# ICTP–2017

## 3rd International Conference on Theory & Practice

*Abstracts*

ICTP – 2017

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# Conference Chair



## ASSOC. PROF. SIVAKUMAR ALAGUMALAI

School of Education of University of Adelaide

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*This conference in Adelaide provides the platform for understanding better the intersections of research, both pure and applied, and practice*

# *Preface*

Welcome to the 3rd International Conference on Theory and Practice (ICTP-2017), organised by the Asia Pacific Institute of Advanced Research (APIAR). APIAR's aim in 'Nurturing knowledge without boundaries' highlights the need to rethink beyond disciplinary boundaries in research and practice.

Research is a conduit for theory development, and to examine its utility. However, gaps continue to exist between accepted knowledge and real-world of practice. Publications in discipline-specific journals and conference proceedings have not accelerated the cross-fertilisation of ideas and praxis. Thus, an immediate and important challenge is the way outcomes are optimised through sharing and integrating theory-driven evidence-based practice. This conference in Adelaide provides the platform for understanding better the intersections of research, both pure and applied, and practice.

ICTP-2017 offers opportunities for interaction and collaboration between researchers, practitioners, professional associations and the broader community to engage with and contribute to the research – theory – practice nexus. Participants are encouraged to network and add further value to transdisciplinary research and praxis.

Your engagement and contributions at this conference are valued. We look forward to understanding and addressing emerging challenges in various research endeavours and to learn about successful implementation of the nexus highlighted above.

ASSOC. PROF. SIVAKUMAR ALAGUMALAI
School of Education of University of Adelaide

# " Business

# *Abstracts*

# ISOMORPHISM AND AUTHENTICITY ON THE WAY TO BE A GLOBAL COMPANY: A CASE STUDY OF TURKISH COMPANY

*Umut Sanem CITCI [a], Oylum Sehvez ERGUZEL [b], Ebru OZEREN [c]*
*[abc] SakaryaUnıversity, Sakarya, Turkey*
*Corresponding email: umutc@sakarya.edu.tr*

*Business*

## *Abstract*

Nowadays,some businesses are able to move their companies from a local to a global level based on the strategies they follow, the principles they develop and the stance they have maintained over time. Internationalization is sometimes long and sometimes short for firms and this causes the emergence of different areas of discussion. Whichever way is pursued, some global firms have the potential to become models for small local entrepreneurs. However, this study claims that small local firms become global corporations by building their own processes due to the conditions they are in. In the study, a case in point to promote a controversial aspect of the claim was chosen to support the argument. The internationalization process of a Turkish company, Mavi, was discussed by a qualitative research. Mavi's internalization process was evaluated by success indicators of global firms and try to determine isomorphic and authentic fields.

**Keywords:** Internationalization, Global Firm, Isomorphism, Authenticity, Context

# ORGANIZATIONAL LEARNING AND BUSINESS STRATEGY IN A CRITICAL SITUATION

*Takeshi Nakayama [a], Satoshi Momotake [b]*
*[a] Yokohama City University, Kanagawa, Japan*
*[b] Osaka University of Tourism, Osaka, Japan*
*Corresponding email: nakayama888@gmail.com*

## *Abstract*

This paper takes a step away from the conventional organizational learning theories and builds and verifies a new model of organizational learning when a particular critical situation occurs. For this reason, in addition to "Single-Loop Learning" and "Double-Loop Learning," which are the theories of conventional organizational learning, a new model that adds "Creative Learning" is used. As an example in the critical situation of the 2011 Tōhoku earthquake and tsunami, we took up 2 companies (Renesas Electronics Corporation, Naka Factory and Hitachi Transport System, Ltd) and analysed how this model could be applied.

**Keywords:** Business Strategy, Organizational Learning, Critical Management, Case Study.

# SOCIAL GLOBALISATION IN THE CONTEXT OF INTERNATIONAL ENTREPRENEURSHIP

*Loren M. Stangl [a], Justin Brewer [b]*
*[ab] Massey University, Auckland, New Zealand*
*Corresponding email: l.stangl@massey.ac.nz*

