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Multivariate Statistics and Typology: Consuming Aesthetic Services in Brazil

By Thelma Lucchese Cheung

Federal University, Brazil

Abstract- The main goal of this study was to understand the ways in which a particular group perceives the body and the decisions for its modification through body aesthetics services. A total of 215 undergraduate students of a Brazilian public university were interviewed (Federal University of Mato Grosso do Sul). Open-ended questions made it possible to know the main representations of the female body, the ways of perceiving the body. Definitions of ugly body and beautiful body explained the group's relationships with the size of their own bodies, the dilemmas regarding the current beauty standards, the difficulty in feeling satisfied, and the search for aesthetic services with the aim of transforming their social identity. The adoption of multivariate statistical techniques enabled the presentation of the proposed typology. The results of this study are intended to contribute to marketing studies, attributing significant importance to the consideration of the cultural dimension in studies on consumption behavior.

Keywords: *marketing, consumer behavior, social representations, multivariate statistics, lexical analysis.*

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MULTIVARIATE STATISTICS AND TYPOLOGY CONSUMING AESTHETIC SERVICES IN BRAZIL

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Multivariate Statistics and Typology: Consuming Aesthetic Services in Brazil

Thelma Lucchese Cheung

Abstract- The main goal of this study was to understand the ways in which a particular group perceives the body and the decisions for its modification through body aesthetics services. A total of 215 undergraduate students of a Brazilian public university were interviewed (Federal University of Mato Grosso do Sul). Open-ended questions made it possible to know the main representations of the female body, the ways of perceiving the body. Definitions of ugly body and beautiful body explained the group's relationships with the size of their own bodies, the dilemmas regarding the current beauty standards, the difficulty in feeling satisfied, and the search for aesthetic services with the aim of transforming their social identity. The adoption of multivariate statistical techniques enabled the presentation of the proposed typology. The results of this study are intended to contribute to marketing studies, attributing significant importance to the consideration of the cultural dimension in studies on consumption behavior.

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1. INTRODUCTION

The female body gives rise to reflections in different areas of knowledge. Nutritional discourses, public health policies and studies on the sociocultural constructions of the body, according to ethnic, religious and regional influences, are some examples of the approaches found on such a theme. In this study, we intended to contribute to this discussion by presenting a typology of consumption behavior with respect to body aesthetic services that might be of interest mainly to marketing.

According to data from the Brazilian Society of Plastic Surgery - BPS (2009)¹, 73% of plastic surgeries performed between 2007 and 2008 were aesthetic and, of this total, 88% were performed in women. Most commonly performed procedures were breast augmentation, liposuction and abdominal reduction. Only behind the United States, Brazil occupies a prominent position in the number of plastic surgeries performed and consumption of less invasive body aesthetic services. Still, according to the BPS, aesthetic surgeries performed in people aged between 19 and 30 years increased from 37,740 in 2008 to 91,000 in 2012. The number of surgeries performed in

young people grew 3.5 times compared to procedures performed in the adult population.

Considerable increases in demand for aesthetic services can point to the emergence of specific market niches, requiring strategic definitions to agents of the public and private powers. However, considering the proposition of these actions, it is necessary to understand which feelings and motivations lead people to seek such services, which beauty standards are in evidence and which thoughts are shared in the social culture of appearance.

According to Solomon (2012) and Filser and McLaughlin (2012), variables determining human behavior are numerous with regard to choices of products and services. Sociodemographic and economic variables can influence such decisions. However, in order to conduct a more explanatory and less descriptive study on those behaviors, the authors highlight the importance of taking into account the influence of sociocultural variables on consumers' actions.

In order to understand the ways in which a specific group perceives the body and shaping through body aesthetics services, so that similarities and differences of points of view could categorize the clusters of the typology proposed, this study assessed the representations of the female body and the definitions of 'ugly' and 'beautiful' that explain these terms. Thus, issues such as the perception of the body, social standards of female beauty and gender vulnerability were considered important variables in a study on behaviors of aesthetic services consumption according to young women of the city of Campo Grande, capital of the State of Mato Grosso do Sul, Brazil. The identification of behavior patterns of the group studied—a total of 215 undergraduate young students aged between 18 and 23 years—enabled us to construct a typology related to the perception and use of aesthetic services and body care. For the field study, we conducted a survey using a questionnaire as an instrument for data collection. Multivariate statistical techniques (multiple correspondence and hierarchical analysis performed with the software SPAD®, France) were used to present the typology. The analysis of the answers to open-ended questions was conducted by using lexical analysis. It is worth noting that all the participants accepted to participate in the study after signing an informed consent form and they also allowed

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¹ Further information can be found at <http://www2.Cirurgiapiastica.org.br/>

that scientific articles exposed their statements, provided that their identities were kept confidential.

The following is a brief theoretical review on the topic of body perception and social representations presented so as to enable the analysis proposed, followed by the chapters method, results and conclusion.

II. THE BODY AND THE DETERMINANTS OF ITS SHAPES: INFLUENCES ON CONSUMPTION BEHAVIOR

According to Poulain (2004) and Camargo et al. (2013), body image is socially and culturally constructed, suffering influences from contexts in which people live and working as a kind of individuals' social identity. The study on the perception of the body and the consumption of aesthetic services, capable of transforming this body, can be a way to know the social representations of the body, i.e., social norms, ways of perceiving the body by the individuals, symbolisms, and codes and languages that reveal social determinations about the human body.

According to Cunha (2008), consuming is an important act to assert identity. The author explains that the body, while self-image, is a project in which investments are made and it can be in constant transformation in a consumer society. The representations of "beauty" are pursued and turned into reality through consumption.

Moscovici (2003) states that social representations are a way of obtaining knowledge about the world, sharing and creating concepts about objects and situations, as well as using means of communication present in everyday life. The representations are some sort of system that helps in understanding reality and the organization or orientation of people's actions in their social environment.

The importance of studying the body considering the social representations is justified by Jodelet (2001), because they build social ways of interpreting the sizes of bodies and make it possible to know the ways in which people perceive themselves and choose their models of behavior.

Since the last years of the 1980s, Leal, Catrib, and Amorim et al. (2010) claim that feminine beauty, mainly in the West, started to be associated with the light body without excesses. The symbolic belief of social success is materialized in the slim, beautiful and young body. The authors add that any sacrifice to shape the body is justified by adaptation to social standards constructed and the search for social success.

However, Lambert et al. (2005) point out that in Western Latin American countries, and even in Eastern countries, such as Japan, a slim body is advocated as an ideal body, particularly among individuals of the higher income classes. The authors explain that in an

era of food abundance, the bigger the restrictions faced by certain social groups, the more fat is associated with a symbol of social distinction. This occurs because individuals of lower income classes regard fat as a symbol of wealth. On the other hand, access to food is easier for those belonging to the higher income classes and the accumulation of fat in the body is considered synonymous with lack of information, little care with the body and individualism, since the accumulation occurs in their bodies and the food is not shared.

With the promotion of slim bodies as a model of beauty, the size of the mannequins for women has decreased significantly (Le Breton, 2006). This happens because, when corpulence is no longer regarded as beauty, women are influenced by the largest demands of adaptation to the new fashion. According to Lipovetsky (2000), the numerous types of diets conveyed by the media and the increase in the number of aesthetic surgeries performed confirm the desire of human beings to present themselves to the social environment to which they belong, or to which they want to belong, showing a body that is in accordance with the aesthetic standard established as ideal.

Malisse (2002) considers that aspects of joviality, beauty, self-transformation, perfection, and thinness are topics present in dialogues and incessant sayings of those most dissatisfied with their bodies. As the author points out, generally speaking, women are more vulnerable to social pressures that define optimal sizes of bodies compared to men. As a result, women are more anguished over the meanings that can transmit a social identity that does not fit in single size shapes.

In contemporary societies, through public health policies and nutritional discourses, aesthetic standards devalue overweight and obesity because of their harmful impacts on health. According to Rocha (2006), such communications not only influence the ways in which individuals perceive their bodies, but their attitudes in the face of the possibilities offered in the market of body transformation. For the author, one of the ways to understand the aesthetic criteria of beauty is by means of studies on the social representations of the body and femininity.

Studies conducted by Baudrillard (1995) and Novaes and Vilhena (2003) showed that women's statements about the self-perception of the body were correlated with moral judgments. Most of the respondents in those studies considered that not having a body size socially idealized represented lack of discipline, little concern about oneself and lack of concern about the body.

Empirically, the body has already been the object of analysis in a considerable number of studies in Brazil, for example, the study conducted by Comério et al. (2009). The authors interviewed a group of undergraduate students of a public university in the

State of Minas Gerais and observed that those women aged between 18 and 23 years were experiencing guilt, because they stated that achieving the body they desired depended on themselves, through exercising or restricting certain foods. Most of the young participants of the survey stated that they did not have a healthy life, because they did not exercise regularly and they did not eat a balanced diet. The desire to have a slim body was unanimous, since it would be synonymous with success, victory and satisfaction for them. According to their statements, the abdomen was the part of the body that most bothered them and the search for the ideal body was regarded as an action that would promote better self-esteem and happiness.

Secchi (2006) also researched the social representation and the image of the female body in groups of undergraduate students of psychology, fashion and physical education courses of two universities of the State of Santa Catarina. The researcher obtained the following main results: the participants showed a tendency to perceive their bodies larger than the size that they considered ideal; as for age, the research pointed out that in the group over 31 years of age the satisfaction with the body was 61.54% and in groups with lower age the satisfaction was 30.77%. Most of the participants in the study had adhered to restrictive diets; they were favorable to aesthetic surgeries and they had the desire to undergo some aesthetic surgery in the future.

Camargo et al. (2013) conducted a study in another Brazilian university located in the south of the country. They found that for the group of individuals researched the body was described by biological, psychological and social characteristics. Beliefs, perceptions and attitudes showed representations of the social group to which they belonged. Social standards of beauty were confirmed by the group and when the participants of the focal group were questioned individually, the answers revealed information about the social learning about the body and its shapes accepted, tolerated and rejected. The authors affirm that understanding the social representations of the individuals about some particular topic implies to know how they link individual explanations to those of social order on the subject. Analyzing the body under the interference of two contexts (health and beauty), the study revealed different representations. According to the authors, there was individualism when the subjects regarded the body in the health context (balance, life, care). On the other hand, regarding the context beauty, thoughts about the body were concerned with social identity, the other's look and exchanges that may or may not occur between each other.

Knowing that the ways to perceive and build people's bodies are also part of a complex system of social and symbolic functions, our goal was to know the social representations of the body and femininity

contained in the discourses of the young people that composed the sample of this study. In addition, as stated by Poulain (2004), that the construction of identity is associated with the body, we were also interested to unveil the types of investment made in body image.

Finally, it should be mentioned that, according to the main purpose of our study, the theoretical framework presented not only guided the analysis of the results found in the field study, but also determined the choice of collection techniques and treatment of those data. Further information about the research methodology is discussed below.

III. METHOD

The results presented in this article are inserted into an extensive research that aimed to assess body perception in young women living in the city of Campo Grande, State of Mato Grosso do Sul, Brazil, and its influence on consumption and investments for the construction of a body considered ideal. To that end, we took into account the action of different determinants of consumption (sociodemographic, socioeconomic and sociocultural).

In order to not strengthen the socioeconomic determinism in studies on consumer behavior, it is worth mentioning that the decision for the sample stratification—by income, age and level of education—was due to the interest in facilitating the interpretation of results and, especially, in finding different consumption behaviors among individuals of a same group within the typology designed.

For carrying out the research in which the results presented in this article are inserted, we interviewed 215 young students from different undergraduate courses of a federal university in the city of Campo Grande. Regarding the sample of the survey and considering the universe of 7000 students of that university, we estimated an error of 6.5%.

For the composition of the sample, we were more interested in its heterogeneous characteristic with regard to the undergraduate courses that the young women were attending, their statements from different income classes, different ages, and semesters attended. All these differences could enable this research to: choose criteria for comparison of behaviors (for example, with regard to ways of perceiving the body and the techniques for the construction of this body); assess different consumption behaviors (according to their ages, incomes, undergraduate courses, and semesters attended); and identify marginal and potential consumers of certain body aesthetics services.

The survey method was chosen for data collection. Malhotra (2004) explains that the method consists in a search for information through questioning the respondents regarding their behaviors, attitudes, perceptions, motivations, demographic characteristics,

and lifestyle. This procedure was accomplished using a structured questionnaire applied through personal interviews. Before the completion of the interviews, the questionnaire was submitted to a committee of ethics in research involving humans for approval. Only after the approval of the research we carried out the contact with the courses and the undergraduate students. Still regarding data collection, it should be noted that the questionnaire was elaborated with 66 variables, containing a total of 268 types of possible answers (variable type). Such variables reflected aspects of the socioeconomic and demographic positions of the sample, as well as the perceptions about the body and the attitudes toward the construction of this body, i.e., the consumption of aesthetic services.

Considering the goal of this work, i.e., to present the aforementioned typology in order to analyze the data collected and perform groupings of answers, we decided to carry out a multiple correspondence analysis followed by an ascending hierarchical classification—cluster analysis—using the software SPAD® (France). The difference between these multivariate analyses and classical analyses is that multiple correspondence analysis allows evaluating the relationship between a very large set of variables, and hierarchical ascending classification allows finding the desired typology.

From the completion of these analyses, factorial plans were generated and they had to be interpreted as maps, in which the location of each class in the typology implies similarities or differences in choices of types of variables. Thus, the position that the individuals occupy in the factorial quadrants and inside the generated classes will be closely related to the similarity of their answers with respect to the active variables. It is worth mentioning that only the variables with largest factorial load were considered for the determination of the groups, i.e., those which best represented the set of responses.

Regarding active variables (called determinants of consumer behaviors) calculations of distance of individuals were carried out. With this, the allocation of subjects and modalities for closer variables could be represented in a multidimensional space. The term variable type is understood as the response options; for example, in the case of the variable "semester of the course", first and second, third and fourth, fifth and sixth, and seventh and eighth semesters represented the types of this variable.

Active variables used in this study for multiple correspondence analysis were the questions concerning:

- Definitions of ideal body and perceptions about their own body (stage at which they cared more about the body; what they thought that others think about their body; if they could switch bodies, who you

would switch with and what size this body of desire would be);

- Differences between sexes, social classes and people's age with respect to care regarding the body (Whose body shape is most demanded by society? What are the methods of body care? Can male and female artists gain weight? Difference between sexes with respect to overweight; attitude toward an image of a fat baby; and perceptions about the importance of body size in different contexts);
- The degree of importance regarding body care (underwent surgeries; did body aesthetic treatments; opinion about slimmer women; and attitude when dressing);
- Knowledge about types of services and construction methods of the body available in the market (criteria to choose the clinics; use of fat reducing creams; belief in creams; frequency of visits to the gym; clinics; plastic surgeons; going on a diet; and perception about the clinical services).

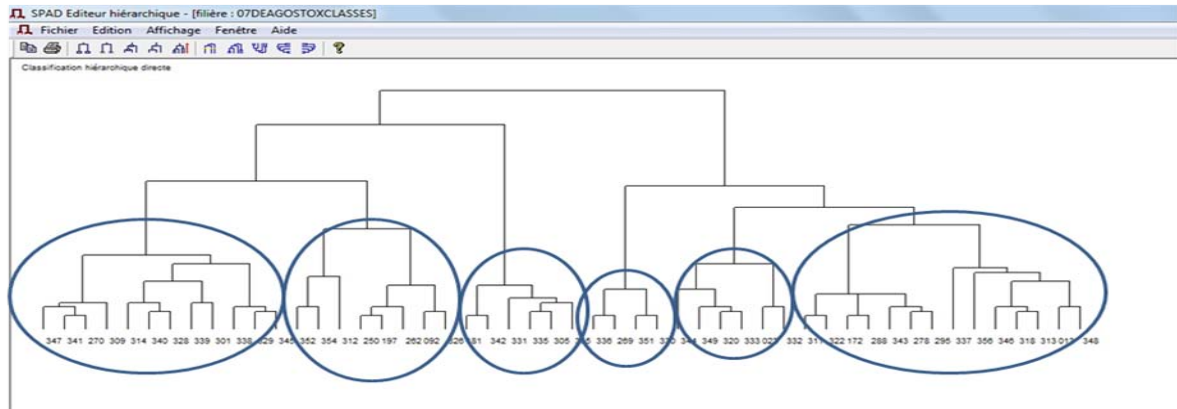
The multiple correspondence analysis allowed us to assess the main types of behaviors and their determinants. To assess what determined the different behaviors mentioned by the respondents and the explanatory variables of the behaviors (called illustrative) were entered into the software. As an example of these variables, we can mention demographic and socioeconomic characteristics of the individuals (course, semester, age, parents' education, number of children at home, and income) and other variables that are also human behavior determinants, such as sociocultural variables. The variables that enabled us to better understand the ways in which the young women perceived their bodies and others' bodies also enabled us to observe the action of social representations (social norms, rules, values, taboos), conditioning attitudes and preferences stated by the participants.

With regard to factors represented on the factorial axes (Figure 2), they correspond to calculations of distance of the modalities of variables in descending order. Escofier and Pages (1998) and Lebart et al. (1995) affirm that the Chi-square metric (χ^2) allows the comparison of lines (individuals) and columns (modalities). This way, the similarity between two individuals was defined by the calculation of the Chi-square distance (χ^2), i.e., the distance between their profiles (selected modalities) that play a role similar to the calculation of the standard deviation used in the study of numerical or continuous variables.

