do send in your inputs to

scpo@ait.ac.th