## *Abstract*

The old adage, "Who you know, is more important that what you know" rings true for internationally focused entrepreneurs. The network approach to internationalisation argues international business opportunities start from social interactions and evolve into strategically important relationships. In other words, interpersonal and interfirm network relationships affect internationalisation strategies of innovative and entrepreneurial organisations. The aim of this conceptual paper is to explore the concept of social globalisation in the framework of international entrepreneurship. The authors argue that cognitive institutions define international opportunity awareness within a country and highlight the role networks play in the process. Furthermore, cosmopolitan-oriented countries that support global interconnectedness may provide greater opportunities for favourable international cognitions. Using examples of social globalisation research on both domestic and international entrepreneurship, the argument is put forth that the greater the level of social globalisation in a country, the greater the opportunity for innovative domestic firms to develop diverse network relationships facilitating internationalisation. Through exposure to and involvement in international networks, innovative entrepreneurial firms gain international knowledge and develop awareness of international opportunities to commercialise innovations. The findings provide insight into external environmental conditions influencing the relationship between interpersonal networks, interfirm networks and internationalisation. Cultural proximity and international personal contacts represent social globalisation and serve as a useful measure of networks at a country level of analysis.

**Keywords:** Entrepreneurship, Internationalisation, Networks, Social Globalisation

*Business*

# LOOKING AT THE LAYERS: USING MULTILEVEL OF ANALYSIS TO EXPLORE THE RELATIONSHIP BETWEEN NETWORKS AND INTERNATIONALISATION FOR ENTREPRENEURIAL SMALL BUSINESSES

Loren M. Stangl
Massey University, Auckland, New Zealand
Email: l.stangl@massey.ac.nz

*Business*

## Abstract

The emerging field of international entrepreneurship (IE) consistently identifies network relationships as intangible internal resources affecting the ability of small and medium-sized enterprises to acquire and utilise external resources for internationalisation. Although extant IE research acknowledges the external environment's importance as a driver of internationalisation decisions, a gap exists in the literature explaining how external environments influence a firm's propensity to develop networks for internationalisation. The two concepts are seldom linked. For example, IE scholars recently identified two critical research questions for future development of the field to be 1) What role does the external environment play in international entrepreneurship and 2) How do networks influence internationalisation? The current paper argues that these two questions are interconnected. The choice to develop and leverage network relationships for internationalisation is a complex strategic decision influenced at multiple levels. Influences at the national level come from institutional and economic conditions within the country; at the industry level, from competitive positioning; at the firm level, from internal resource heterogeneity and at the entrepreneurial level from intermingled forms of capital. Integration of theoretical reasoning from institutional, industry, firm and entrepreneurial capital perspectives provides a holistic evaluation of the embedded nature of international business decision making. A framework is put forth for integration of country, industry, firm and entrepreneurial-level insights to identify factors influencing the multilevel relationship between networks and internationalisation for innovative entrepreneurial firms.

**Keywords:** Entrepreneurship, Internationalisation, Networks, Multilevel Analysis

# " *Education*

# *Abstracts*

# THE DEVELOPMENT OF POP-UP BOOK MEDIA TO IMPROVE 4th GRADE STUDENTS' LEARNING OUTCOMES OF CIVIC EDUCATION

*Farid Ahmadi [a], Fakhruddin [b], Khafidhotul Khasanah [c]*
*[abc] Faculty of Education Semarang State University, Indonesia*
*Corresponding email: farid@mail.unnes.ac.id*

## *Abstract*

Based on the result of the interview, there was no effective media to learn civic education about globalization. The problems in this research were to know the development procedure of pop-up book media, the feasibility and the effectiveness of it. This research aimed to develop pop-up book media about Globalization, to find out the feasibility and effectiveness of it to improve 4th grade students' learning outcomes of civic education. This research was based on research and development (R&D). Data was collected by interview, questionnaires and documentation. Analysis data in this research used descriptive quantitative method. The validation result showed that pop-up book media was feasible to use with score percentage from material expert 93.1% and score percentage from media expert 92.74%. After the use of pop-up book media, there was an improvement of students' learning outcomes with N-Gain value 0.41. In addition, tscore value was -22.833 with Sig. (2-tailed) value $0.00 < 0.05$ which indicated that Ha was accepted because there was a significant difference between civic education learning outcome before using pop-up book media and after using it. In conclusion, pop-up book media was effective to improve students' learning outcomes of civic education.