The analyses of the data and factorial plans were used to perform groupings of individuals in a typology of synthesis. To minimize the empirical character of this method, an ascending hierarchical classification was then performed. The individuals were classified considering the distances calculated by

correspondence analysis. The number of groups of individuals (classes or clusters) was chosen on the basis of the degree of desired synthesis and the capacity to explain the phenomenon studied. The dendrogram shown in Figure 1, obtained using the

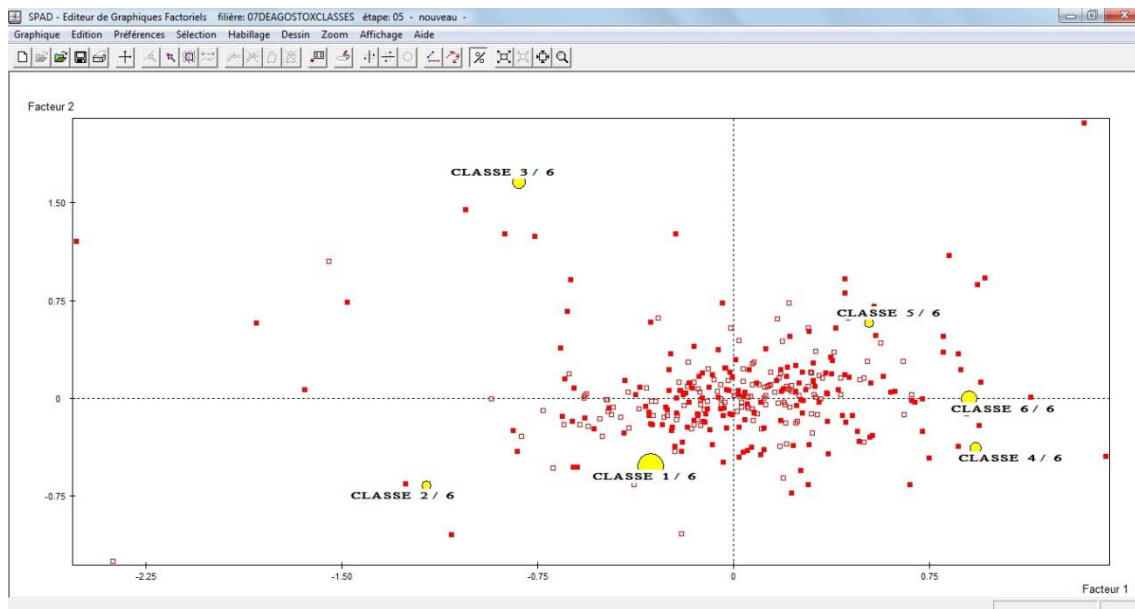
software SPAD, can show the link (strong or weak) between the classes and the representativeness of each class (in percentage - Figure 3) considering the purpose of this study.



Source: Prepared by the authors.

Figure 1 : Dendrogram with the distribution of six classes chosen for the analysis

The representativeness of the six classes is shown in Figure 2.



Source: Prepared by the authors

Figure 2 : Distribution and representativeness of the six classes

The distance of a group in the center of the factorial plan reflects its difference in relation to individuals located at the central point (without substantial statistical representativeness). A greater or lesser proximity between groups in the same factorial plan implies a greater or lesser correlation between the types of variables that characterize such groups, especially when they are away from the central point.

Finally, it is worth mentioning that in multivariate statistical analysis the definition of the set of latent

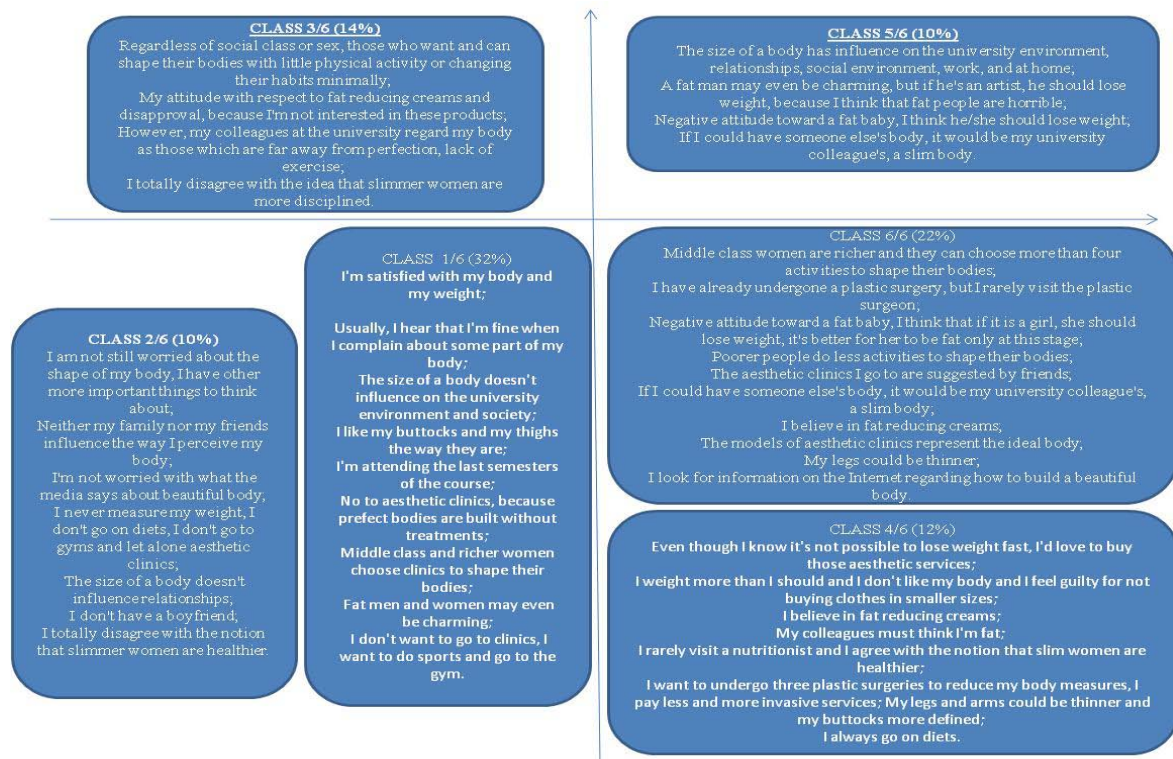
dimensions, or better, the definition of the factors, must be understood as the representation of a new set of variables that is more representative for the study, having been removed from the original set. Since there was a level of correlation between the variables (degree of inter-correlation: approximately 0.93), we observed the variability and the percentage of variance explained as a criterion for decision of the number of factors that would be adopted for data analysis. The first four factors in the table of eigenvalues and percentage of variance

explained corresponded to approximately 60% of the total variability. The constant factorial plans of Figures 2 and 3 present the information of factors 1 and 2 generated by the software SPAD. From the four factors that best explained the variability of the data, we decided to present the results contained in the first and second factors due to the most representative factorial loads of the variables for the formation of those factors.

IV. DISCUSSION

Before we begin the discussion of the results, it should be emphasized that Figure 3 has only the function of presenting the modalities of variables which

best characterized each class chosen for analysis and facilitate its understanding regarding the perceptions and attitudes of the participants with respect to the body and the ways to build it. The percentage shown next to each class corresponds to the representativeness of those answers in the total set of variables contained in the questionnaire. The typology presented allows us to observe social reality, group identity and the investments made in the body as a means of communicating socially with the groups they belong to or which are considered benchmarks, in addition to differentiate themselves from the behaviors of groups rejected.



Source: Figure prepared by the authors based on the results of the field study

Figure 3: Typology of behaviors - perceptions and attitudes toward the body and body aesthetics services

Analyzing the opposition of classes contained in the factorial quadrant, we observed a heterogeneous behavior regarding body perception and investments in aesthetic services according to the statements of the participants. While for classes 5/6, 6/6 and 4/6 the social representation of the female body was in general more associated with social demands, aesthetic concerns and frustration felt for not having the ideal body, for classes 3/6, 1/6 and 2/6 the representation of the body was more associated with the inconvenience caused by the conventions of a consumer society that determines the slim body as ideal of beauty and offers services for transforming the "ugly body into a beautiful body".

Most hostile attitudes toward body fat—even in children and, especially, when that fat is in a female

body—the desire to imitate the target body and the influence of other's opinion on the size of the body are the perceptions that value respondents' investments positively in the industry of body construction, namely, the purchase or the belief in fat reducing creams, services offered by body aesthetic clinics and even plastic surgeries.

It is through these purchases of products and services that the representations of beauty or ideal become real, possible. The construction of identity is tied to consumption and, as observed in the modalities that best represented the responses of classes 5/6, 6/6 and 4/6, not having a slim body is shameful. Since women feel dissatisfied with their self-image, the consumption of products or services able to change the

shape of their bodies and contribute to the construction of a desired identity was justified in the statements of the participants interviewed as a behavior for minimizing the anguish caused by the idealized images.

On the other hand, in the same context (the university), more reflective behaviors, that reject the cult of the body as a way to be socially different, were observed in young people. They did not believe that the size of the body had some influence on the environments they frequented and they did not believe in the promises of aesthetic clinics and fat reducing creams. They approved their identity and thought that attending clinics or undergoing surgical procedures was not necessary to shape their bodies. However, it is worth mentioning that for the classes 3/6 and 1/6 such statements revealed an association between the body and health and a concern to maintain good health, exercising and going to gyms. For the class 2/6, denial with respect to investments made in the body was more associated with a distance from the consumer society and little interest in imitating standards imposed.

This way, it is concluded that, although the ways to control the appearance of the body were different—except for a single class in the typology (2/6)—we observed that one way or another there were body investment initiatives and some sort of consumption performed (from sports practiced in gyms to undergoing plastic surgeries), strengthening the body issue as social identity. Thus, all the ways of body consumption were understood as a strategy for identity affirmation. The agents of public and private powers interested in the subject of this study should recognize that heterogeneous consumption behaviors can be observed among individuals with similar demographic and socioeconomic characteristics.

V. CONCLUSION

The analysis of the discourses on the female body of 215 young undergraduate students of a Brazilian public university allowed us to understand the ways in which the group perceived their bodies, the standards of beauty—which according to the students were socially imposed—and behaviors adopted in order to change or build their social identities.

The typology allowed us to observe that the groups referred to important topics, such as concerns relating self-image (How am I judged and analyzed by my peers?), consumption as a form of therapy (the purchase of aesthetic services justified by the well-being provided, since the ideal is the transformation of their identity and social acceptance), the question of luxury and desire (purchasing aesthetic services as a means to differentiate socially) and the question of the dilemma (denial of the slim body fantasy and the question of acceptance of the group and the environment they belong to). These results allow defining the patterns of consumption that establish social identities.

In this work, we observed that there are many variables that can influence individuals' consumption behaviors. However, we intended to highlight the potential for interpretation of sociocultural variables as important determinants of specific and symbolic behaviors. We expect to encourage further studies on consumption conducted in the field of marketing having culture as a guideline for behaviors.

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Green Awareness Effects on Consumers' Purchasing Decision: A Case of Pakistan

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Abstract- Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. This study aims to examine the influence of consumers' environmental concerns, awareness of green product, price and brand image on their purchasing decision of green products. A total of 300 completed responses were collected in the survey. Responses were randomly drawn from students in a university campus in the Multan, Pakistan. Their participation was purely voluntary. Results authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. Findings could provide fruitful insights for environmental sustainability in Pakistan.

Keywords: *brand awareness, brand image, price, purchasing decision and environmental concerns.*

GJMBR-E Classification: *JEL Code: M31*



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Muhammad Azhar Hussain ^α, Muhammad Fayyaz Khokhar ^σ & Ali Asad ^ρ

Abstract- Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. This study aims to examine the influence of consumers' environmental concerns, awareness of green product, price and brand image on their purchasing decision of green products. A total of 300 completed responses were collected in the survey. Responses were randomly drawn from students in a university campus in the Multan, Pakistan. Their participation was purely voluntary. Results authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. Findings could provide fruitful insights for environmental sustainability in Pakistan.

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I. INTRODUCTION

When the concept of globalization implemented extensively in the whole world, it create different types of problems. The one most important problem is environmental problem that effects all living things negatively people discuss more its negative impact on the environment. According to Sevil, Yakup (2011) in 80s there were some ecological issues climate changes, global warming, pollution due to industrial product manufacturing and impact on the environment negatively. The demand for green product increase to protect the environment. The firms start to adopted green marketing strategies to preserve environment and satisfy consumer want to provide environment friendly product.

A consumer who prefer to buy environmental friendly is green consumer (Shrum et al 1995). Green marketing contain different group of activities those facilitate and satisfy to consumer wants by exchanging those product having minimal impact on natural environment (polonsky 1994). Green awareness change human behavior in different manner like reducing consumption and purchase those product which have no negative impact on the environment. Pakistan corporate sector become leader in use of green marketing its due to extensive awareness campaign of green marketing. There are no use of plastic bag

customer bring own bag to purchase product from the market. They are trying to protect environment from waste of plastic bag.. Pakistanis implementing green marketing in building development sector constructing green building. In business sector firms those use green marketing strategies to attract their customer face low competition in the market and having benefits for long term cost of production .Government also issue grant for those firm which are implementing green marketing for the process of development (Ottman, 2011) That opportunity provide financial benefits to the organization to utilize their resource to provide environment friendly product.

II. LITERATURE REVIEW

a) Awareness of Green Product

A green product is recyclable, environment friendly, nontoxic, manufactured by natural ingredient and chemical having no negative impact on human being. Consumer always prefers to purchase green product of familiar and well known firms (Mohd.Suki, 2013). Companies are more focus on green product and through different advertisings they change the thinking of consumer purchasing decisions. Through advertising of green product corporate companies try to build a positive image in the mind of their customers (Suki, 20013).

Awareness of green product influence on purchasing decision of consumers to buy environment friendly products. Awareness of green product play an very important role to take environment perfect and future more damages reduce impact of human being environment by designing, consuming and labeling of product. Consumer becomes more careful about environment preservation. According to all rules and regulation of environment safety for example Toyota Motor introduced environment technologies which are helpful in shaping hybrid cars.(Delaforoz, 2014).

Companies use green advertisings to communicate with their green customers who prefer to purchase environment friendly goods or products. Those customer who are traditional consumer who want to protect the environment , companies use different modes and tools to promote the environment friendly product by offering different schemes and to reduce the prices of the green product company can get more benefits and enjoy the large share of market. Consumers get different benefits from green product in

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several different ways. Consumers always gave the value of personal benefits and gave the importance to that product that saves the environment by reducing pollution. These consumers support the companies and causes of making the profit of those companies.

Due to no negative impact on the environment companies use green marketing as an effective tools to attract consumer and change their purchasing behavior (Cohen, 1973). Many consumers known as green consumer who knows the importance of environment safety and protect the natural environment by growing consumptions of green product. (Yazdanifard, March-April 2014). Green product consumer reduce to use those products which are harmful for human being and damage the environment during the manufacturing, use or disposed of products or goods. Companies use different unique promotion and strategies to promote green product. Advertising provide the information to the consumer about green product and these advertising also to help to motivate and bring the change in consumer purchasing behavior positively (Carlson, 1995).

There is a strong relationship with the consumer purchasing behavior and environmental awareness. Consumer who is conscious about environment prefers to buy green product (Balderjahn, 1988). People think that natural resources are the things which are favorable for environment and these things are not harmful for human being (B.Schlegelmich, 1996).

A consumer understands the creditability of a firm through its green product productions. Companies who promote green product according to consumer behavior are more sustainable in the market for competitions. Company manufactures the environment friendly product to meet customers demand (Cronin, 2011). Environment friendly product is market leader because more customer buy green product. Then demand of environmentally friendly goods or product is increasing all over the world (Wahid, 2011). Awareness of green product changes the purchasing behavior of consumer positively. They prefer to purchase green products. Consumer purchasing pattern is influence by green marketing.

Important goal of firm is sustainability in the competition. Many companies take support to promote green product to attract the customer and many companies or firm use green awareness strategies for their product promotion and also own survival companies only to use green product practice to enhance their product sale (Raska, 2012).

Green consumer gave preference to environmentally friendly products which are more easily recycle and no negative impact in the environment. Company target those customer who are different attitude and different attribute its culture and social, age and gender (Diamantopoulos, 2003).

H2: Green Product Awareness Influence the consumer purchasing decision.

b) *Awareness of Price*

Consumer purchasing decision is influence by price of a product. Consumers always prefer to purchase or buy those products which have low prices as compare to other product and less from market. Incase to purchase those products or goods which are environmentally friendly goods or products are more expensive as compare to ordinary products which are harmful for health and environment. The community who want to purchase the green product is small and willing to pay more for green product in premium price (Dunlap, 1991).

Development process of environment friendly products deal or concern with good safety, price and label which influence consumer purchasing behavior for environment friendly product (Chaipooipirutanna, 2011). Price of a product change with the income level of consumer. Many firms sale there product at low price to provide the benefit to their consumer and try to capture or attract new consumer that they will purchase there green product. Sometimes companies or firm increases the prices of their green product to increasing the quality, quantity, design and shape (Yazdanifard R. , April 2014).

The companies try to provide high quality product with the low price but sometimes the prices of green product is high as compared or relative to traditional environment friendly goods or products. Company try to decrease its operational and production cost to provide low price green product and try to gain more or large share in the market (Manjunath, 2013).

There are number of consumers who are willing to pay more for green products (Bang, 2000). Consumers pay more for the recycle product to perfect environment. Company earns more profit on recycled product which are eco-friendly. Customer pay premium price for environment friendly product according to price range that consumers. Normally consumer pay more for those product which increasing his satisfaction level regarding to environment (A.S., 1995).

Consumer pays more payment for electricity while it is generated from environment friendly recourses. They are different characteristics which are differentiated from other customer who pay more or extra price for green energy (Rowlands, 2002). Big hotel attract those customers who pay more on green hotel label. It support to those consumers behavior of purchasing. Companies design environment friendly product and promote it to attract those customer who pay more for these green products (G. B. , 1993). Many customer complaints for high charges of green product (Chan, 2013). Some customer ignores to buy green product due to its high price (.S.W.Chan, 2013).

Companies produced green product with the help of recycled material and gain maximum market share. Price of green product is high as compared to non green products. Many customer show interest to pay more or extra pricing for green product.

H3: Price Awareness of green product influence consumer purchasing decision.

c) Consumers Environment Concern

It is noticed by foregoing research in market that women were more concerned about environment as compare to men (Murphy et al. 1978). Normally consumer prefer or in the favored those products and services that are associated with environment. Now a days companies focused on the products development strategies to reduce the rely on energy.

Boztepe (2012) emphasized that consumers stopped to buy or consuming that products which harmful for health and environments. They prefer use disposal products. Many marketer enhance and motivate the customer through different channels and through different campaigns to move from conventional products to eco-friendly products (Golkanda 2013). With the passage of time consumer become more and more aware and conscious about the environment friendly user means he use eco-friendly products.

