

Professor CHEN Shu-Ching

Improving Business Practice through Marketing Insights




My research focuses on marketing management for business sectors comprising of profit and non-profit organizations. The theme of my recent research is improving business practice through marketing insights. Under this theme, specifically, I work on two research projects. One is about testing the psychological consequences of concealing and displaying the prices of products on consumer perceptions. Another is about developing a model for the branding of a university. These projects are similar in that they explore the consumers' views. Understanding how consumers think, feel, and act with respect to products and/or services is critical for an organization's business success.

These projects generate some interesting findings that stem from the consumer's perspective. For example, most business owners and marketers desire to build an impeccable reputation by providing customers with high quality products and services. Unfortunately, prices need to go up with quality. Some restaurant, bar, or cafe owners may attempt to hide price information in the hope that the quality of their products and services is evaluated independent of price, or that customers do not tune out due to high prices. Research outcomes suggest otherwise. Consumers seem to anticipate even higher price levels if price information is missing. This study helps business managers in the hospitality industry make better decisions regarding whether to inform customers of the prices of products and/or services before their patronage.


On the other hand, global student mobility is a major ongoing issue in the higher education sector. The study of university branding elucidates possible solutions to this significant challenge. Research outcomes suggest that a university branding strategy based on inputs from meaningful student experiences and value, and the needs of students' value experience at different stages of their consumption journey will improve the university-student relationship. This study helps managers and marketing practitioners in the higher education sector deal with global student mobility and compete in the higher education market.



Pricing strategies in the hospitality industry

 College of Affiliation

College of International Management

 Research Field

Marketing and Management

 Email Address

schen@apu.ac.jp

Different stages of a university student's consumption journey