**Keywords:** Civic Education; Pop-up Book; Learning Outcome.

*Education*

# TANGRAM INTERACTIVE GAME (TIG): INSTRUCTIONAL MEDIA IN LEARNING GEOMETRY

*Trimurtini [a], Farid Ahmadi [b]*
*[ab] Universitas Negeri Semarang, Semarang, Indonesia*
*Corresponding email: trimurtinipgsd@mail.unnes.ac.id*

## *Abstract*

Instructional media is required in learning mathematics, especially in learning geometry. Tangram is one of the media in geometry. But the use of tangram is often overlooked because it is considered less attractive. The purpose of this research and development is to develop a media in learning geometry which is Tangram Interactive Game (TIG) to enhance conceptual understanding in plane geometry. The Tangram Interactive Game (TIG) media was developed based on the review of literature and experts' interview. Then, it was tested by 35 students of Elementary School Teacher Education Department, followed by approval from the experts. Data analysis indicated that there was a statistical difference between pre and post test scores at .05 level significant. The result of this study showed that the Tangram Interactive Game (TIG) media consist of four components as detailed in the article.

**Keywords:** Tangram, Interactive Game, Media in Learning Geometry, Learning Mathematics

*Education*

# GAMBANG SEMARANG TRADITIONAL DANCE FOR CHARACTER BUILDING OF ELEMENTARY SCHOOL STUDENTS

*Atip Nurharini [a], Yuyarti [b]*
*[ab] Semarang State University, Indonesia*
*Corresponding email: atip.nurharini@mail.unnes.ac.id*

*Education*

## *Abstract*

The aims of this research are to describe the form of students' character in studying Gambang Semarang traditional dance and describe the studying proccess of Gambang Semarang traditional dance in character building of elementary school students at South Semarang Sub-district.

The Sampling technique of this research uses purposive sampling which involves 30 students. To get data and information which relate to the problems which were analyzed, the researcher adopts techniques of observation, interviewing, documentation and field record. Data analysis technique which is used in this research is qualitative analysis.

Results of this research are good characters which can influence the students as a result of following the studying activities of Gambang Semarang dance. There are some form of characters appear, as follows: students can reach an achievement, brave, they are able to control their emotions, they are able to socialize, skillful, appreciative, creative, discipline and responsible. Meanwhile, the implementation proccess of studying Gambang Semarang traditional dance is able to implant good attitude in the students. The success of studying proccess Gambang Semarang traditional dance overwhelms motivation, trains the students to be more creative, trains the students to be responsible, implants brave attitude and train appreciative attitude.

**Keywords:** Gambang Semarang Traditional Dance, Studying Proccess, Character Building.

# UNDERSTANDING CRITICAL REFLECTIVE THINKING THROUGH THE PRISM OF EPISTEMOLOGY

*Andriy Kovalenko*
*Toi Ohomai Institute of Technology, Rotorua, New Zealand*
*Email: andriy.kovalenko@toiohomai.ac.nz*

*Education*

## *Abstract*

Educational practitioners may use critical reflective thinking for different reasons. Some of them want to be more mindful about themselves (Johns, 2013), while many others hope to become more prepared for challenges coming from the ever-changing environment (Bolton, 2010). Others may use it to establish the true dialogue between the teacher and the student (Ward, 2016), and some others may consider it as a tool for improving the quality of curriculum (Lawrence-Wilkes & Ashmore, 2014). Achievement of each of these goals relies on the pre-existing knowledge of practitioners about the phenomenon they critically reflect on. This pre-existing knowledge is essential for generating the new interpretation (i.e. knowledge) of the phenomenon of practitioners' interest.

Understanding the nature of knowledge, the process of its acquisition and its limits are referred to as epistemology (Craig, 2005). In turn, the process of knowledge acquisition or 'the development of understanding' (Phillips, 2014, p. 258) is one of the main purposes of education, while 'understanding why things are as they are' (Johns, 2013, p. 2) is the goal of reflective thinking. Considered from this perspective, the process of reflective thinking should rely on some principles of epistemology. The below discussion intends to identify epistemological foundations of critical reflective thinking.

**Keywords:** Critical Reflective Thinking, Epistemology, Inductive and Deductive Reasoning.

# LOOKING BEYOND THE SCIENCE CAPITAL: CONCEPTUALIZATION OF 'SCIENCE SPACE' IN AN INDIAN CONTEXT

*Ramjit Kumar [a], Smriti Singh [b]*
*[ab] Indian Institute of Technology Patna, Patna, India*
*Corresponding email: ramjit.hpsss@gmail.com*