Consumer environmental concern show interest of consumer in environment and its impact on consumer life and surrounding. A research conducted interest of male and female about environment concern shows that female are more careful comparing with man about environment safety. Consumer show their environmental concern according to product benefits, features, characteristics criteria description on product and its claim. Bar and Gig (2006) committed person are more sensitive about environment concern and conceder liker its own personal responsibility and always participate to make sure environment safety. Consumer purchasing decision is dependent on product performance and its impact on the environment after its usage and consumer always buy those product which r environment friendly and helpful to reduce environment pollution and consumer always gave impotence to those firms which are producing environment friendly product (Manjunath 2014). Soler panel technology is helpful for business modification and also save the environment from pollution comparing with other source of energy production (Tsai 2014). Consumer gave more attention to those advertising message conveying for pollution free environment it provide information about the ecological environment of and through it company also built positive image in consumer mind (Picrle 2014). Baldwin says advertisement of environment friendly product attract consumer attention more and consumer gave more preference to purchase them. According to chase and Smith consumer gave their 70/ response to those advertising message having environment friendly

product According to a survay82% people think that environment is urgent and immediate problem Another research shows that 69% people consider that environmental damage and pollution have negative impact on human being life (Worcester. 2013). Due to increasing environmental concern consumer gave more preference to green product for example a research shows that 27 percent adult willing to pay 25% more for environment friendly product. (Prothero 2013).

H1: Consumer purchasing decision is influence by environmental concern.

d) Brand Image

Brand is unique characteristic of a product that differentiate a product from other product of the other companies such as sign, color, label, slogan, packing (Lanekiller, 2012 third edition). Brand helps consumer to perceive a product with its label (Suki N. M., 2013). Brands those are well known in the market can help the new companies for new brand. New brand improve the sales of the company. Never sale any brand which are not awareness by consumers (Glegg, 2005). Companies made different green products to influence consumer purchasing behavior. Consumer show interest with those brands which are related to environment and consumer prefer to buy that green product brand (Ottman, 1993). Brand awareness help to built positive image in the customers mind (Adkins, 2004). Consumer perceive the role of an organization with the help of green product (Huang, 2014). Environment friendly products and brand are more popular now (Huang, 2014).

Market use eco-label on green products that label helps for the selection for environment friendly product (Wahid N. A., 2011). Eco label is symbol of environment friendly products that help the customer to identify the green products to ordinary products and thing is make the loyalty with the costumer (Wahid N.A, 2011). Consumer evaluate performance of green product and green brand on the bases of environment label. Brand influence the consumer purchasing decision (Aasker, 1992). Environment friendly label there is a positive relationship between brand and consumer in the purchasing decision for green product. Green image change customers purchasing behavior positively on hostelling business give label on hotel attract more customers (Chan E. S., 2013).

H4: Awareness of brand image of consumer influence their purchasing decision.

e) Consumer Purchasing Decision

Consumer purchasing decision is influence by different factors price, brand image, impact of product on environment on the environment and customer attachment (Suki N. M., 2013). Green consumer purchasing decision is influenced by environment friendly product (SukiN. M, 2013). Advertising campaign

also increasing and influencing consumer purchasing decision. Awareness of green automobile change in consumer purchasing behavior in city and in village level. Environmental awareness impact on consumer purchasing decisions (Delafröoz, 2014). Consumer always purchase the product according to their needs, wants culture and psychology.

III. METHODOLOGY

For this study we are using the quantitative method. The primary data has been collected from participants by using a questionnaire specifically designed for this study utilizing convenient sampling technique. The survey yielded 300 responses and after data screening, 215 usable and completed responses were used. Responses were randomly drawn from students in a university campus. Their participation was

purely voluntary. They were required to complete the survey, designed in the form of structured close-ended questions, which comprises of four sections. Section A was related on the demographics of the respondents. Section B gathered the experience of the respondent on green marketing. Section C asked the respondent their perception on environmental concerns, awareness of green product, price and brand image. Finally, section D was related to consumer purchasing decision towards green products. In this study, Section B, C and D were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The items were obtained and modified from prior research studies by Chen and Chai (2010). Statistical Package for Social Sciences (SPSS) was used to perform data analysis to check the relationship between green awareness and consumer's purchasing decision.

IV. RESULT

Table 1 presented the descriptive statistics of the study. Majority responded were male and single as present in table 2.

Table 1: Gender

	Frequency	Percent
Male	150	69.8
Female	65	30.2
Total	215	100

In table 1 we see that the frequency of male is 150 total of 215 which is equal to the 69.8 percentage while females are 65 by the frequency and with the percentage of 30.2 of 100 percent.

Table 2: Material Status

	Frequency	Percent
Single	137	63.7
Married	78	36.3
Total	215	100

The table 2 representing the marital status of respondents, which shows that the frequency of singles is 137 out of 215 sample. The percentage is 63.7 out of hundred. While the frequency of married is 78 total of 215 and the percentage is 36.3.

Table 3: Age

	Frequency	Percent
Below 25 Years	67	31.1
26-30 Years	88	41.0
31-35 Years	38	17.9
Above 35 Years	22	9.9
Total	215	100

Table no. 3 is about the age of respondents. We see that the frequency of below 25 years respondents is 67 and the percentage of them is 31.1%. The frequency between 26 to 30 years is 88 with 41 %. Respondents from age 31-35 years are 38 out of 215 and percent table is 19.9. And above 35 years are 22 with the percentage of 9.9.

Table 4 : Correlations

Items	Mean	S.D	1	2	3	4	5
1.Environmental Concerns	3.77	.59	1				
2. Green Product	3.90	.54	.377**	1			
3. Price	3.87	.63	.382**	.444**	1		
4. Brand Image	3.86	.70	.329**	.588**	.467**	1	
5.Purchase Decision	3.80	.78	.302**	.430**	.466**	.624**	1

**Correlation is significant at the 0.01 level (2-tailed)

The inter-relationships between the five variables were examined using Pearson correlation analysis. The average score of the multi-items for a construct was computed and the score was used in correlation analysis. Lind et al. (2010) stated that the correlations is strong when the value is $r = 0.50$ to 1.0 or $r = -0.50$ to -1.0 . Results in Table 4 revealed that all variables were correlated together at the 0.01 level using the correlation test and the values ranges $r = 0.302$ to $r = 0.624$ and above table also shows the values of Means and Standard deviation.

V. CONCLUSION AND RECOMMENDATIONS

This research examines the influence of consumers' environmental concerns, awareness of green product, price and brand image on their purchasing decision of green products. From the results, it is interesting to note that consumers' awareness of price and brand image significantly influenced their purchasing decision of green products. Awareness of brand image is the strongest factor that has positively influenced their purchasing decision. This study confirmed that a person who has some concern for the environment and its brand image would have a stronger preference in purchasing a green product. In this respect, it is important for marketers to develop and implement emotional green branding strategies effectively and strategically to encourage positive sales of green products, as there is an increased demand for green products in the Malaysian market (Chen and Chai 2010).

Marketers should emphasis on providing clear information about green products and eco-labels to promote consumer familiarization with products and enhance their knowledge of green products. Attractive green product message contents should be aggressively developed that would stimulate interest among the aged 20 years old and above.

Consumers should be able to easily differentiate green products from the no green based on the labels. Further, the price on the green products should be affordable to encourage purchase. Government and non-government organizations are a strong predictor that plays an important role in encouraging consumers to go green and embrace green purchasing behavior.

They could demonstrate their involvements and supports by taking initiative to expand consumer awareness of green products by creating effective green marketing campaigns or environmental-related activities such as energy conservation to contribute to a better sustainable environment. Marketers on the other hand should play their role to make sure that their products are of high quality and competitively priced. These products should be integrated with thoughtful green marketing strategies that fulfill individual needs and maximize customer satisfaction.

Future research is recommended to improve the generalizability of the sampling by expanding the sample size and carrying out survey at different geographical areas. Next, a study on the moderating effect of consumer demographics with green awareness and consumer purchasing decision is deemed relevant by using multivariate data analysis technique such as structural equation modeling technique. Level of education does not show a strong influence on consumers' environmental actions as compared to age, gender or residence.

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Macromarketing and Economic Development of Nigeria: A Conceptual Review

By Anyadighibe, Joseph A., Ezekiel, Maurice Sunday & Awara, Nsobiari Festus

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Abstract- The economic development of a nation remains paramount to any government and this can be achieved through the activities of macromarketing. The study conceptually and empirically showed how the activities of macromarketing by firms in the area of retail, telecommunication and aviation had led to improvement in per capita income, standard of living, job creation, alleviation of poverty, increase in government revenues, improved infrastructural facilities. Government is required to encourage all sector in economy to act responsibly and ensure that both firms and government act in the interest of the nation.

Keywords: *macromarketing, economic development, retail, telecommunication, aviation.*

GJMBR-E Classification: *JEL Code: O10, M00*



MACROMARKETING AND ECONOMIC DEVELOPMENT OF NIGERIA: A CONCEPTUAL REVIEW

Strictly as per the compliance and regulations of:



Macromarketing and Economic Development of Nigeria: A Conceptual Review

Anyadighibe, Joseph A.^α, Ezekiel, Maurice Sunday^σ & Awara, Nsobiari Festus^ρ

Abstract- The economic development of a nation remains paramount to any government and this can be achieved through the activities of macromarketing. The study conceptually and empirically showed how the activities of macromarketing by firms in the area of retail, telecommunication and aviation had led to improvement in per capita income, standard of living, job creation, alleviation of poverty, increase in government revenues, improved infrastructural facilities. Government is required to encourage all sector in economy to act responsibly and ensure that both firms and government act in the interest of the nation.

Keywords: macromarketing, economic development, retail, telecommunication, aviation.

I. INTRODUCTION

Macromarketing is a marketing that is loosely talk about. The sum of marketing activities in each sector would ultimately bring about the macro marketing. But often the important of macro marketing is not given the prominent place in the scholarly work. It is evident that much have not been written about macromarketing and economic development. A sustained economic development is not possible without active participation of the macro firms.

Economic development is generally perceived as consisting of improvements in material welfare, eradication of mass poverty and a movement in the production structure away from agricultural toward industrial activities (Ogwo & N kamnebe, 2009). Economic development look at majorly a change in income plus its effect on economy and social structure of the society which implies that there must be an increment in the standard of living and improvement in health and other conditions of living.

II. THE CONCEPT OF MACROMARKETING

Marketing institutions and governments all over the world are under severe pressure to address society's problem, conflicting interests and the reciprocal effects of society on marketing and marketing on society. Shultz (nd) opined that macro marketing deals with vital issues beyond comparatively simple exchanges between buyers and sellers, or even relationships between companies and customers. He further mentioned that macro marketing is an important mechanism to study both opportunities and short

comings of marketing, and both its intended positive effects and unintended deleterious effects. This suggests that macromarketing includes an optimistic perspective; that it seeks functional mechanisms to enhance marketing processes, to the benefit of the largest number of stakeholders, the world over.

Macromarketing is the overall view of the aggregate activity in the economy for meeting society's objectives of a proper flow of goods and services (Shapiro, 1973). Macromarketing is integral to society and its welfare. Macromarketing entails activities performed by the marketing system of an economy. Macromarketing refers to the study of marketing systems, the impact and consequence of marketing systems on society and the impact and consequence of society on marketing systems (Hunt, 1981). "Marketing system refers to join functioning of all those individuals, companies and institutions which together ensure that the right products are manufactures, that information about the products is communicated to the target markets and that the products are made available at the right places at the right time and at the right price" (Agbonifoh Ogwo, Nnolim & Nkamnebe, 2006: 26).

Macromarketing focus on problems and potential of marketing activities from a more societal perspective, rather than from the firm's perspective. Macromarketing functions are categorized into three (3) unique areas namely: merchandising, physical distribution and auxillary activities which unique areas are dominated by micro firm's activities.

The merchandising activity simply entail knowing what consumers need and making it available at the right time, price and place for them to purchase. It also include buying, selling of products, standardization, and grading.

The physical distribution function involve the order processing, material handling, inventory control, warehousing, transportation and customer service. Auxiliary function; are those activities that expedite and facilitate the performance of merchandising and physical distribution which include marketing information, risk bearing and financing. These activities are dominated by micro firms, which outcome sum to affect other sector of the economy.

Macromarketing remains a significant determinant and cornerstone to economic development of any nation. This is because it focuses on the entire economic system $[C + I + G + (x - M)]$ with special

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emphasis on its aggregate performance. It is pertinent to note that the economic indicator state cannot be possible without micro-macro marketing activity involved. Macromarketing pertains to the aggregates of marketing transactions or exchange activities, institutions, behaviour and performance analysed with respect to such units as industries, sectors regions or the marketing system as a whole (Spratlen, 1975).

III. MACROMARKETING AND ECONOMIC DEVELOPMENT

The purpose of macromarketing is to save the world (Fish, 2001). This is because macromarketing is integral to society and its welfare. "Macromarketing focuses on the effect of the total exchange system on economic development" (Nickels & Hill, 1978). Macromarketing functions (merchandizing, physical distribution and auxiliary activities) aim at improving material welfare, and eradication of mass poverty in our society.

The joint functioning of individuals, companies and institutions assist in increasing per capita income of masses, create employment, improve the standard of living, encourage investment (this is because people patronizes the products of companies), improve infrastructural facilities as firms tend to be more socially responsible in the society. Macromarketing focuses on the entire economy System.

Effective and sustained poverty alleviation depends on activities of macromarketing. Business, perhaps reluctant to invest in poor markets, has begun to see the fortune at the bottom of the pyramid (Pralhad, 2005). According to Kotler, Roberto & Leisner (2006) corporations have usually made philanthropic contributions but are now seeing the value of untapped and new market. Also, business social responsibilities by macromarketing – infrastructural development, free education, assistance for the elderly and disabled, etc tend to improve and alleviate poverty in our society.

Government at Federal, State and Local level engage in price subsidies; microfinance and self-employment programmes; relief institutions and services; supporting judicial and legal reforms for improving poor people's physical and financial access to justice; relief institutions and services, etc.

Competition among marketing institutions, companies have contributed to better production of products to consumers. Macromarketing promotes through its various functions (merchandizing, contractual, physical distribution, promotional, auxiliary) the diffusion of innovations and technology transfers from developed nations to developing country like Nigeria, has aided economic development. Macromarketing make possible economic integration and full utilization of a country's productive capacity by inspiring the entrepreneurial spirit of individuals. This

spirit is parallel to vicious cycle theory of economic development. This theory emphasized that as long as low income, increase birth rate, falling death rate and fluctuating payment of foreign exchange persist in developing economy, the economy of a country will always remain under developed. Nigeria is ranked marginal as first in African economy, with inherent features. Macromarketing is predicted on the individuals, companies and institutions unit activities that emulate into aggregate effect in the economy.

IV. MACROMARKETING AND ITS IMPLICATION IN THE SOCIETY: SECTORIAL PERFORMANCE

a) *Macromarketing in the retail industry*

According to Ebitu (2003) opined that retail operations account for about 85 per cent of the total business establishment in Nigeria. Retailing contributes a lot to offering employment to Nigerians, thereby improving their per capita income, enhancing individual standard of living and provides a pivot for economic development. The positive economic outlook brought about by macromarketing has led to the sprinkling up of multinational and domestic retail outlets like ShopRite, Woolworth, Curtis, wal-mart stores incorporated etc in Nigeria has translated to more employment generation; revenue for government; standardization, grading, and final processing of goods; provision of information concerning the nature and use of goods; and other chain effect factors that will certainly function to the good of the society at large(Eurominotor,2014)

b) *Macromarketing in the telecommunication industry*

The Nigeria telecommunication founded 1960 to 1985 consisted of the department of post and telecommunication both existed to bring solution to Nigeria communication problem (Ijewere & Gbandi, 2002). The institutional responsibility, NITEL was to provide telecommunication serious across the whole country, Nigeria, but little was achieved to the task. After 43 years of its establishment, NITEL had about half a million lines available to over 100 million Nigerian. This shows a complete failure in its statutory responsibility.

The complete deregulation of the telecommunication industry in 2001 opened a vista of opportunities to macromarketing firms – MTN, Globacom, Airtel, Etisalat. It is evident that a lot of marketing activities are being undertaken by firms in telecommunication industry that guarantees the needed success in the overall economy. The total number of active GSM lines as at October 2013, was 119, 101, 719 million lines; this appreciable result is strongly connected to macromarketing activities of various individual organizations in the telecom sector (NCC, 2013).

The services provided by GSM firms include voice call, included data services, short message

service (SMS), conference call, multimedia service as and the host of services currently enjoyed by the subscribers today. A special telecom services that have really benefited the health sector is the telemedicine (McNay, 2001). This telemedicine will reduce the health tourism undertaken by Nigerians in South Africa, India, USA, etc.

The resultant effect of macromarketing activities in the telecommunication industry have effect on the aggregate economy in Nigeria which has led to job creation, better satisfaction of service compared to the days of NITEL, increase in return of investment (ROI) of telecom firms. The advent of GSM as triggered the spirit of entrepreneurship among Nigerians in the area of dealership to all phone rental, the cell phone repair shops, the static/itinerant calls shop and the street recharge card hawkers.

c) *Macromarketing in the aviation industry*

The play of key activities in the Nigerian aviation industry was dominated by Nigeria Airway between 1963 that the Federal Government fully bought it. The airline had the monopoly of proving domestic and international air services along the West African Coast, Europe and the United States (Ladan, 2012).

Today, Air route in Nigeria is dominated by the macromarketing activities of Aero Contractors, ABC Airline, Bellviero, Sosoliso, Dana, Kabo etc. Which have brought much needed satisfaction by airline passenger till date (Adugu-Ani, 2007). The macromarketing activities in the aviation industry possesses tremendous effect on the economy development of Nigeria – job creation, increase in per capita income of citizens, airline passenger's satisfaction.

