

# PANEL SESSIONS

**Saturday, November 14<sup>th</sup>, 2020**

Panel Session 20

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## **Consumers' behavior**

Chair: **YAMAURA, Koichi**, Ritsumeikan Asia Pacific University, Japan

1. **LIN, Yu Chao**, National United University, Taiwan; **WU, Kuei-Yang**, National United University, Taiwan

Title: Effect of experiential value on perceived local crafts brand image

2. **SAY, Joyce**, Ritsumeikan Asia Pacific University, Japan

Title: Dying brand can be revived to a successful strategy

3. **PALANICHAMY VISWANATHAN, Ashokan**, Ritsumeikan Asia Pacific University, Japan

Title: Customer satisfaction and dissatisfaction with fugal innovations

4. **YAMAURA, Koichi**, Ritsumeikan Asia Pacific University, Japan

Title: Japanese consumer preferences and ambiguity information