## *Abstract*

Pierre Bourdieu's (1986) notion of differential forms and manifestation of Capital like Cultural, Symbolic, and Economic capital has a distinctive appeal in educational and sociological literature. On the basis of this, the concept of science capital has been advanced by a group of researchers lead by Archer et. al (2015) that gained much ground in the context of science education literature. It is particularly relevant in the context of emerging knowledge society where STEM disciplines play a significant role in the selection of the science related career of young students. Their aspiration to get at higher positions in allied careers is directly related to base education of science disciplines where the development of attitude, knowledge, behaviours, practices and recognition related to science takes place. This paper by examining the conceptualization of Science Capital reach the conclusion that it continues to perpetuate the fear of market based career related psychosis and ignores the requisite components of science related practices and behaviours in heterogeneous society. Hence, it is essential to come out with new theoretical construct called "Science Field" that takes its account the sociological variables related to science education to measure the individual learner's ideas and attainment of knowledge of and about science, their habitus that includes both scientific disposition and preferences and scientific behaviours and practices, and their aptness to apply scientific knowledge in their personal, public, and social life. In other words, the concept of Science Field explores the way individual learner settles or unsettles the dilemma that s/he faces in their life in socio-scientific situations while mulling over the question of "to be or not to be" whether in private or public life. This analytical concept and scale is designed to extrapolate the individual learner's attainment of science education from scientific literacy point of view on Likert Scale, to measure not only what individual learner must know about scientific knowledge (Having Science), but also do they practice science (Doing Science and Being Science), and how willingly are they ready to profess science (Science Recognition).

**Keywords:** Education, Science Education, Science Capital, Science Field and Praxis.

# DESIGNING A SITUATED CULTURAL LEARNING CURRICULUM FOR DEVELOPING STUDENT CULTURAL FLUENCY

*Yunxia Zhu*
*University of Queensland*
*Email: y.zhu@business.uq.edu.au*

## *Abstract*

Culture is often taught as fixed patterns based on the Hofstede's (2001) cultural dimensions in our curriculum of cross-cultural management (CCM) education. This reflects the general trend of cross-cultural research and cultural dimensions for understanding cultures (Stahl and Tung, 2014; Zhu, 2015). However, cultural dimensions often represent 'sophisticated stereotypes' that treat cultures as categories, which are often a negative representation of cultural differences (Larkey, 1996; Osland at al., 2006). In addition, these dimensions are only etic (outsiders' views) while the emic (insider's) perspective is missing. In response to this call, Zhu and Bargiela-Chiappini (2013) developed a situated cultural learning approach (SiCuLA) based on situated learning (Brown et al., 1989; Lave & Wenger, 1991). Situated learning is a type of learning embedded in activity, context and culture (Lave & Wenger, 1991). Situated learning is especially sympathetic to the emic perspective for uncovering the depth of cultural meanings in internationalised classrooms.  As such, I will focus on the following two aspects:

In response to this ongoing issue, Zhu and Bargiela-Chiappini (2013) proposed a situated cultural learning approach (SiCuLA) for a balanced emic-etic approach, which focuses on learning by doing in specific social and cultural contexts (Brown, Collin and Duguid, 1989; Vygotsky, 1978) and through constructing meanings from direct experiences (Dewey, 1904). Specifically, Zhu and Bargiela-Chiappini (2013) called for more emic research in order to complement the prevalent etic approach and train students to become ethnographers of cultural learning. For example, applying such an ethnographic approach might involve students learning on how to interact with people of different cultures by observing and engaging in conversation within that particular culture.

Yet, although promising, SiCuLA has not yet been implemented in the classroom context. I, therefore, develop an adapted model, and apply it to

teaching real-world cases in class. It is used to enhance students' cultural fluency defined as using cultural knowledge appropriately in specific contexts (Oyserman, 2011) and train students' awareness about contextual intelligence (Khanna, 2014).

A case study of teaching management cases in three classes at UQ Business School is used to illustrate these processes. Through a comparison of default and intervened case teaching episodes, support was found for increasing cultural fluency via the exploration of management problems embedded in cultural contexts. Specifically, evidence was that much more attention was given to enhancing student contextual knowledge in the intervened cases through applying the situated learning processes. This finding appeared to be consistent across the three classes involved in this project.

To operationalize SiCuLA, we conducted a pilot study to develop situated curriculum for teaching cases in management classroom. A particular class of management was chosen. Specifically, the model is composed of these processes:

1: How to make the context authentic to students?
•      Providing authentic cultural contexts
2: What activities are most appropriate for real-world learning?
•      Doing authentic activities
3: How to promote deep learning of cultural knowledge?
•      Teaching reflexive cultural learning
4: What the teachers' role should look like?
•      Promoting coaching and facilitation for teachers
5: What a learning community should look like?
•      Building a collaborative and inclusive community
6: What outcomes should we expect for a situated cultural learning curriculum?
•      Dual outcome of both management learning and cultural fluency

This is one of the first studies to operationalize a situated cultural learning framework (SiCuLA) in a classroom setting. It contributes to studying cultural contexts as sources of knowledge for learning through active co-participation in a cumulative process involving researchers, facilitators and students.