The NBS (2005) reports that 2005 to 2007 the aviations industry witness some growth that in 2008 passengers movement increased by 21 percent, cargo movement rose by 774.6 per cent and aircraft movement increased by 2.3 per cent. Air transport has contributed \$10billion to Gross Domestic Product (GDP) of Nigeria (Shadare, 2004)

V. CONCLUSION

Macromarketing is truly an essential force to ensuring economic development of any nation. Macromarketing function brings about job creation; improvement in standard of living; increase in per capita income; inspire the spirit of entrepreneurs in the lives of Nigerians; increases government revenues, improvement in infrastructural facilities of the society as firms intend to show how responsible they are to the publics. Economic development is impossible to achieve without the activities of macromarketing. This is so because economic development measure continuous increase in human progress which is manifested in improvement in standard of living, improved health and other condition of living. Standard of living measures the per capita income of individuals

that is brought about by productivity cause by micro-macro marketing activities in the economy.

VI. RECOMMENDATIONS

1. Government should provide an enabling environment (security for life and property) for firms in different sectors of the economy to carry out their business activities.
2. Government policies (fair taxes, protection of infant industries, local content requirement etc).
3. Firms in different sectors of the economy should embark on corporate social responsibility (infrastructural development, poverty alleviation programme, skill acquisition programme etc) in enhancing economic development.

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Green Mobile Telecommunication: Assessment and Implementation A Consumer Perspective in Lebanon

By Michel Zoghby, Nancy Kanbar & Atef Harb

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Abstract- Mobile telecommunications' sector is one of the fastest developing sectors in the world. Both high usage and demand gather to show how this sector is increasing especially with the energy resources it requires to operate. Mobile telecommunications has a direct effect on the environment related to the usage (users' behavior, network's interaction, power and energy saving, etc.). The main objectives of this research are to assess the consumers' awareness and willingness to pay in order to go green in mobile telecommunication, while measuring the attitudes, perceived behavioral control, and subjective norms that affect the consumers' intentions to go green in mobile telecommunications. The theory of planned behavior is used as the conceptual framework to assess the consumers' intention and behavior towards green telecommunication. A Questionnaire on the theory of planned behavior was built, translated and face to face self-administered interviews were conducted four areas in Lebanon (Jdeideh, Haret Hreik, Roueis, and Maameltein) that were selected based on the traffic profile (voice and data), number of distinct users, locations, population, and workplaces. Results show that most of the Lebanese consumers are aware of the negative environmental and health impacts of telecommunications.

Keywords: *green mobile telecommunication, planned behavior, willingness to pay, environmental awareness, subjective norms, behavioral control, health degradation, network architecture.*

GJMBR-E Classification: *JEL Code: N30, D11, M39*



GREENMOBILETELECOMMUNICATIONASSESSMENTANDIMPLEMENTATIONACONSUMERPERSPECTIVEINLEBANON

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Michel Zoghby^α, Nancy Kanbar^σ & Atef Harb^ρ

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Keywords: green mobile telecommunication, planned behavior, willingness to pay, environmental awareness, subjective norms, behavioral control, health degradation, network architecture.

I. INTRODUCTION

Mobile telecommunication is a fast developing field. The result of several years of work includes mathematical, scientific new solutions, and theorems funneled in order to optimize the output (Von Alven, 1998). Each mobile telecommunications station's components are issued from different technologies, and in order to turn green, those components must be changed into

environmentally friendly ones. Changing hardware is not enough, but software, features, and operations techniques as well must be changed. To let the equipment function for optimal operations (less power usage), the hardware is to be guided by well-designed software and features. In Lebanon, the increase of mobile telephone users was observed in mobile telecommunications. The need of going green in a sector covering a large number of people is crucial. The influence on the numerous usages of mobile services is affected by the strong support for the effects of motivation, attitude effect, pressure, and follow up, control users (Nysveen, Pedersen, & Thorbjornsen, 2005). For the purpose of going green in the mobile telecommunications arise different research focuses such as (a) environmental degradation due to mobile telecommunications, (b) consumers' awareness of environmental degradation (affecting users, non-users, operators, vendors, etc...), (c) the cost of going green in mobile telecommunications (while optimizing the cost of changing into green and using as much as possible the already implemented system), and (d) the willingness of the consumers to pay extra costs while saving different environmental degradations expenditures.

Going green is not an easy task especially in mobile telecommunications. The main objectives of this study are: 1) to assess the Lebanese consumers' awareness of the environment and health effect of mobile telecommunication, 2) to examine consumers' willingness to pay to go green in mobile telecommunication systems, and 3) to study the influence of attitudes, perceived behavioral control, and subjective norms on the Lebanese consumers' intentions to go green in mobile telecommunications. The theory of planned behavior was the choice for this topic.

II. GREEN MOBILE TELECOMMUNICATIONS & THE THEORY OF PLANNED BEHAVIOR

After what the world had faced of deteriorations in environment through noise, electric energy, pollution, and others, the idea of making a waste-free world started to take place (Annual Energy Review, 2010). People are likely to associate environmental problems with health quality in their surrounding (Wind, Van Sickle,

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& Wright, 2004). The high cost of environmental degradation in Lebanon is the major contributor for going green in different sectors (Sarraf, Larsen, & Owaygen, 2004). In order to go green in mobile telecommunications, changing hardware, software, features, behaviors, and awareness started to take place in order to have a green system. Sustainability of systems during emergencies must be present (Gaynor, Brander, Pearce, & Post, 2009). For any new technology adoption, customers must change their behavior and must have more knowledge and awareness prior to overcome new technology adoptions (Simonsen & Dick, 1997). Awareness is a necessity: the reduction of time spent over the phone, the replacement of phone calls with SMS, and the internet applications will reduce and limit the exposure to radio waves (Stoner, 2011). Going green is not an easy task; it must include more than just consumers' awareness or willingness, but also mobile telecom companies' management and government's approvals since the sector is under the Ministry of Telecommunications' authority and governance (Shah, 2008). The effects of mobile telecommunications on the environment can be highlighted in the following: "Energy transfer to water molecules, leading to a temperature increase of the tissue" is the only mechanism of how the Electro-Magnetic Field (EMF) impacts health at small non-harmful measures, as per the International standards (Marino & Galloni, 2011, p 765). In the new green systems, there will be no shelters, no air conditioning, no guard fences, and no Radio Frequency cables that directly reflect in the new green systems: less equipment usage, lower power consumption, less maintenance, less installation time, and less cost. The next figure 1 gives an example of the new green system in Mobile Telecommunications. (Heikkila & Ojwaka, 2008).

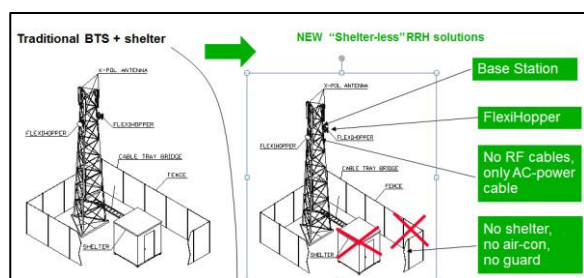


Figure 1 : Comparison between Traditional and New Green Stations (Source: Nokia Siemens Networks Studies environmental friendly solutions (Heikkila & Ojwaka, 2008).

The theory of planned behavior has been used in many studies: to check weight loss behavior (Schifter & Ajzen, 1985), to check "college students' intentions to attend class and earn a good grade" (Ajzen & Madden, 1986, p22), to predict computer resource center usage by students (Taylor & Todd, 1995). Harrison and many

others have demonstrated since 1997 that the behavior is directly proportional to intentions, attitudes, subjective norms, and consumer with a genuine interest in being 'green', for the sake of society and the wider environment, may also have a strong self-interest in being seen to be green" (Freestone & Mc Goldrick, 2008, p.447). In what relates to the application of Ajzen's model (theory of planned behavior), the study of the behavior takes into consideration the consumers' intentions to turn into environment friendly solutions (Von Anandel & Voogd, 2011).

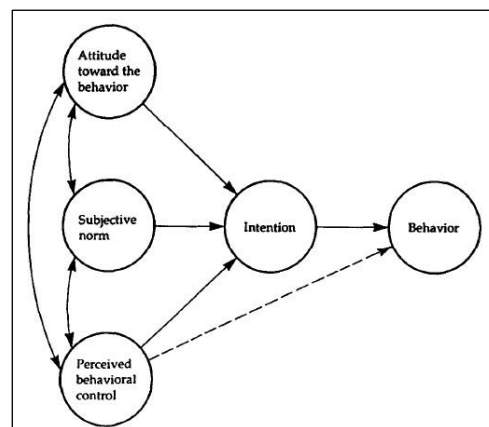


Figure 2 : Theory of Planned Behavior (Source: (Ajzen, 1975))

Consumers having environmental awareness and experiences are more likely to use their environmental attitudes into behavioral decisions, including consumption and expenditure decisions to higher environmental concern: past behavior over the studied topic leads to more accurate data (Berger & Kanetkar, 1995). Sparks and Shepherd (1992) showed that the customers' behaviors are the main contributors in turning green and this was proven by identifying going green and by defining the behavioral intentions of going green. The usage of new environmentally friendly solutions in different sectors showed high efficiency in applying them with an increasing trend worldwide. International organizations are recommending green systems as the basis for new projects. Mobile telecommunications need many systems to operate; therefore, the necessity of green manufacturing became the concern of all factories leading the market. The government, public sector, telecom companies and individuals should all present individuals to set a list of rules, regulations, and life style guidance for all concerned parties in order to get the research work being adopted by the concerned parties in the most optimized way. In particular, this study focuses on the part related to the necessity of going green in mobile telecom and on the consumers' behaviors to go green in mobile telecom. As for the theory of planned behavior used in similar topics, it has proven its efficiency;

especially when it comes to the intentions and behaviors of adopting new green systems. This model was adopted to be the framework of this topic of going green in mobile telecommunications.

III. METHODS AND PROCEDURES

Many variables contribute directly and/or indirectly to the theory of planned behavior. Our focus in this study is on three independent variables that measure attitudes, subjective norms, and perceived behavioral control, in addition to the dependent variable which is the User intention. Additional variables were taken into consideration including socio-demographic, awareness, environmental citizenship, etc. Starting with the attitude, it is explained in each individual's evaluation and self-application of the behavior: the level to which the behavior is positively or negatively valued (attitude towards the consequences of going green in mobile telecom). Second, the subjective norms are described by the individual's awareness of normative pressure or beliefs to performing a behavior. As for the perceived behavioral control, it is apparent as the ability of the individual to perform the behavior (Ajzen, 1991). All three combined together determine the behavioral intentions to adapt and adopt any new idea such as environmentally friendly mobile telecommunications (Ajzen, 1991).

In order to get more accurate results, data collection should cover more respondents, with more questions for each variable. In this case, the respondents were divided as it is described in table1.

Table 1 : Number of users per location area studied

Location	Approximate Number of users during 1 hour of peak traffic	Percentage of total users in this study (calculated weight)	Around 15% of the total number of users	Number of respondents to being questioned (calculated weight * 15% of the total number of users)
Haret Hreik	2,600	35.86	390	140
Jdaideh	1,150	15.86	173	28
Roueiss	1,600	22.07	240	53
Maameltein	1,900	26.21	285	75
Total	7,250	100.00	1,088	296

The data collection performed through questionnaires is used for the purpose of getting specific details about the consumers' attitude, behavior, or awareness. The survey uses face-to-face self-administered questionnaires, while the person questioning is always present to clarify the needed information for the respondents. The distinct number of users is first retrieved; then the weighted percentage for each location is done and number of users based on the weight percentage is calculated. At the end, the number of respondents questioned is calculated as 15% of the weighted number of users during one hour of peak traffic in each region.

In order to explain more the theory of planned behavior, several questions can be used to describe the variables: Is the consumer in favor of doing it (in going green in mobile telecommunications) ('this describes the attitude')? How much does the individual feel the

social pressure to go green in mobile telecommunications) ('subjective norm')? Does the individual feel in control of the action in question (of going green in mobile telecommunications) ('perceived behavioral control')? (Francis, Eccles, Johnston, Walker, Grimshaw, Foy, Kaner, Smith, & Bonetti, 2004). People's behavior is affected by how much they trust their ability to perform it (Bandura, 1982, 1991). In addition to what was mentioned in the theory of planned behavior manual, the divergence and focus on strategies to help people adopting healthy behaviors is a necessity (Francis et al., 2004). This study is present to assess the intention of Lebanese consumers to go green once the green mobile telecommunications is implemented. Intentions and perceived behavioral control should always remain unchangeable from the assessment till the observation (Ajzen, 1991). Actual control is reflected by the perceptions of the behavioral control. Different behaviors result from the behavioral predictions variations (directly related to the intentions and perceived behavioral control). When the complete control over behavioral performance is found, intention and perception of behavioral control are enough to predict the behavior (Ajzen, 1991). The mentioned variables influence both intentions and behavior biased towards attitude and normative influences where the perceived behavioral control is less accurate in the prediction of intentions (Armitage & Conner, 2001). The relation between the variables, especially behavior and control, is to be optimal while keeping the effect of perceived behavioral control as moderate in order to keep the result as fair, realistic and applicable (Armitage *et al*, 2001). In order to explain the variables, important and relevant beliefs are notable as follows: the behavioral beliefs affect the attitudes towards the behavior in question, the normative beliefs affect the subjective norms (social pressure to engage into a belief), and control beliefs affect the perception of behavioral control (Ajzen, 1991). The adopted theoretical model (theory of planned behavior) will attempt to answer the main research questions: Are the Lebanese consumers aware of the negative, environmental, and health effects of mobile telecommunications? Are the Lebanese consumers ready to pay higher mobile fees where green telecom systems will be applied in Lebanon? What is the influence of attitudes, perceived behavioral control, and subjective norms on explaining the Lebanese consumers' intentions to go green in mobile telecommunications?

In order to answer the research questions, primary data collection is a major important task, since there is lack of secondary data related to environmental attitudes and behavioral intentions in Lebanon (related to technology in particular mobile telecom). A questionnaire is developed based on the theory of planned behavior. It includes questions related to

attitudes, awareness, behavioral beliefs, behavioral intentions, control beliefs, demographic, environmental citizenship, evaluations, influences, motivation to comply, normative beliefs, perceived control, perceived power, subjective norms, and demographic variables of the respondents. Many of the questionnaire items are adopted by Harrison and others (1997) and modified to serve the present research. The data collection performed through questionnaires is used for the purpose of getting specific details about the consumers' attitude, behavior, or awareness. The questionnaire, composed of 20 questions, was adopted by Harrison et al. (1997). While questioning respondents, several factors were considered especially related to the mobile networks in Lebanon newly changed to 3G and LTE networks. Several questions are based on seven- point balanced Likert scales to have more detailed results. The survey uses face-to-face self-administered questionnaires, while the person questioning is always present to clarify the needed information for the respondents. The distinct number of users is first retrieved; then the weighted percentage for each location is done and number of users based on the weight percentage is calculated. At the end, the number of respondents questioned is calculated as 15% of the weighted number of users during one hour of peak traffic in each region. In this study, the variables stemming from the theory of planned behavior are the independent variables contributing to the prediction of the behavior. Those variables are attitudes, subjective norms, perceived behavioral control, demographic, structural, social, environmental citizenship, and awareness. As for the dependent variables, they can be summarized in the intention to going green in mobile telecommunications (Ajzen, 1991). In the model chosen, each variable has been evaluated through corresponding items in the questionnaire that were answered by the respondents. Extra variables such as income, gender, and some socio-demographic questions were added in order to gather more information about the respondents.

IV. FINDINGS

In order to cover different kinds of data implications based on the theory of planned behavior, linear regression was performed. The variables are chosen as follow: the dependent variable (intention) and the independent variables, the mean scores for subjective norms, perceived behavioral control, and mean scores for attitudes. The significance level for this regression shows 0.000 as the significance for the F stats, and then, the model is significant at 99%. In addition, the R^2 value for this regression is 0.459 meaning that 45.9% of the data collected fits the regression line. This implies that 45.9 % of the future results (certainty of the respondents' plans to going green if mobile telecom is implemented) are likely

to be predicted by the chosen model. Considering the T-stats for each independent variable, the mean scores of attitude and subjective norms are significant to 99% (T-stats significance of 0.000). As for the perceived behavioral control, t-stats value of 0.174 express that there is low significance (around 83%) in describing the dependent variable. Perceived behavioral control depends on telecom companies' usage of environmentally friendly solutions. The low significance of the perceived control was impacted by the low certainty of the respondents' plans to adopt green mobile telecom when implemented. This regression shows that the mean scores of the independent variables (subjective norms and attitude) are significant and explain well the dependent variable: the intention. As a summary, and after the analysis, the significance level of the model reveals to be 99%, along with the most significant variable as the Attitude and the least significant variable as the Perceived Behavioral Control.

Table 2 is an example of the respondent's willingness to pay to turn into green telecommunications.

Table 2 : Household income vs. willingness to pay

Average monthly household income (US \$):	Are you ready to pay an extra amount on your monthly mobile bill to move to environmentally friendly mobile telecom?		Total Number	Percentages (%)	
	yes	no		yes (%)	no (%)
0-500	6	7	13	46.15	53.85
501-1,000	19	16	35	54.29	45.71
1,001 - 1,500	50	9	59	84.75	15.25
1,501 - 2,000	64	15	79	81.01	18.99
2,001 - 3,000	43	18	61	70.49	29.51
3,001 - 4,000	26	8	34	76.47	23.53
above 4,001	35	12	47	74.47	25.53
Total	243	85	328	74.09	25.91

V. CONCLUSIONS AND RECOMMENDATIONS

This research examines different factors that assess the intention of mobile telecommunications users of adopting green mobile telecom. Mobile telecom users were questioned in order to assess their awareness about the topic of going green in mobile telecommunications. Results show that about 60.1 % of the respondents consider that mobile telecommunications can have some effects on health degradation, while 73.8 % of the respondents are likely to consider that going green in mobile telecommunications will contribute in saving the environment. Respondents were asked if they were ready to pay an extra amount on their monthly mobile bill to move to environmentally friendly mobile telecom and the majority of the respondents (around 75%) are ready to do it. The theory of planned behavior applied to going green in mobile telecom showed good explanatory results gathering the various data (socio demographic variables, locations, mobile usage, etc.). About eighty three percent (82.6 %) of the respondents are likely to adopt green mobile telecommunications if implemented. Therefore, the Lebanese consumers

are aware of the negative environmental and health effects of mobile telecommunications and they are ready to pay higher mobile fees where green telecom systems will be applied in Lebanon. Also, consumers' intention to go green in mobile telecommunications is affected by the attitude, perceived behavioral control, and subjective norms. Several limitations were confronted throughout the study and are summarized below: there is no sufficient data about going green in mobile telecommunication in what relates to consumers' behavior in Lebanon; by that, the respondents found this topic as new, and this might have affected the results.

