

EDITORIAL

Two seemingly unrelated events have recently captured headlines the world over: the euro zone crisis (specifically, the latest rescue package), and the European Football Championship (the Euro) final. Though, on the face of it, these two events appear to be unrelated except for the fact that both took place in Europe, they in fact share a common feature: both are cause for celebration in two Southern European countries, Italy and Spain. As the winner of the Euro, Spain obviously has plenty to celebrate and, as the finalist, Italy also has good reason to paint the town red. Indeed, both countries staged huge welcome parties upon the return of their respective teams.

They also have another good reason to be in a festive mood. Both have come out as ‘winners’ in their battle with the International Monetary Fund (IMF). The trophy? A big rescue package from the IMF that will allay - at least momentarily - the fears of a collapse of the euro zone and keep the Italian and Spanish economies afloat. Many challenges remain to be tackled though before the region can enjoy a healthy growth rate again.

In the prevalent climate of economic uncertainty, European consumers are still reluctant to open their purse. With consumer spending at a low in Europe and imports down, the burden is on export-oriented countries, most notably in emerging countries in Asia, to develop demand at home. Increasing the level of consumption in these economies will take time, however. At the micro level, it will require, among others, more focus on customer satisfaction and customer loyalty as well as a solid understanding of consumers’ behaviors; three of the topics considered in this edition.

In the first contribution, *A Study of the Relationship between Customer Satisfaction and Customer Loyalty toward an Economy Hotel Chain in Guangzhou, China*, Shie Sun analyzes the impact of perceived price and service quality on loyalty in mid-priced hotel industry, a fast-growing sector in China.

The second article, *Factors Influencing the Repurchase Intention of Thai Female Customers toward Korean Cosmetics in Bangkok*, Rossarin Wangwiboolkij looks at one of the most well-known Korean cosmetic brands in Thailand, focusing on the consumer behaviors of young Thai women. Thanks to the popularity of its entertainment industry, Korean products enjoy strong brand recognition in the region.

In the third article, *Visitors’ Views of China West Film Studio’s Tourist Business Based on their Movie-social Lifestyle*, Shan Shan Wang, adopting a visitors’ point of view, explores a film theme park in China. Benefiting from the popularity of Chinese movies as well as from the growth of tourist activities, the film theme park business is booming, generating significant revenue for China’s tourist sector.

In the next article, *The Initial Impact of Organization Development Interventions on Performance Management, Employee Motivation, Job Satisfaction, and Employee Performance of Production Workers at an SME Company*, tackles the issue of employee motivation. As Archaree Phiphadkusolkul reports, keeping employees motivated is an on-going process that requires open communication.

As Qianli Feng reports in article six, *Factors Affecting Purchase Intention of Household Water-saving Products in Lanzhou, China*, water-saving products are still a hard sell in China in spite of the growing threat of droughts as a result of planetary warming. Consumers' attitude toward such purchases can be influenced by ecological affect, ecological knowledge and product familiarity. But eco concerns have yet to enter the public debate.

In her article, entitled *The Relationship between Service Quality, Customer, Satisfaction, Trust, and Commitment: A Case Study of Fudian Bank's Customers in Kunming, Yunnan, China*, Ma Jiali considers some the main factors affecting the commitment of customers to a bank, a sector that has become extremely competitive in China.

In article seven, *Aspects of Chinese Consumer Behavior in Buying Foreign Branded Products: a Case Study of Dove Chocolate, at CR Vanguard Hypermarkets in Xi'an city, Shaanxi Province, China*, Rui Wu examines the Chinese growing appetite for foreign-branded products, in this case chocolate.

In the final article in this edition, *The Rise of an Apparageist: Factors Affecting Bangkok-based Consumers' Purchase Intention toward Smartphones*, focuses on a consumer product that has become a status symbol; Smartphones. As Rabi Singh Thokchom reports, brand image as expected, is the main factor affecting consumer intent to buy a Smartphone, closely followed by price.

Finally, in her Book Review Essay, *Can Greater Equality Make Societies Stronger? Delving into the Spirit level for an Exposé*, Nicolette Prugsamatz reflects on the recent Occupy Wall Street movement and its significance in today's world in light of the book reviewed, *The Spirit Level: Why Greater Equality Makes Societies Stronger* by Richard Wilkinson and Kate Pickett. In this pre-Wall-Street-movement, eye-opening book, the authors check the inequality pulse and addressed two key questions: why did we get here and what lies ahead?

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