**Keywords:** Cross-cultural Learning, Cultural Fluency, Business and Management, Real-World Learning

# " Social Sciences

# *Abstracts*

**AN ANALYSIS ON FOLKLORE IN IRAN**

*Dr. Latifeh Salamatbavil*
*Islamic Azad University, Tehran, Iran*
*Email: salamatlatifeh@yahoo.com*

## *Abstract*

Culture is basically one of the expanded and more complicated issues in human life raised from the interaction between human, nature and the evolution of social concept. Folklore is considered one of the building blocks of culture including: traditions, customs, ethics, celebrations, habits, literature, arts, and etc. The folklore of every society indicates the thoughts, ideals, cultural values and moral principles all around the world. Moreover, it is directed into a better recognition of different nations. From the beginning of the 19th century, the scientific studies of folklore scientifically started which examined the beliefs, verbal literature and the behaviours of people considered so as to identify social realities. The current essay is based on a descriptive-analytical method presenting some of the folkloric elements. It is concluded that getting acquainted with the folklore of different societies is led into recognizing their social facts. Holistically, attempting to comprehend the folkloric concepts of certain societies can make nations get closer to one another.

**Keywords:** Folklore, Culture, Sociology, Ethics, Celebration.

*Social Sciences*

# THE CONTINUED INFLUENCE OF RETRACTED WITNESS TESTIMONY AT JURY TRIALS

*Stephanie C. Black*
*Edith Cowan University, Perth, Australia*
*Email: scblack@our.ecu.edu.au*

## *Abstract*

The number of legal systems in the Asia Pacific that conduct jury trials is growing. Although, there is evidence corroborating the suitability of jury trials for achieving justice, research also highlights problematic aspects. Eye witness testimony at jury trials, in particular, raises a number of potential issues which include the continuing influence of retracted witness testimony, potentially unsuitable interview techniques, insufficient differentiation between recall and recognition and potential juror prejudice. The problem of withdrawn testimony is considered in relation to the well-researched concept of the continued influence effect. Options for minimisation of the continued influence effect based on the event model concept are explored, for instance, by offering a coherent alternative explanation instead of a simple withdrawal of the testimony. Further discussion explores how concomitant factors affect the severity of the continuing influence of retracted testimony. One such factor is the potential for juror prejudice due to ethnic differences between the accused, witnesses, and jurors. The subject of juror prejudice is examined in the context of the intergroup contact hypothesis and research on indirect and vicarious intergroup contact. Moreover, options to improve the quality of testimonies and to avoid retractions in the first place are discussed. Several research-based recommendations are provided and possible actions are suggested for ameliorating the problems discussed.

**Keywords:** Continued Influence, Jury Trials, Memory, Retraction, Testimony.

*Social Sciences*

# ARABIC IS THE LANGUAGE OF 'AHLUL-JANAH' (PEOPLE OF PARADISE): THE RELIGIOUS STATUS OF ARABIC LANGUAGE CONTRIBUTES TO ITS MAINTENANCE

*Dr. Mostefa Abdelhadi*
*University of Southern Queensland, Australia*
*Email: mostefaabdelhadi@yahoo.com.au*

## *Abstract*

This paper attempts to investigate the impact of the religious status of the Arabic language and to find out to what extent does this status contribute to its maintenance within the Arabic-speaking community in the regional Queensland city of Toowoomba, Australia. A qualitative approach was employed in order to explore the language maintenance phenomenon through engaging in the everyday life of the Arabic speakers. Data was gathered through participant observations and in-depth semi-structured interviews with 20 adults who were selected using a mixed purposeful sampling strategy. The findings of this study reveal that the Arabic language is maintained among the Arabic speakers due to the high exalted status that Arabic holds as a language of Islam which represents the Arab and Muslim identity. The conclusions of this study are envisaged to enrich the knowledge and theories of language maintenance, as well as redesigning the multilingualism and multiculturalism structure of the Australian society.