The sample of respondents chosen was randomly selected from a population located in four different areas in Lebanon: Haret Hreik, Jdaide, Maameltein, and Roueiss. The four selected locations are highly populated and this is reflected in the high number of distinct mobile users as well as the high mobile phone usage. The survey was conducted by passing through the areas' population through weekends and weekdays, in order to cover distinct users with the variety of respondents and their locations that changes between weekends and weekdays. Different variables revealed in the questionnaire are studied; those variables are attitudes, awareness, environmental citizenship, perceived control, subjective norms, and socio-demographic factors. Furthermore, different additional factors can affect the intention of going green in mobile telecommunications. It is important to highlight that the study measures the intention of going green and not the behavior of the respondents; the behavior can't be measured until the green mobile telecom will be implemented. The telecommunications sector is directly related to the government where the decision to invest in any new technology is taken by the ministry of telecommunications. The government deals with the two mobile telecom companies who are just offering management of the sector. By that, the decision of going environmentally friendly requires the political will of the Lebanese council of ministers.

Mobile telecommunications has become a major contributor in our daily lives and a necessity for every person (for work, entertainment, etc.). The number of mobile phone users is increasing tremendously and this is a significant trend in Lebanon and in the world; even the networks are being adapted to handle smart phones (Alfa, 2012). This study that was applied in Lebanon can be adapted in any other country; this is technically feasible, since the Lebanese mobile network is one of the most complex networks with Lebanon's hard geography and diversified equipment, diversified users, and different behaviors, etc. Hence, going green in mobile telecommunications depends on many factors (availability of the equipment, deployment, world environmental solutions, international

standard organizations, etc.) and more specifically on the consumers (decision and policy makers). Their adaptation and lifestyles contribute in saving the environment through green solutions; hence the association between the business needs meeting international standards, consumers' behaviors, and technical requirements is attained. The role of the government, decision makers, mobile telecom companies, and employees in mobile telecom sector is important by having clear strategic plans to adopting green technologies in particular mobile telecom. In future studies, it is proposed to add other variables, such as previous experience in related sectors, outcome expectancy, and practical adaptation of going green.

Awareness campaigns are a necessity for decision makers in order to know the direct and indirect impact of not implementing such systems while showing that the consumers are ready to go green in mobile telecom. Attitudes, subjective norms, perceived behavioral control, willingness to pay to go green, awareness, and all socio-demographic variables affect the respondents' intention to go green in mobile telecom. The consumers' intention to go green has an effect on the mobile telecom sector. The study supports the national and international standards of mobile telecom, provides feedback to the decision makers for going green, and affects directly and/or indirectly different sectors (energy, power, etc.) helping in an environmentally friendly sector and country.

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The Impact of Green Product on the Customer Purchasing Behavior: An Analytical Study on a Sample of the Technological Companies at Amman

By Adeeb D'ames

Abstract- The aim of this study is to investigate the impact of green product on customer purchasing behavior, on a Sample of technological Companies in Amman.

To achieve the research's objectives the researcher used the descriptive analytical method because of its relevance to this kind of research.

Research's population consisted of the clients of (10) technological Companies, while the research sample was a random sample selected from the technological Companies clients. Data collection was conducted through primary resources and secondary resources.

A questionnaire designed by the researcher used for collecting the primary data, while the secondary resources like the books, literature review, journals and articles were used to collect the data.

(SPSS) program is used for data analysis, the results revealed the following:

Keywords: green product, customer purchasing behavior, technological companies, amman.

GJMBR-E Classification: JEL Code: L20, M30



Strictly as per the compliance and regulations of:



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1. INTRODUCTION

In time of globalization and acceleration population growth and technology organizations, and its impact on the environment and living organisms, and increasing environmental problems and pollution and its negative impact on life, were to be think seriously about solutions that help solve these negatives resulting from pollution.

A result of increased consumer awareness about the dangers of environmental organizations to think about Profit and Non-Profit, including so-called green products.

Taking into consideration that companies are socio-economic entities, it can't Be expected that they remain unresponsive to the "Environmental Awareness" that May direct consumer behaviors. Particularly marketing managers encounter with Consumers sensible to environmental issues. The old perception on how businesses Are establishments with no other objective but to profit leaves its place rapidly to A new perception which defines companies as establishments

that are sensible to Social problems. Apart from producing environment-friendly products and selecting Environment-friendly markets, essentially understanding of 'Environmentally Friendly "is required to be integrated into the corporate culture. Consumers Encounter with terms such as ozone-friendly, environment-friendly and recyclable Products in green marketing. However, green marketing isn't limited to these terms But is a much wider concept of marketing activity which can be applied to consumer Goods, industrial goods and even to services (Erbaslar, 2010).

The seventies of the last century, and through what is known as a framework of social responsibility And ethical, the world witnessed a noticeable increase environmental awareness at all levels and levels. Among the most important.

The reasons why this trend is the large increase rates of environmental pollution and water pollution, which included Drinking water and the air we breathe, in addition to climate change caused by global warming (Bakri:2007).

Green marketing term was first discussed in a seminar on "ecological marketing" Organized by American Marketing Association (AMA) in 1975 and took its place in the Literature. In this seminar where the impact of marketing on natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, Ecological marketing concept was defined as follows: Studies regarding adverse or Positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing (Cevreorman, 2010).

In view of the importance of the subject of green marketing in the world and marketing, who appeared as a concept at the end of the eighties?

Of the last century, it has attracted the attention of many researchers around the world, for example, indicated A study that 78 % of consumers in America have expressed their willingness to pay higher prices in order to Get items as environment - friendly Confirmed on the importance of focusing on advertising to promote green.

In a study (Kadlecek, 1991; Larochr, Bergeron & Barbaro, products 2001) To test the correlation between the extent of environmental concern and environmental purchasing behavior committed in America, the results showed that The level of education is associated positive environmental awareness and the latter is a motivation for adopting bullish behavior is committed to environmentally (Mainieri 1997) .

II. LITERATURE REVIEW

A large body of past studies on green product, and this studies despite their merit have some limit with regard to the objective of this study.

Boztepe. A, 2012 titled "Green Marketing and Its Impact on Consumer Buying Behavior "(Boztepe. A, 2012), researcher finds the changes that got the business organizations and the lack of direction for profit only, but became interested in the environment and society, and the resulting increase the interest customers environmental, health and green products to change corporate policies and closer to the environment and the community and gave the researcher an example of According to the consumption report of the EU (Consumers in Europe), it is found That ten percent of the consumers recognize the ecological product labels or green Energy labels on the products sold in the supermarkets and assumptions adopted by the researcher in his research and work to confirm hypothesis There is a significant and positive relationship between environmental Awareness and purchasing behavior of green product Diamantolopoulos and others (2003) conducted a study on 1697 questionnaires In Britain. According to this study, demographic variables were found insufficient to determine green consumer profile. However, again according to this study Women are more related to the environment and women display pro environmental Behaviors. Married couples are more likely to have pro environmental behavior. There is a negative correlation between age and pro-environment attitude. There is a positive correlation between education, information and attitudes and behavior? However, in high social class, environmental information and environmental quality, and participating in green activities hypotheses were not supported (Keleş, 2007).The aim of this study, by analyzing the impact of environmental awareness, Green product features, green product prices, green product advertisement and Demographical features of consumers on purchasing behaviors of consumers, is to Determine whether there is a significant relationship between them and if there is, to Reveal direction and level of this relationship and hence to give advices to companies Producing environment-friendly products.

Second, most past studies either focused on green marketing strategy in "Green marketing strategy and the firm's performance: the moderating role of environmental culture" (Fraj et.al, 2011).The researcher

conducted a study entitled "Strategies green marketing and corporate performance," The aim of this study was to investigate the effect of marketing strategies, green and corporate performance, and in order to achieve this purpose, the researcher designed questionnaire; distributed them to (361) of the industrial companies in the European Union, has the researcher on the descriptive analytical method for access to the results of the study, the study concluded that the adoption of marketing strategies green lead to improved profitability of organizations through improved performance and reduce costs, the study showed that the dimensions of organizational sentences are not connected positively to the prosperity of the organization economically However, green strategies have an impact on the organization achieve excellence in performance and profitability , the study recommended the need to adopt green strategies in industrial organizations and to overcome the obstacles that riddled.

Third, we found very few past studies investigated the differences The Relationship Between Information Technology, Process Innovation And Organizational Performance "The Relationship Between Information Technology, Process Innovation And Organizational Performance" (Ismail et.al, 2012). He conducted a study entitled "The relationship between information technology and the processes of innovation and organizational performance," The study aimed to find out the relationship between the creative process and performance in organizations, high-tech, have embraced the study hypotheses essential, is the first hypothesis that there is a relationship between information technology and the creative process, as was the second hypothesis that there is a positive relationship between information technology and performance, has adopted the study approach analytical descriptive in order to reach the goals and purposes of the study, has been using the questionnaire as a tool to achieve the purposes of the study, has represented a sample study of a group of companies of high technology in Malaysia , has been represented in (50) factor in the high-tech companies, the study concluded that there is a strong relationship between the creative process and the performance of the organization, the study recommended the adoption of information technology in the process of creativity and innovation.

Fourth, there is Relationship Innovation to do more Marketing Performance study of "The Relationship between Innovation and Marketing Performance in Business Organizations: An Empirical Study on Industrial Organizations in the Industrial City of King Abdullah II" (AL -Zyadaat et. al, 2012). The researcher conducted a study entitled "The relationship between creativity and marketing performance in business organizations applied study on industrial organizations Jordanian King Abdullah II as a model," The study aimed

to determine the relationship between creativity green marketing performance, the study aimed to focus light on lack of care and attention to creativity green, everyone preoccupied in daily practice routine by increasing profits and increase sales, has represented the study sample in the (115) of the managers of industrial companies in the city of King Abdullah II, has been relying on the descriptive analytical approach in order to achieve the purposes of the purposes of this study, the study concluded that there is an essential role and large between creativity green marketing performance, and the study recommended the need to embrace creativity green in the field of marketing; since that benefit of the bumper to the organization as they are capable of excellence over its competitors.

III. HYPOTHESIS

H01: There are no statistically significant relationship between all variables green product and all variables customer purchasing behavior in Technologies Company.

H1.1: There is no impact of on overall between products Label and customer purchasing behavior in Technologies Company.

H1.2: There is no impact of on relationship between Packaging and customer purchasing behavior in Technologies Company.

H1.3: There is no impact of on relationship between Price and customer purchasing behavior in Technologies Company.

H1.4: There is no impact of on relationship between Quality and customer purchasing behavior in Technologies Company.

H1.5: There is no impact of on relationship between Promotion and customer purchasing behavior in Technologies Company.

IV. METHODOLOGY

Consumers who have the purchase experience of information and electronics products In Amman. The questionnaires were randomly mailed to consumers who had the, while the study sample represents the questionnaires were randomly mailed to consumers who had the Purchase experience of information and electronics products. In the Hashemite Kingdom of Jordan within purposeful random sample, based on this the sample unit is the clients using the green product.

V. DATA COLLECTION METHOD

For the purpose receiving the data and information to achieve the research objectives and illustrate its importance the following resources and instruments:

1. *Primary sources:* The researcher will depend on collecting the primary data on the questionnaire,

through distributing it to the Jordanian technological Companies sector the research`s sample and helps in building the study`s scientific frame.

2. *Secondary sources:* Information will be received through referring to the books and the previous studies related to the research, the articles and the scientific journals to prepare the theoretical frame and to explain the basic terms in the research and enriching the search, also the researcher will use the electronic sites to attain some information.

VI. VARIABLES AND MEASURES

The paper questionnaire was developed to collect data from the sample of the study after reviewing some of the previous literature addressing each of the variables examined in the study, it contains one main variable which consists of questions, the first group is about demographic question, such as (age, gender, nationality, marital status, level of education, and company name) about the study population, the second is about green product which includes five sub domains and was covered by (25 questions): product label (5 questions), packaging (5 questions), price (5 questions), quality (5 questions), promotion (5 questions), The third group is about customer purchasing behavior which includes three sub domains and was covered by (5 questions).

VII. RESULTS AND DISCUSSION

The study sample characteristics analysis in table (4-1) showed that the male were male 58 and female 42, and also showed that most respondents were green technology group company which 46% while age was the highest was (31-41) was 39% while the lowest respondents were less than 21 and more than 51 which is reflected by 11%, and the highest marital status respondents were married with 54%, and Jordanian respondents were the highest, and in the education section the bachelor degree got the highest number of respondents with 72% of the total respondents.

There is no relation with statistically significant effect between the total dimensions of the green product and the customer purchasing behavioral for the technological Companies customer in Jordan.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the overall dimensions of the green product and customer purchasing behavioral in technological Companies customer was ($R = 38\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavioral because of the impact of green product of technological Companies is not less than ($R^2 = .145$), which is an acceptable percentage, meaning that (14.5%) of the total differences in customer purchasing behavioral for the Jordanian is determined

through the green product, and the remaining percentage is equal to (85.5%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed ($F = 16.561$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between green products and customer purchasing behavioral.

The results of the simple regression analysis showed that there is positive impact of the overall green product on the customer purchasing behavioral, ($\beta = .380$) at level of significant (0.000). Accordingly, the researcher rejects the null hypothesis and accepts the alternative hypothesis.

There is no relation with statistically significant effect between the product label and the customer purchasing behavior.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the product label and purchasing customer behavior in technological Companies was ($R = 45\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact product label of technological Companies is not less than ($R^2 = .002$), which is an acceptable percentage, meaning that the (0.002%) of the total differences in customer purchasing behavior for the Jordanian is determined through the product label, and the remaining percentage is equal to (99.998%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed ($F = 0.202$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between product labels and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the product label on the purchasing behavior, ($\beta = -.450$) at level of significant (0.654).

There is no relation with statistically significance between the usage packaging and the customer purchasing behavior.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the packaging and customer purchasing behavior in technological Companies was ($R = 99.6\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact of packaging of technological Companies is not less than ($R^2 = .991$), which is an acceptable percentage, meaning that the (99.1%) of the total differences in purchasing behavior for the Jordanian is determined

through the packaging, and the remaining percentage is equal to (99.008%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed ($F = 10869.029$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between packaging and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the packaging on the customer purchasing behavior, ($\beta = .996$) at level of significant (0.000).

There is no relation with statistically significance effect between the price and the customer purchasing behavior.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the price and customer purchasing behavior in technological Companies was ($R = 0.169\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the purchasing behavior because of the impact of price of technological Companies is not less than ($R^2 = .029$), which is an acceptable percentage, meaning that the (0.029%) of the total differences in purchasing behavior for the Jordanian is determined through the price, and the remaining percentage is equal to (99.971%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed ($F = 2.893$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between prices and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the price on the customer purchasing behavior, ($\beta = -.169$) at level of significant (0.092).

There is no relation with statistically significance effect between the quality and the customer purchasing behavior.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the quality and customer purchasing behavior in technological Companies was ($R = 0.054\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact of quality technological Companies is not less than ($R^2 = .003$), which is an acceptable percentage, meaning that the (0.003%) of the total differences in customer purchasing behavior for the Jordanian is determined through the quality, and the remaining percentage is equal to (99.997%) representing contribution percentage of the excluded variables that were not included in the

study model as it shown in table (1-1). The value of computed ($F = 0.286$) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between qualities and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the quality on the customer purchasing behavior, ($\beta = .054$) at level of significant (0.594).

There is no relation with statistically significance effect between the promotion and the customer purchasing behavior.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the promotion and customer purchasing behavior in technological Companies was (R² 0.046%), and the coefficient of determination (R^2) showed that the explained difference percentage in the customer purchasing behavior because of the impact of promotion of technological Companies customer is not less than ($R^2 = .002$), which is an acceptable percentage, meaning that the (0.002%) of the total differences in customer purchasing behavior for the Jordanian is determined through the promotion, and the remaining percentage is equal to (99.998%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed ($F = .208$) in addition to significant level of (0.650).

This indicates that the curve of regression is good in explaining the relation between promotions and customer purchasing behavior.

The results of the simple regression analysis showed that there is positive impact of the promotion on the customer purchasing behavior, ($\beta = -0.456$) at level of significant (0.000).

VIII. CONCLUSION

This study potentially contributes to knowledge by examining the impact of green product on customer purchasing behavior within technological Companies.

This study could be useful for academics, banks' administrations.....

Academically, this work aims to focus academic attention on a much neglected domain such as what costumer should know about the green technological companies provide, making them pay attention and motive them to use. Many technological Companies don't paying attention to green product and how this subject will attract customer. There is currently a lack of appropriate study on this subject by academia in Middle East. Although this research has provided great points for green product, it is been subject to some limitations. One of these limitations was considered to be a new concept. In addition, there were no practical

applications of this tool in Jordan and the Arab region possibly leading to some inconsistencies in the data collection process. Future research should take more variables to study with more details, and also should take more time to complete it and also sample should be more to get accuracy and reliability. Future research should be also expanded through other Arab countries.

IX. RESEARCH LIMITATION

For every study there are four limitations, they are as follow:

1. Spatial limitations: technological Companies clients in the capital Amman.
2. Temporal limitations: The scholastic year 2013-2014.
3. Human limitation: The research is limited to the technological Companies in Jordan.
4. Scientific limitations: Represent in the independent research's variables.

In green product (product label, packing, price, quality, and promotion) and the dependent variable, which is the customer purchasing behavior.

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Carioca Soccer Mascots in the Jornal DOS Sports Marketing Strategy

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Abstract- Admitting football as a fundamental element of the economy in capitalist society, we investigate the exploitation of its spectacle in the 1940s. Aiming primarily to stimulate consumption and identification of fans with their clubs, the cartoons of Jornal dos Sports here are analyzed to understand the economic dynamics around the sport. The clubs mascots created by cartoonist Lorenzo Molas would also appear on the advertisements. We will see then how far the concept of Alan Bryman, of "Disneyzation", can be found in the Brazilian case. We will look for traces of this process through thematization and merchandising.