**Keywords:** Language Maintenance, Community Language, Language Status, Arabic Language.

*Social Sciences*

# COMPONENTS AND RESULTS OF ADOPTED ORGANIZATIONAL INNOVATIONS IN SMALL AND MEDIUM ENTERPRISES IN THAILAND

*Apiwit Tansoo [a], Khwanruedee Tuntrabundit [b]*
*[ab] KhonKaen University, KhonKaen, Thailand*
*Corresponding email: farm401rw@gmail.com*

## *Abstract*

The purpose of this research was to demonstrate the components and processes to adopt organizational innovations and results by literatures analyzed and collected data through interview with the 7 best entrepreneurs of small and medium enterprise from SMEs National Award. By results, there are four components of organizational innovation; Human resource management, Organization structure management, Leadership and Organizational management. The processes are to implement organizational innovation to actualize the initial vision of trends and business analysis which is the fundamental basis. Then, targets will be set and find organizational innovations to adopt into organization. Brainstorming was implemented to resolve problems, and ways of implementation stages are from the result which found that operational performance, employee encouragement, and organizational performance increased after used organizational innovation.

Moreover, entrepreneurs can use researched results to develop organizational innovation in their organizations for achieving their goals and sustainable development. Furthermore, researched results were used to develop questionnaires to measure components of organizational innovation obviously.

**Keywords:** Organizational Innovations, Small and Medium Enterprise in Thailand.

*Social Sciences*

# EVALUATING THE COMPETITIVENESS OF QINZHOU PORT ON THAILAND-GUANGXI ROUTE UNDER PAN-BEIBU GULF ECONOMIC COOPERATION

*Liurong Qin [a], Boonsub Panichakarn [b]*
*[ab] Naresuan University, Phitsanulok, Thailand*
*Corresponding email: qinliurong520@gmail.com*

## *Abstract*

This paper aims to, through Data Envelopment Analysis (DEA), analyze the efficiency and competitive position of the Qinzhou Port, compared with the rest eight ports of containerization in Pan-Beibu Gulf Economic Cooperation (PBGEC) region. Based on the introduction, a literature review is presented thereafter. We innovatively adopt the Charnes, Cooper and Rhodes (CCR) model, Banker, Charnes and Cooper (BCC) model to determine the overall efficiency, pure technical and scale efficiency, and then the Super Efficiency model has been used to indicate the efficiency ranking of the 9 ports in the PBGEC. The result implies that the Qinzhou port exists input redundancy and insufficient output due to its scale efficiency. Also, Qinzhou port is posed in an inferior position in its competitiveness. Further research is needed for how to overcome such weakness and then enhance the overall efficiency and competitiveness accordingly. At the end of this paper, limitations and recommendations are also presented.

**Keywords:** Qinzhou Port, Pan-Beibu Gulf Economic Cooperation (PBGEC), Data Envelopment Analysis.

*Social Sciences*

# FOOD LABEL USAGE AMONG RESIDENTS OF THE VALIKAMAM AREA OF JAFFNA, SRI LANKA

*A. Sugeenthiran [a], Anushiya Sireeranhan [b]*
*[ab] University of Jaffna, Sri Lanka*
*Corresponding email: t_anushiya@yahoo.com*

## *Abstract*

Food consumption patterns of Sri Lankan citizens are changing drastically towards fast and junk foods in last decade. As a consequence of adverse food intake, Sri Lankan population has undergone the risk of obesity, raised blood pressure, raised blood sugar level and deposition of bad cholesterol. Labels not only aid consumer choices, but they also guide him to healthy living by avoiding adverse intake. Now a days, many fast food restaurants and supermarkets sell modern sophisticated foods rushed into Jaffna and consumers are also attracted towards such places. The Objective of this study is to identify the socio-demographic features and individual behaviors that influence the food label usage and to identify the consumer groups in order to find out the market for food labeling. A total of 158 respondents were interviewed in Valikamam DS division for this survey. In order to identify the key determinants of whether an individual reads food labels when buying a familiar product, 15 explanatory variables were analysed using logistic regression. Therefore, the study concludes that the determinants that influence whether an individual reads food labels when buying familiar product. These include Special dietary status, marital status, whether an individual reads nutrition panel of familiar product and if the household income group earns less than 250000/=annually when other income group earn above or equal 400000/= annually. Among them, married and those who are not reading nutritional labels on familiar product have negative significant impacts.

**Keywords:** Socio-demographics, Logistic Regression, Nutritional Label.

*Social Sciences*

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Suite 1A Level 2, 802 Pacific Highway
Gordon NSW 2072, Australia

FAX: (+61) 02 9844 5445

Tel: (+61) 0470361148

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