Keywords: *mascots, sports cartoons, jornal dos sports, mário filho and lorenzo molas.*

GJMBR-E Classification: *JEL Code: M00, M39*



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Carioca Soccer Mascots in the Jornal DOS Sports Marketing Strategy

Mascotes Do Futebol Carioca Na Estratégia Mercadológica Do Jornal Dos Sports

Flavio Mota de Lacerda Pessoa

Resumo- Admitindo o futebol como elemento importante da economia capitalista na sociedade contemporânea, o presente artigo investiga a exploração de elementos ligados à sua espetacularização, durante a década de 1940. Práticas da imprensa esportiva revelam possibilidades de potencialização de ações que visam estimular o consumo e a identificação dos torcedores com seus clubes. As charges do cartunista argentino Lorenzo Molas para o *Jornal dos Sports*, sob a direção de Mário Filho, são analisadas aqui para se compreender as dinâmicas econômicas ao redor do fenômeno esportivo, se levarmos em conta que em pouco tempo passaram a marcar presença também nas mensagens publicitárias do matutino. Essas evidências motivou a tentar perceber em que medida o conceito de "Disneyzação" elaborado por Alan Bryman pode ser verificado no caso brasileiro aqui investigado. Procuramos observar vestígios do processo de "Disneyzação", através da tematização, do merchandising e demais pilares da estratégia mercadológica dos parques temáticos observados por Bryman.

Palavras-chave: mascotes; charges esportivas; jornal dos sports, mário filho e lorenzo molas.

Abstract- Admitting football as a fundamental element of the economy in capitalist society, we investigate the exploitation of its spectacle in the 1940s. Aiming primarily to stimulate consumption and identification of fans with their clubs, the cartoons of *Jornal dos Sports* here are analyzed to understand the economic dynamics around the sport. The clubs mascots created by cartoonist Lorenzo Molas would also appear on the advertisements. We will see then how far the concept of Alan Bryman, of "Disneyzation", can be found in the Brazilian case. We will look for traces of this process through thematization and merchandising.

Keywords: mascots, sports cartoons, jornal dos sports, mário filho and lorenzo molas.

I. INTRODUÇÃO

a) papel das figuras simbólicas do futebol carioca



Figura 1 : Molas adota a metalinguagem ao se retratar na charge voltando à redação do Jornal dos Sports, após longas férias. Neste momento, em março de 1946, seus mascotes já estavam familiarizados com os leitores e na sua volta, o cartunista elabora um cenário onde seus colegas de redação estão representados pelos 10 mascotes criados por ele, reforçando a noção de identificação entre os personagens e os torcedores. JS, 20 de março de 1946, p.1.

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Após três meses de férias, o inconfundível traço do cartunista Lorenzo Molas voltava a figurar na primeira página do *Jornal dos Sports*¹ no dia 20 de março de 1946. Nesta primeira charge do ano, Molas desenhou a si mesmo, entrando entusiasmado na redação, em direção à sala de Mário Filho. O cartunista fez questão de “ser recepcionado” por todos os mascotes que ele já havia elaborado quase dois anos antes. Através de discretas setas com diferentes nomes, deu a entender que queria representar seus colegas de redação, através dos personagens simbólicos dos dez times que disputavam o campeonato de futebol no Rio de Janeiro. Assim, o Popeye do Flamengo, representava o cultuado escritor José Lins do Rego; o Almirante vascaíno se manifestava na pele do cronista que assinava como Zé de São Januário; o Malandro do Madureira, identificado na figura de Jota Efegê, célebre cronista carnavalesco e pesquisador do samba carioca, e assim por diante. Além destes, o Cartola do Fluminense, o Diabo do América, e o Pato Donald do Botafogo dividiam a cena com os mascotes do Bonsucesso, do São Cristóvão, do Bangu e do Canto do Rio, cada um indicando um nome de algum funcionário do matutino.

Lorenzo Molas parecia não apenas querer sugerir que seus mascotes haviam sido criados para serem identificados com os torcedores, mas também que a redação do *JS* era um espaço “futebolisticamente democrático”, que continha torcedores de todos os times do então DF. Sem dúvida, seria uma boa associação a um periódico, onde a imagem de “imparcialidade” soava indiscutivelmente positiva, ainda que esta ideia não correspondesse necessariamente à verdade. No dia seguinte à publicação desta charge, o matutino trazia um anúncio do segundo volume do álbum Miss Campeonato, que reunia todas as charges que o cartunista havia elaborado durante a disputa do certame de 1945.

Se é muito difícil transmitir uma noção mais precisa a respeito da popularidade dos personagens, devido à enorme carência de fontes minimamente fidedignas, que apontem respostas do público, como vendas, tiragens, ou cartas de leitores, a empreitada tão pouco faz parte do objetivo desta pesquisa. No entanto, algumas referências aos mascotes elaborados por Molas, em outros espaços do jornal para além das charges, convida à reflexão sobre o alcance dos personagens. Pesquisando a produção pioneira de charges esportivas diárias publicadas no *JS* para a dissertação de mestrado em andamento, nos deparamos com outras evidências que não podem ser ignoradas: uma série de anúncios e crônicas que usavam ou mencionavam as mascotes elaboradas pelo cartunista portenho. Não se limitando à sua função

original, as mascotes eram lembrados com entusiasmo pelos colegas de redação, além de figurar também em mensagens publicitárias, crônicas e notícias. Observaremos aqui, o papel das mascotes enquanto ferramenta central numa estratégia mercadológica que promovia o próprio *JS* e o futebol como espetáculo.

b) O “mercado” do futebol carioca no final da era “pré-Maracanã”

Na década de 1940, o futebol praticado no Brasil já se consolidava enquanto espaço econômico de relevância no país, principalmente em suas grandes capitais. O Rio de Janeiro, então Distrito Federal, contava com um forte campeonato municipal, clubes detentores de suntuosas praças esportivas com capacidade para dezenas de milhares de pessoas, jogadores profissionais e ocupava parte significativa do espaço das páginas dos principais jornais do país. Tal fenômeno era sustentado por um mercado consumidor que aumentava ao ritmo do crescimento da cidade, consumindo o futebol através da compra de ingressos para as partidas, de jornais que se dedicavam a cobrir o esporte e de produtos que vinculavam sua imagem a este esporte.

Nesta época, antes da televisão chegar no Brasil, os jornais eram os principais veículos onde os torcedores se informavam sobre os eventos esportivos, de modo que os periódicos assumiram papel central nas relações entre esporte e o público consumidor. Buscando sempre estimular, atrair ou ampliar o número de leitores e torcedores, lançavam mão de toda sorte de promoções, ofertas, brindes, lançamentos e criação de novos produtos. O futebol, que surgiria na virada entre os séculos XIX e XX, na dinâmica dos fenômenos atrelados à modernidade, despontava gradativamente como uma excelente oportunidade de negócios diversos. Mário Filho lançava “Histórias do Flamengo” no ano do cinquentenário do clube. Dois anos depois, no calor da campanha pela construção do Estádio Municipal na região do Maracanã, o célebre livro de sua autoria, *O negro no futebol brasileiro*, era anunciado em seu jornal.

Em 1944, o *Jornal dos Sports*, um dos mais populares do país, adotou uma nova estratégia mercadológica que traria benefícios em diversas frentes. Mario Filho, responsável pela edição do periódico, contratou com exclusividade o cartunista argentino Lorenzo Molas para ser o responsável pelas novas charges diárias publicadas na primeira página do jornal. Molas marcaria seu nome no imaginário coletivo do futebol ao elaborar mascotes para os clubes de futebol carioca. Seus personagens configuram, aparentemente, as primeiras representações visuais construídas sobre os principais times de futebol do Rio de Janeiro, procurando estabelecer um novo vínculo com leitor, através de sua identificação com os mascotes. O diário esportivo estendeu a exploração do

¹ A partir da próxima menção ao *Jornal dos Sports*, usaremos a sigla JS.

uso da imagem das mascotes para mensagens e peças publicitárias, lançamento de produtos e promoções de anunciantes de diferentes ramos comerciais. Nota-se que o pertinente interesse dos anunciantes em associar a sua marca aos clubes de maiores torcidas, resultava em uma maior exposição no periódico daqueles com maior força econômica da cidade.

Numa iniciativa pioneira, o *Jornal dos Sports*² contratava o cartunista portenho Lorenzo Molas, diretamente da imprensa de Buenos Aires, para desenhar charges diárias sobre o futebol carioca. Molas chegara no Rio de Janeiro no dia 14 de junho de 1944 e veria sua primeira charge publicada no aclamado diário esportivo de Mário Filho, na primeira página da edição do dia 17 daquele mês. Sua charge de estreia, curiosamente, dava destaque à contratação de um zagueiro argentino pelo Flamengo, que teria começado justamente no time do bairro operário de Lanús, onde o cartunista nascera. Em pouco tempo, o argentino desenvolveu uma trama onde figuras simbólicas dos principais clubes de futebol do Rio de Janeiro disputariam a mão da Miss Campeonato, figura alegórica criada para representar a ideia abstrata do título de campeão. Molas consagrou personagens símbolos no imaginário popular do torcedor, como o Diabo, do América, o Cartola, do Fluminense, o Almirante, do Vasco. Escolheu ainda o Pato Donald para o Botafogo, e o marinheiro Popeye, para o Flamengo, que acabariam esquecidos com o surgimento de novos mascotes.

Ao fim do primeiro campeonato registrado pelo humor de Molas, o *JS* já lançou no mercado um álbum com todas as charges publicadas na temporada. No decorrer dos anos, os mascotes de Molas estariam cada vez mais presentes, extrapolando os limites do espaço reservado às charges. Não podemos saber, infelizmente, quais as condições dos acordos feitos entre os anunciantes, o jornal e o cartunista. Não sabemos se era cobrado algum direito de imagem pelo uso dos personagens, por exemplo, ou se Molas recebia alguma remuneração extraordinária apenas por cada ilustração que elaborava. Tão pouco temos maiores informações sobre a questão dos direitos de uso da imagem dessas mascotes, o que nos leva a supor que talvez casos como esse ainda não fossem acordadas em contrato ou que sequer existisse esse tipo de condição jurídica.

Devemos lembrar que a apropriação de Molas por célebres personagens de cartunistas americanos, Pato Donald e Popeye³, talvez seja um indício a

confirmar essa hipótese. Outro indício que pode nos ajudar a refletir sobre essa questão, são as primeiras charges do sucessor de Molas, o chargista Otélo, que mais tarde se tornaria mais conhecido pelo pseudônimo Otélo Caçador. Em suas primeiras charges, Otélo continuou a usar os mesmos personagens de Molas, reproduzindo no seu traço as mesmas figuras simbólicas criadas pelo cartunista argentino, bem como a trama em torno da disputa pela Miss campeonato.

c) *Indústria do entretenimento esportivo no ciclo econômico da sociedade*

Wray Vamplew apontou duas importantes lacunas em dois campos da história. Por ter se tornado uma indústria forte e poderosa econômica e politicamente, o autor se percebe surpreso com a ausência das questões relacionadas ao esporte entre os estudos veiculados em alguns dos periódicos de maior relevância na história econômica, *Journal of Economic History* ou *Economic History Review*. Também sentiu a falta de questões relacionadas aos aspectos econômicos do esporte em revistas como o *Journal of Sport History*. Observar os fenômenos esportivos através de suas relações mercadológicas, tornou-se fundamental, a partir do momento em que atraindo um público cada vez maior, o evento esportivo passa a ser encarado como produto, espetáculo capaz de mobilizar as massas, atraindo lucro não apenas através das bilheterias, como ao abrir oportunidades de veicular publicidade. Clubes investem em maiores estádios, buscando recursos através de créditos pessoais, habilidades financeiras ou influência política. Maiores estádios e maiores públicos implicam a reorganização de uma rede interminável de sistemas interligados, como transporte, que passa a atender a uma demanda muito maior nos fins de semana. Maior público exige do Estado a garantia de um sistema de segurança proporcional ao evento. Clubes organizam-se em ligas, que buscam planejar, reger, organizar e dar forma às competições, por princípio, buscando as escolhas que possam atender ao maior público possível, visando o máximo de retorno financeiro. Podemos observar também a questão das transmissões das partidas e competições esportivas, começando pelo rádio, desenvolvendo-se no período da televisão e chegando à internet. Todas essas esferas que envolvem um acontecimento esportivo são responsáveis direta ou indiretamente por uma gigantesca e intrínseca rede de relações comerciais, multiplicando a demanda por toda uma rede de serviços paralelos necessários a um evento público de grandes dimensões.

Cabe refletir especialmente sobre o papel da imprensa esportiva nesse quadro. Para além de ter tido participação pioneira nos primeiros registros dos acontecimentos em torno do esporte moderno, a imprensa desempenhou papel preponderante na trajetória do desenvolvimento do esporte, por servir de

² A partir da próxima menção ao *Jornal dos Sports*, usaremos a sigla *JS*.

³ Pato Donald, criação de 1934, de Carl Barks, para os estúdios Disney. Popeye, criação de Elzie Crisler Segar, surgiria em 1929, nas páginas do *New York Journal*.

principal canal de comunicação entre o público e o acontecimento esportivo até o advento do rádio e da TV. Desse modo, a imprensa muito mais do que informar sobre esporte, inferiu sobre ele, delineando alguns rumos, promovendo e construindo uma história, um imaginário popular, forjou interpretações, criou e estabeleceu tradições culturais em torno de clubes, personalidades.

d) *Proposta do artigo*

O objetivo deste trabalho passa por entender a opção pelo uso comercial das mascotes dos clubes cariocas, como uma medida estratégica que visaria a potencialização das vendas do periódico e de produtos diversos, que passaram a se associar à imagem dos personagens. Para tal, utiliza-se da pesquisa nos microfilmes do *JS* do período que vai de junho de 1944 a setembro de 1947, buscando relacionar o contexto político e econômico do período às charges de autoria de Lorenzo Molas e aos diversos usos da imagem das mascotes para iniciativas econômicas.

Trabalhamos com o conceito de “Disneyzação” de diversos setores da sociedade e da economia, de Alan Bryman⁴, que consiste no processo de infiltração de alguns princípios dos parques temáticos da Disney em vários setores da sociedade norte-americana e mundial. Daremos atenção aqui, a três das quatro tendências apontadas por Bryman, comuns na indústria de entretenimento americana: a tematização, onde todos os componentes giram em torno da temática central; a diversificação da oferta de consumo; e a prática do merchandising. A quarta tendência econômica delineada pela lógica dos parques temáticos estaria ligada ao caráter emocional no trato entre funcionários e clientes. O controle dos trabalhadores, através de um treinamento de pessoal específico, pode ser percebido como uma marca na lógica do funcionamento dos parques. Nos afastamos desta perspectiva por acreditar que o assunto se afasta demasiadamente do foco de nossa pesquisa, e também por não dispormos das ferramentas necessárias para uma análise válida da questão. Perceberemos que todas estas dimensões estão vinculadas umas às outras, num processo que cada aspecto do processo colabora para o funcionamento de todo o sistema.

Para o presente artigo, a proposta é perceber essas e outras peculiaridades presentes nas relações comerciais que envolviam a imprensa e esportiva e a espetacularização do futebol no Rio de Janeiro da década de 1940. Para a seleção das fontes analisadas neste artigo, privilegiamos as que trazem as mascotes para o centro das atenções, não apenas nas charges, como nas mensagens publicitárias e lançamentos de produtos ligados à exploração dos símbolos. Reunimos

evidências de naturezas diversas: anúncios de produtos editoriais, lançamento de souvenir, um concurso promocional, e demais menções em crônicas do periódico.

O objetivo maior é perceber os mascotes como uma iniciativa de múltiplas funções. Além do óbvio atrativo, propiciando entretenimento diário, a exploração comercial dos personagens visava estabelecer empatia e laços afetivos com o público, mantendo sempre aquecido o clima de disputa e rivalidade entre os torcedores. A constante presença dessas mascotes em peças publicitárias, promoções e lançamento de produtos, amplia consideravelmente sua relevância dentro de um dos mais profícuos diários esportivos, sob o comando do aclamado jornalista e comunicador Mário Filho, que marcou sua trajetória, pela inovação editorial e mercadológica que operava em seu jornal⁵, e permite que nos lancemos no desafio de observar o fenômeno sob a perspectiva apontada por Bryman, a respeito dos princípios que regem os parques temáticos.

Sobre a tematização, compreendemos o eixo temático em torno do próprio ambiente da charge, de seus personagens, que acabavam se tornando ícones do *JS*. Este eixo temático, por outro lado, representa o futebol carioca. Ou seja, a tematização em torno da Miss Campeonato também gira em torno de um tema mais amplo e abrangente, que é o futebol carioca, enquanto espetáculo. Outras duas tendências levantadas por Bryman é a “desdiferenciação de consumo”, onde a diversificação de opções de consumo em novos espaços de entretenimento, bem como a prática de “merchandising”, com o lançamento de uma linha de produtos licenciados, também encontram paralelos no caso observado aqui, ainda que de maneira extremamente mais modesta, concentrada na produção editorial, e movimentando uma outra ordem de grandeza.

É fundamental a ressalva a respeito do cuidado observado na transposição do modelo de Bryman ao caso brasileiro. Evidente que é mais que necessário situar os dois meios em vista de evitar uma comparação forçada. Estamos cientes de estar tratando de medidas mercadológicas de uma empresa de tamanho, recursos e folha de pagamento numa escala muito mais modesta do que a de grandes indústrias do entretenimento, como são os estúdios Disney. Os aspectos aqui observados, no entanto, visam apenas reconhecer semelhanças na natureza das estratégias, na adoção sistemática dos pilares comerciais mais fundamentais do fenômeno da “Disneyzação”, num período que antecede em onze a oito anos, a inauguração do primeiro parque do estúdio, na Califórnia, em 1955.

⁴ BRYMAN, Allan. *The Disneyisation of Society*. Londres: Sage, 2004.

⁵ DRUMOND, 2008, p.66

O mais importante, enfim, é que com esses quatro aspectos, o modelo do processo de “Disneyização” teria potencial de aumentar exponencialmente o consumo. Com esse conceito em mente, nos propomos agora a tentar perceber em que grau a organização do futebol brasileiro profissional de alta competição já se inseria no período ainda um pouco anterior à construção do Maracanã⁶ (que concentraria as multidões), não deixando de observar também onde tem deixado de se inserir no processo de americanização e globalização dos mais variados setores que, segundo Bryman, estariam se espalhando por diversas partes do globo.

II. MASCOTES DO FUTEBOL CARIOCA MOVIMENTANDO A SOCIEDADE DE CONSUMO NO RIO DE JANEIRO.

a) *Miss Campeonato como eixo temático*

Se os personagens tiveram realmente uma boa acolhida pelos leitores, os vestígios encontrados não são suficientes para respostas precisas, mas fornecem subsídios que nos permite refletir sobre a amplitude do uso e da exploração comercial de seus personagens. Não foram poucas as formas de uso com que se exploravam comercialmente as mascotes elaboradas por Lorenzo Molas. A poucos dias da final do campeonato de 1944, um primeiro anúncio sobre o lançamento do Álbum da Miss Campeonato prometia trazer todas as charges elaboradas por Molas. Inclusive, a do casamento da moça, que ainda nem sabia quem seria o noivo: se o flamenguista Popeye ou se o vascaíno Almirante. Isso significa dizer que eles estavam antecipando o anúncio de um novo produto editorial e que iria incluir uma ilustração que ainda estava para ser elaborada.

A partir deste dia, os personagens de Molas passariam a aparecer também em outros espaços para além do que o que lhes era reservado. Logo surgiram escudos esmaltados com as figuras simbólicas de cada clube, concursos, novos produtos editoriais. A própria charge final do casamento da Miss, que simbolizava a conquista do clube campeão, ocupando toda a primeira página, pode muito bem ter servido de pôster de campeão, caso o leitor tenha mandado emoldurar e decorar a parede. Com o tempo a aparição das figuras em homenagens de anunciantes passa a ser cada vez mais frequente.

Lançamento de novos produtos e promoções, a constante presença de personagens nas mensagens dos anunciantes, todo esse movimento gira em torno da tematização do ambiente das charges, a desejada

Miss Campeonato e seus pretendentes. Sendo a Miss Campeonato uma metáfora para o troféu do campeonato carioca de futebol, acreditamos poder situar o eixo temático na trama da charge de Molas, que remete diretamente ao meio do futebol carioca profissional.

Poucos dias após o mesmo campeonato de 44, a coluna *Uma Pedrinha na Shooteira*⁷ foi totalmente dedicada ao sucesso dos personagens de Molas, para no último parágrafo, lançar um concurso para a escolha do nome das mascotes de clubes menos expressivos. A parceria com a *Rádio Tamoio* no concurso sugere uma boa estratégia para difundir ou ampliar a popularidade das personagens entre o público do rádio⁸. Ou, ao contrário, talvez o interesse da rádio já seja um bom indício de que os personagens já gozassem de certa popularidade. De fato, as mascotes de Molas pareciam fazer relativo sucesso. Colunistas como Zé de São Januário⁹, Vargas Neto¹⁰ e José Lins do Rego¹¹ chegaram, em algum momento, a mencionar as mascotes e as tramas de Molas em suas crônicas, como forma de se referir aos clubes. A fonte constitui um flagrante de um raro momento, em que um dos cinco personagens secundários passa ao centro das atenções. Natural que o maior interesse dos anunciantes seja falar às torcidas maiores, supostamente atingindo um público mais significativo. O concurso pode ser interpretado, então, como uma oportunidade aproveitada pelo matutino em estabelecer um contato mais íntimo com os moradores da região onde esses clubes, tidos como pequenos, mantinham suas sedes. Nada mais interativo para época do que batizar com nome sugerido pelos leitores, um personagem que servia como mascote do time de sua região. Dias depois, escolhido o nome para a figura simbólica do Bonsucesso, Molas presenteava os leitores com o batizado de Seu Leopoldino. Nota-se a boa estratégia, onde o leitor colabora com a trama. Acreditamos que o eixo temático em torno da Miss e de seus pretendentes pressupunha uma oportunidade perfeita para estreitar ainda mais os vínculos entre os leitores e o jornal. Acreditamos que a ideia era que o leitor se identificasse com os personagens. Quando seu time é campeão, é o leitor que deve se sentir o noivo da mais desejada beldade da “cidade futebolística”.

⁷ 02 de novembro de 1944. Pág. 06

⁸ Os dez times que participavam da disputa foram ganhando seus mascotes, no decorrer do campeonato, ainda que a maioria quase não aparecesse com frequência e que alguns não tivessem nem nome. Clubes menos expressivos como Canto do Rio, Bonsucesso ou Madureira ganharam nomes através dos concursos promovidos pelo JS. Outras lojas e empresas também ofereciam prêmios para o vencedor, mas as cartas deveriam ser enviadas apenas para a redação do jornal e o endereço da rádio. JS, 02 de novembro de 1944, p.6.

⁹ JS, 02 de novembro de 1944, p.6

¹⁰ JS, 25 de setembro de 1945.

¹¹ JS, 30 de março de 1945.

⁶ Toda essa agitação comercial em torno das mascotes ajuda a compreender este momento que antecede a construção do Estádio do Maracanã, cuja campanha propagada por esse mesmo periódico, batizada de *A batalha do Estádio*, se tornaria fundamental para vencer o projeto preterido, em Jacarepaguá.

Corria o ano de 1947 e, às vésperas do carnaval, muito antes do início do campeonato carioca de futebol daquele ano, a coluna *Vasco em dia*, publicada regularmente no *JS*, dedicava uma página inteira às preparações para o baile de carnaval que seria promovido pelo Clube de Regatas Vasco da Gama, num salão de festas de São Januário¹². Num dos salões do clube, um grande painel preparado para um baile de carnaval procurava reproduzir as figuras simbólicas dos clubes de futebol do Rio, criadas pelo cartunista argentino Lorenzo Molas¹³. Na já citada coluna, que trouxemos à discussão para introduzir este artigo, as fotos publicadas nos mostram que o Almirante, em posição de destaque, está mais próximo da única personagem feminina na cena, que se supõe se tratar de uma Miss Campeonato¹⁴. O colunista que assina como Zé de São Januário informa, em uma nota, que o Almirante chegava a alcançar a altura de quatro metros. Sob o título de Salão Monumental, comenta o colunista:

Entre os grandes painéis que ornamentam os salões há uma homenagem aos clubes cariocas de futebol, com as figuras simbólicas de Lorenzo Molas, ora na Argentina, que tantas amizades deixou no Brasil, lá vemos o almirante, de espada fora da bainha, com quatro metros de altura, tendo ao seu lado, o "Cartola", "Popeye", "Diabo", "Malandro", "Santo", "Operário", "Pato Donald", e o "Seu Leopoldino" montado na mula manca."¹⁵

Na mesma página, podemos observar uma evidência mais explícita do uso comercial dos mascotes criados por Molas. No rodapé da página, num espaço que chega a ocupar cerca de um terço da altura da página, a *Malharia Vencedor*, patrocinadora da coluna, passa a sua mensagem através de um texto breve, alinhado à direita da cena. O corpo do texto surge abaixo do nome da fabricante, em caixa alta, com uma tipografia que remete ao estilo *artdecó*¹⁶, é seguida de uma mensagem que sugere alguns pontos para discussão. O texto paira sobre os dez mascotes que aparecem perfilados num desenho elaborado pelo

próprio Molas, que assina a ilustração. Enquanto o texto se desloca para a direita, os personagens olham para a esquerda, onde se situa uma moça de longas pernas e fartos quadris, bem mais alta que seus admiradores, onde o chifre do diabo, mais alto entre os mascotes, atinge a altura de sua cintura. O destaque dado à moça, explica-se através do texto que embarca no clima carnavalesco:

Malharia Vencedor deseja-lhe alegria, muita alegria nos folguedos carnavalescos. Recomenda-lhe, entretanto, que a admiração de todos por "Miss Campeonato" deve-se à originalidade do seu maillot VENCEDOR, a marca que dispensa propaganda.¹⁷

Notamos no detalhe dessa mensagem publicitária como a metáfora articulada por Molas, ao criar a figura alegórica representativa dos campeonatos disputados pelos clubes de futebol do Rio, possibilitou uma brecha oportuna para um fabricante de maiô vincular sua marca à celebrada personagem feminina que motivava as disputas. A fonte aqui destacada permite refletir sobre a potencialidade comercial vinculada à trama das charges, uma vez que maiô de banho não é um produto diretamente ligado ao futebol. É a Miss Campeonato que, através de uma jogada comercial, passa a estabelecer o vínculo entre esta natureza de produto e as disputas do campeonato carioca de futebol. Neste caso observado aqui, podemos concluir que foi o eixo temático ligado à trama de Molas que estabelece o vínculo entre os maiôs *Vencedor* e o futebol.

b) *Espaços para consumo e merchandising da bola*

O conceito de "desdiferenciação de consumo", apontado por Bryman, implica a criação de espaços para consumo em outras esferas do entretenimento. Os parques temáticos exploram estes preciosos espaços, de maneira que o público está sempre rodeado de lojas e restaurantes. A compra e a alimentação são envolvidas nos espaços de entretenimento e lazer, sem que o público necessariamente se dê conta disso. Ao redor de todo entretenimento, há espaços de consumo, onde o público é induzido a consumir compulsivamente, como se as compras fosse uma extensão natural do lazer e do entretenimento. Este princípio de mercado está vinculado ao outro, que trata da merchandising, pois evidentemente, para haver consumo, é necessário haver uma linha de produtos licenciados. No caso escolhido para análise nesta pesquisa, esta linha de produtos está mais ligada ao ramo editorial. Não encontramos ainda vestígios de vendas de camisetas, bonés ou brinquedos ligados aos personagens de Molas, mas não deixamos de notar um produto que escapava ao conjunto de lançamentos editoriais que exploravam os mascotes dos clubes ou a Miss Campeonato.

¹² *JS*, 15 de fevereiro de 1947, p. 7

¹³ Os desenhos eram duros e desproporcionais, sem qualquer resquício da expressividade e da espontaneidade do traço original de Molas.

¹⁴ A figura alegórica criada por Molas variava a cada competição, podemos nos referir à sua representação como "uma Miss" e não, "a Miss".

¹⁵ . A nota destacada carece de explicação o nome de alguns mascotes. O "Malandro" representava o Madureira, "Santo", o São Cristóvão, "Garoto" era o canto do Rio, "Operário", o Bangu e o "Seu Leopoldino" o nome escolhido pelos leitores para o Bonsucesso. Nota-se que como a coluna é exclusiva aos torcedores vascaínos e o baile seria em São Januário, só o Almirante merecera uma descrição mais detalhada que os demais, da mesma forma que foi representado com o dobro do tamanho dos mascotes de outros clubes. *JS*, 15 de fevereiro de 1947, p. 7

¹⁶ ARGAN, Giulio Carlo. Arte Moderna. São Paulo: Companhia das Letras, 1993.

¹⁷ *JS*, 15 de fevereiro de 1947, p.7

A partir do dia 07 de dezembro de 1944, era anunciado um novo *souvenir* do diário esportivo. “Escudos esmaltados a fogo em finíssimo material” traziam o rosto sorridente de cada uma das mascotes dos principais clubes de futebol do Rio de Janeiro. Os escudos eram vendidos na redação do jornal a Cr\$10,00 cada um. O valor correspondia a pouco mais que trinta vezes o preço de um exemplar do *JS*¹⁸ (trinta centavos, em dias de semana). O anúncio não mostra, porém, nenhuma fotografia, não especifica o tamanho ou o material utilizado na confecção dos escudos, prometendo apenas ser “finíssimo”. A propaganda sugeria que os escudos seriam ótimos presentes a bom preço, possivelmente apostando na proximidade do natal. Mas se levarmos em conta o caráter supérfluo do produto, somado ao fato de que os dez reais cobrados por escudo correspondia a quase o dobro do preço de um ingresso para um Fla-Flu de 1945, que custava Cr\$5,50¹⁹, e que o salário mínimo seria de Cr\$380,00 e de Cr\$410,00²⁰ na indústria, podemos acreditar que o souvenir talvez não estivesse tão em conta assim para o torcedor de salário mais humilde. Evidente que devemos considerar também possibilidades e peculiaridades do produto, dos quais infelizmente não podemos conhecer. Nada sabemos, por exemplo, sobre o poder de atratividade deste produto. Por se tratar de um peça decorativa, ressalta-se aqui seu caráter supérfluo, o que aumenta a necessidade de despertar desejo no consumidor através da boa aparência, bem como da durabilidade. Ainda que se configure um aspecto altamente subjetivo, e que, na impossibilidade de analisá-lo, só poderemos esboçar suposições, devemos considerar, por exemplo, que se os escudos oferecidos eram mesmo bem executados, se apresentava uma aparência atrativa, se a resistência ao tempo garantiam a sua durabilidade, podemos compreender que mesmo o operário mais humilde quisesse investir num produto que custava quase o dobro do preço de um ingresso cobrado por um Fla-Flu, realizado alguns meses depois da publicação do primeiro anúncio.

¹⁸ Jornal dos Sports. A partir desta menção usarei a sigla *JS* para se referir a este diário esportivo.

¹⁹ *JS*, 10 de abril de 1945, p.6

²⁰ LOBO, Eulália Maria Lahmeyer (org.). *Rio de Janeiro operário: natureza do Estado, conjuntura econômica, condições de vida e consciência de classe*. Rio de Janeiro: Access Editora, 1992, p.110



Figura 2 : Anúncio do álbum com as charges sobre o campeonato de futebol de 1944 apostando na sensualidade do alvo de conquista: a desejada Miss Campeonato. *JS*, 27 de outubro de 1944, p.7.

No dia 27 de outubro, o *JS* publicava um anúncio que tomava o espaço de cerca de duas colunas de largura e de aproximadamente um quarto da altura da página. Tomando grande destaque no *layout* do anúncio, destacava-se de perfil, uma exuberante morena, cabelos longos, lisos e pretos, que cobriam os ombros até o início das costas, cinturinha fina, fartos seios e quadris. No alto da cabeça, um laçarote daquelas que são usualmente desenhados na forma de uma gravata borboleta. Trajando o tradicional maiô utilizado nos concursos de misses, a beldade segurava o que parecia ser uma revista, com ela mesma na capa, de costas. Enquanto se espantava, boquiaberta, com a publicação que tinha às mãos, a moça cruzava as suas longas pernas bem delineadas. Seu perfil mostrava um olho arregalado, e de sua boca, surgia um balão com o texto de maior destaque do anúncio: “Que coisa louca!...” A moça? Era a já famosa e desejada Miss Campeonato de 1944. Sua posição ressaltava seus atributos sexuais. A coluna erguida reforçava uma expressão de espanto, mas também realçava o desenho arredondado do bumbum, que repousa sobre um pequeno retângulo, que serve de moldura à seguinte mensagem: “colaboram críticos de nomeada e altas figuras do esporte.”²¹

O *JS* anunciava, assim, que estava para chegar às bancas o *Álbum Miss Campeonato*. “Vide o álbum Miss Campeonato. Tudo o que o lápis mágico de Molasses criou! O campeonato em caricatura.”²² Tratava-se do primeiro de uma série de anúncios de um produto com

²¹ *JS*, 27 de outubro de 1944, p.7

²² *Ibidem*.

lançamento previsto para o dia primeiro de dezembro daquele ano. A edição especial reunia todas as charges que o cartunista argentino Lorenzo Molas havia desenhado durante o campeonato carioca de 1944. Este teria sido o primeiro campeonato de futebol do Rio de Janeiro a ser registrado, rodada a rodada, pelos desenhos do artista portenho. Trata-se de uma peça gráfica que suscitou muitas dúvidas, até porque não conseguimos qualquer contato com este produto editorial, nem tão pouco foi possível encontrar vestígios sobre a tiragem ou o formato adotado.


Em março de 1946 começaria a circular um novo anúncio, referente à nova edição do álbum, reunindo as charges do ano anterior. Nesta peça publicitária, optaram por reproduzir parte de uma das charges, destacando-se uma cena onde se vê a tão freqüentada sala de estar da Miss. Mas este segundo volume trazia algumas novidades. A capa seria impressa em quatro cores sobre cartolina (como não há informações sobre o primeiro volume, não podemos

saber qual era o material da capa), e o novo álbum traria 64 páginas²³. Quanto ao preço do álbum, de um ano para o outro, subia 66%, passando de CR\$3,00 para CR\$5,00. Seria precipitado atribuir ao aumento, uma simples valorização do produto, ignorando a inflação, ainda que o preço do próprio exemplar do JS não tenha sofrido alteração entre junho de 1944 e março de 1946. Por outro lado, é necessário lembrar que geralmente a receita oriunda de anúncios é geralmente superior às vendas diretas de assinaturas e dos exemplares de um periódico. Sendo assim, se levamos em consideração um possível aumento de espaço para publicidade dentro do próprio álbum, seria bastante compreensível que fosse interesse do jornal manter o mesmo valor para garantir as grandes tiragens, capazes de atrair e manter o interesse dos anunciantes. Mas os custos de produção, de maneira geral, aumentam com a inflação, e é possível que o reajuste reflita mais esta realidade.

21-3-46 JORNAL DOS SPORTS 3

Foi adorada pelo Popeye. Fascinou o Cartola. Teve amores com o Diabo e acabou casando-se com o Almirante. A história de Miss Campeonato em 64 págs. A venda em todas as bancas de jornais. Preço Cr\$ 5,00

Foi Disputada Por Dez E Acabou Caindo Nos Braços Do "Almirante". Toda A História Do Campeonato, Com Centenas De Desenhos De Molas. Sessenta E Quatro Páginas Por Cr\$ 5,00. A Venda Em Todas As Bancas De Jornais - ALBUM DE "MISS CAMPEONATO".



O Album de "Miss Campeonato" deste ano saiu com capa de cartolina em quatro cores e com 64 páginas, contendo toda a história da mulher mais disputada durante o ano de 1945 - Preço Cr\$ 5,00

Figura 3 : Anúncio da edição de 1945 do álbum com as charges de Molas, lança dúvidas sobre o aumento do preço: inflação ou valorização do produto. O destaque ajuda a supor que a edição do ano anterior fosse mais simples em acabamento e número de páginas. Neste anúncio, as informações valorizam as 64 páginas, capa de cartolina em quatro cores. Há de se ressaltar também que o anúncio ocupa um espaço muito maior em relação ao álbum de 1944. JS, 21 de março de 1946. Pág. 3.

²³ Os anúncios relativos à edição de 1944 não faziam menção ao número de páginas, mas da mesma forma que o anúncio de 1945, prometiam todos os desenhos de Molas. É válido ressaltar que em 1944, Molas teria feito sua estréia com o campeonato já iniciado, enquanto em 1945, o cartunista teria iniciado sua série com uma trama ficcional, onde os mascotes tentavam conhecer a irmã da Miss 44, e que viria a ser a cobiçada Miss 45.

De fato, Eulália Lobo nos informa que o aumento de preço dos produtos básicos no breve período entre 1943 e 1945 teria sido de 134%.²⁴ Se o aumento do preço do álbum não se deu em decorrência da inflação, mas da valorização do produto, cabe aqui levantar algumas questões pertinentes. Pressupondo que o jornal não aumentaria os investimentos num produto que trouxesse prejuízo na primeira experiência, poderíamos acreditar no relativo sucesso editorial da edição do ano anterior? Mesmo considerando que um novo produto editorial signifique novos espaços publicitários que poderiam pagar a edição antes mesmo de ser lançado no mercado, acreditamos que nada poderia atrair maior interesse de anunciantes a investir no projeto do que a apresentação de bons números alcançados na venda dos exemplares da primeira edição.

Mas se tal fato é verdade, por que, então, não encontramos nenhum anúncio referente à terceira edição do álbum? Como se não bastasse, a ausência sentida refere-se justamente ao que se tornou conhecido como Super-Campeonato de 1946. Na ocasião, América, Botafogo, Flamengo e Fluminense terminaram empatados em primeiro lugar, o que forçaria a realização de um quadrangular final, que seria disputado pelos quatro, e vencido pelo último. Procurando as charges de 1946 encontramos uma evidência que nos leva a uma primeira razão. O *JS* deixou de publicar as charges de Molas muito antes do fim do campeonato de 1946²⁵. Elas retornam no início de 1947, mas, novamente, antes do fim do campeonato daquele ano, de um momento para outro, sem qualquer nota explicativa, as charges de Molas deixam de aparecer no *JS* (até julho e agosto de 1952, com apenas duas colaborações). Descobrimos evidências entre jornais argentinos, de esporádicas colaborações de Lorenzo Molas como diagramador, no célebre *Clarín*, de Buenos Aires²⁶.

Outra grande dificuldade encontrada é a impossibilidade de se conhecer o perfil sócio-econômico ou cultural dos leitores do *JS*, em se tratando de uma época em que as pesquisas sobre o perfil dos consumidores, ainda não eram habituais. Não há nenhuma informação precisa que nos indique um perfil do público para o qual era voltada a maioria dos informes, dos produtos, das promoções. Assim sendo,

tudo indica que os produtos anunciados, a Cr\$ 2,00, Cr\$ 3,00, Cr\$ 5,00 ou Cr\$10,00 talvez fossem voltados a públicos de renda superior, podendo pesar o orçamento de quem recebia o salário mínimo. Devido ao interesse geral em torno do futebol se estender a todas as classes sociais, acreditamos mais na possibilidade de que os leitores do *JS* constituíssem um público diversificado, talvez mantendo uma proporção semelhante a encontrada nas distintas camadas sociais do Rio de Janeiro. De qualquer forma, se o *JS* realmente contava com um público leitor diversificado, podemos entender que o álbum talvez tivesse boa saída. Ao bolso do trabalhador que recebia o salário mínimo de Cr\$ 380,00²⁷ (índice registrado em 1943, que assim se manteve até 1949²⁸), Cr\$5,00 correspondia a cerca de 13 % de seus rendimentos mensais.

Vendida à parte, o *Expresso...* era uma publicação²⁹ oferecida especialmente ao torcedor vascaíno. No anúncio, de apenas duas colunas de largura por cerca de 5 centímetros de altura, destacava-se o Almirante sorridente, braços e pernas erguidos, em posição de guarda, com a espada na mão. O bigodudo almirante surge aqui em pé, “surfando” sobre a tradicional locomotiva que caracterizou a expressão utilizada para definir a equipe cruzmaltina da década de 1940. O anúncio do expresso prometia trazer o escudo, a locomotiva, o lema, o grito de guerra do Vasco e as fotografias e autógrafos de Lorenzo Molas e Zé de São Januário. “Na redação do *Jornal dos Sports* qualquer um embarca no *Expresso da Vitória*”³⁰. A publicação, lançada em setembro de 1945, custava Cr 2,00, o que representa 40 % do preço do segundo volume do almanaque da Miss campeonato, lançado em março de 1946. Não há nenhuma informação referente ao número de páginas, o que nos leva a supor que fosse consideravelmente mais modesta.

²⁴ LOBO, Eulália Maria Lahmeyer (org.). *Rio de Janeiro operário: natureza do Estado, conjuntura econômica, condições de vida e consciência de classe*. Rio de Janeiro: Access Editora, 1992, p.110

²⁵ Encontramos uma entrevista dada por Molas ao jornal argentino Democracia, em que declara ter regressado a Buenos Aires em algumas oportunidades de trabalho na imprensa de Buenos Aires, como diagramador.

²⁶ FEUER, Daniel (entrevista com Lorenzo Molas), *Molas: dibujante que no quiere penas, ni olvidos*. in: Democracia (acreditamos se tratar de um suplemento dominical do Jornal Clarín), 11 de julho de 1993, p. 3

²⁷ O trabalhador industrial teve um acréscimo de Cr\$30,00 no salário, chegando a um total de Cr\$410,00, LOBO, 1992, p.110.

²⁸ LOBO, 1992, p. 110

²⁹ O anúncio não especifica se o produto é um almanaque, um tablóide ou alguma outra publicação extraordinária.

³⁰ *JS*, 21 de setembro de 1945, p.5

c) *Datas comemorativas*

Figura 4 : O marinheiro Popeye reforçando os laços de identidade com o clube figura no anúncio do livro de Mário Filho, lançado em meios às comemorações pelo cinquentenário do clube. JS, 03 de janeiro de 1946.

Pág. 4.

Outra oportunidade de bons negócios que se abria à imprensa esportiva eram as datas comemorativas. Muitas vezes, o aniversário de grandes clubes rendiam homenagens que tomavam uma página inteira, pagas por anunciantes interessados em veicular sua imagem nos cadernos comemorativos. Em 1945, O aniversário de 50 anos do Flamengo ganharia felicitações do clube rival, Vasco da Gama. Coube então ao almirante erguer uma placa com os dizeres "Do Vasco ao Flamengo, os cumprimentos pelo aniversário"³¹. Atrás dele, em posição central no layout, Popeye ergue sua lata de espinafre, num gesto semelhante ao de quem oferece um brinde, ocupando grande destaque no layout do anúncio que tomou uma página inteira.

Ainda no contexto das comemorações pelo cinquentenário do clube rubro-negro, o JS contou novamente com a ilustre "colaboração" do marinheiro Popeye, na qualidade de mascote rubro-negro, para anunciar o livro de Mário Filho, *Histórias do Flamengo*. O marinheiro aparecia dominando a cena na peça publicitária³². Situada no primeiro quadrante, ponto estratégico mais valorizado da página³³, o tamanho do

³¹ JS, 15 de novembro de 1945, p. 10.

³² JS, 03 de janeiro de 1946. Pág. 4.

³³ Primeiro quadrante: Dividindo a página em quatro partes iguais, cruzando linhas que passem pela metade da largura e do comprimento, o primeiro quadrante é a quarta parte resultante da divisão que está situada na parte superior, à esquerda. O segundo, é a parte superior na direita, o terceiro, abaixo desta, e o quarto, no canto inferior esquerdo. A divisão é resultante de estudos que visam descobrir as áreas de maior interesse da página. A ordem dos quadrantes está relacionada aos primeiros espaços das páginas que atraem o olhar dos leitores, de acordo com o direcionamento de leitura ocidental, da esquerda pra direita, de cima pra baixo.

anúncio tão pouco era modesto. Tomava praticamente um quarto da página, em três colunas de largura e metade da altura do formato do jornal. Ocupando cerca de dois terços da altura do layout deste anúncio, o personagem sorridente segurava o livro com as duas mãos: " _ Estou inteirinho aí dentro".



Figura 5 : Homenagem de uma sapataria ao 42º aniversário do América, traz desenhado assinado pelo próprio Molas em anúncio de página inteira.

Outra data lembrada por um anunciante foi o 42º aniversário do América. Em anúncio de página inteira, a sapataria *Insinuante* associa-se "a todas as festividades comemorativas do 42º aniversário do querido América Football Club" onde o Diabo, desenhado pelo próprio Molas, como atesta a assinatura, aparece estampando seu peculiar sorriso macabro, segurando o tridente com uma mão e uma inusitada e delicada cesta de flores, na outra³⁴. O texto faz menção aos 42 anos de glórias do clube rubro. Observa-se, como já afirmamos antes, que os clubes de maior força econômica ganhavam sempre maior destaque no periódico, contribuindo ainda mais para a concentração de torcedores entre os chamados "times grandes", criando sendas ainda maiores entre essas agremiações e àquelas de menor expressão e consolidando a monopolização do mercado consumidor para Botafogo, Flamengo, Fluminense, Vasco da Gama e, com menor força, o América. Nota-se que a presença do América entre os denominados

³⁴ JS, 18 de setembro de 1946.

“times grandes” evidencia um panorama peculiar da época, quando o campeonato carioca era a principal atração do calendário futebolístico. Demais torneios como o Relâmpago, o *Initium*, além da disputa entre reservas ou aspirantes também ganhavam mais atenção da imprensa e dos torcedores.

III. NOTAS CONCLUSIVAS

Procuramos neste breve espaço, compreender melhor o momento econômico que vivia o futebol brasileiro em meados da década de 1940, observando sua potencialidade comercial enquanto espetáculo capaz de mobilizar um mercado relativamente diversificado de opções de consumo. Para tanto buscamos analisar e refletir sobre o significado de uma série de fontes encontradas nas páginas de um dos principais canais de divulgação deste que é o mais popular esporte do país. Este momento que antecede a construção do Maracanã é de grande ebulição no mercado em torno do futebol no país, que estava prestes a ser confirmado como sede da Copa de 1950. Ainda mais, se lembrarmos que a última edição da Copa Jules Rimet havia sido realizada antes do início da Segunda Guerra Mundial, em 1938, onde se consagraram internacionalmente jogadores brasileiros como Leônidas da Silva e Domingos da Guia, que ajudaram a levar a seleção brasileira à semi-final do torneio, quando fora eliminada pela Itália, que se sagraria campeã. Nos idos de 1944, o crescente interesse pelo esporte já havia ganho a adesão das rádios, sempre presentes nas páginas do JS, anunciando as transmissões em dias de jogos.

A imprensa assumindo o papel central da articulação entre público e anunciantes, estava sempre se reinventando, criando novos produtos e novos espaços comerciais, diversificando ofertas de consumo, muitas vezes estimulando o entretenimento. É notória a atuação de Mário Filho, na qualidade de diretor do JS, e como realizador e promotor de novos espetáculos, novas competições, que geravam imediatamente notícia, informação, cadernos especiais, produtos editoriais, espaços publicitários³⁵. Grandes eventos que marcaram a memória do esporte e do futebol brasileiro, como o Torneio Rio-São Paulo, embrião do atual Campeonato Brasileiro, Torneio da Primavera, entre estudantes de todo o Brasil, e as duas edições da Copa Rio, torneio pioneiro que reunia clubes da Europa e da América do Sul, realizados nos anos subsequentes à frustração da perda da Copa do Mundo do Brasil. Estes são alguns exemplos de como o JS buscou promover o esporte a ponto de idealizar e organizar competições oficiais, contando com a nata do futebol internacional.

É por isso que defendemos que o eixo temático que gira em torno do ambiente elaborado por Molas

visa divulgar, propagar e manter a memória, o gosto, o interesse e envolvimento pelo futebol enquanto assunto central do periódico, enquanto espetáculo que mobiliza dezenas de milhares de espectadores e consumidores de produtos diversos.

O conceito de “Disneyzação” elaborado por Bryman pode ser percebido de uma maneira muito mais modesta do que o fenômeno abordado por ele, que estuda os casos dos grandes parques temáticos que movimentam milhões de pessoas e bilhões de dólares por ano. O que interessa aqui, creio ter deixado claro, é uma linha de pensamento ou de modelo estratégico de mercado que é assimilado, possivelmente de maneira muito mais empírica do que as grandes indústrias do entretenimento americano tinham condições de prover. De toda forma, o uso comercial das charges e dos personagens elaborados por Molas apontam para um contexto sócio econômico que ajuda a compreender a dimensão que o futebol vinha tomando na então Capital Federal do país.

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Metric SI units are supposed to generally be used excluding where they conflict with current practice or are confusing. For illustration, 1.4 l rather than $1.4 \times 10^{-3} \text{ m}^3$, or 4 mm somewhat than $4 \times 10^{-3} \text{ m}$. Chemical formula and solutions must identify the form used, e.g. anhydrous or hydrated, and the concentration must be in clearly defined units. Common species names should be followed by underlines at the first mention. For following use the generic name should be constricted to a single letter, if it is clear.

Structure

All manuscripts submitted to Global Journals Inc. (US), ought to include:

Title: The title page must carry an instructive title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) wherever the work was carried out. The full postal address in addition with the e-mail address of related author must be given. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining and indexing.

Abstract, used in Original Papers and Reviews:

Optimizing Abstract for Search Engines

Many researchers searching for information online will use search engines such as Google, Yahoo or similar. By optimizing your paper for search engines, you will amplify the chance of someone finding it. This in turn will make it more likely to be viewed and/or cited in a further work. Global Journals Inc. (US) have compiled these guidelines to facilitate you to maximize the web-friendliness of the most public part of your paper.

Key Words

A major linchpin in research work for the writing research paper is the keyword search, which one will employ to find both library and Internet resources.

One must be persistent and creative in using keywords. An effective keyword search requires a strategy and planning a list of possible keywords and phrases to try.

Search engines for most searches, use Boolean searching, which is somewhat different from Internet searches. The Boolean search uses "operators," words (and, or, not, and near) that enable you to expand or narrow your affords. Tips for research paper while preparing research paper are very helpful guideline of research paper.

Choice of key words is first tool of tips to write research paper. Research paper writing is an art. A few tips for deciding as strategically as possible about keyword search:



- One should start brainstorming lists of possible keywords before even begin searching. Think about the most important concepts related to research work. Ask, "What words would a source have to include to be truly valuable in research paper?" Then consider synonyms for the important words.
- It may take the discovery of only one relevant paper to let steer in the right keyword direction because in most databases, the keywords under which a research paper is abstracted are listed with the paper.
- One should avoid outdated words.

Keywords are the key that opens a door to research work sources. Keyword searching is an art in which researcher's skills are bound to improve with experience and time.

Numerical Methods: Numerical methods used should be clear and, where appropriate, supported by references.

Acknowledgements: Please make these as concise as possible.

References

References follow the Harvard scheme of referencing. References in the text should cite the authors' names followed by the time of their publication, unless there are three or more authors when simply the first author's name is quoted followed by et al. unpublished work has to only be cited where necessary, and only in the text. Copies of references in press in other journals have to be supplied with submitted typescripts. It is necessary that all citations and references be carefully checked before submission, as mistakes or omissions will cause delays.

References to information on the World Wide Web can be given, but only if the information is available without charge to readers on an official site. Wikipedia and Similar websites are not allowed where anyone can change the information. Authors will be asked to make available electronic copies of the cited information for inclusion on the Global Journals Inc. (US) homepage at the judgment of the Editorial Board.

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The Editorial Board and Global Journals Inc. (US) recommend the use of a tool such as Reference Manager for reference management and formatting.

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Tables: Tables should be few in number, cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g. Table 4, a self-explanatory caption and be on a separate sheet. Vertical lines should not be used.

Figures: Figures are supposed to be submitted as separate files. Always take in a citation in the text for each figure using Arabic numbers, e.g. Fig. 4. Artwork must be submitted online in electronic form by e-mailing them.

Preparation of Electronic Figures for Publication

Even though low quality images are sufficient for review purposes, print publication requires high quality images to prevent the final product being blurred or fuzzy. Submit (or e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Do not use pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings) in relation to the imitation size. Please give the data for figures in black and white or submit a Color Work Agreement Form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

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1. Choosing the topic: In most cases, the topic is searched by the interest of author but it can be also suggested by the guides. You can have several topics and then you can judge that in which topic or subject you are finding yourself most comfortable. This can be done by asking several questions to yourself, like Will I be able to carry our search in this area? Will I find all necessary recourses to accomplish the search? Will I be able to find all information in this field area? If the answer of these types of questions will be "Yes" then you can choose that topic. In most of the cases, you may have to conduct the surveys and have to visit several places because this field is related to Computer Science and Information Technology. Also, you may have to do a lot of work to find all rise and falls regarding the various data of that subject. Sometimes, detailed information plays a vital role, instead of short information.

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21. Arrangement of information: Each section of the main body should start with an opening sentence and there should be a changeover at the end of the section. Give only valid and powerful arguments to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

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24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

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26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.



27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

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33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium through which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

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- Please note the criterion for grading the final paper by peer-reviewers.

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In every sections of your document

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- Present your points in sound order
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- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

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- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
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Approach:

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- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

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The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently. You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.



Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
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Approach

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- Try to present substitute explanations if sensible alternatives be present.
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Approach:

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Topics	Grades		
	A-B	C-D	E-F
<i>Abstract</i>	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
<i>Introduction</i>	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
<i>Methods and Procedures</i>	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
<i>Result</i>	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
<i>Discussion</i>	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
<i>References</i>	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring



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