Online ISSN :2249-4588
Print ISSN :0975-5853
DOI :10.17406/GJMBR

# Global Journal

## of Management and Business Research: E

# Marketing


Highlights

- Marketing Students Perspective
- Historical Evolution of Luxury
- Socially Responsible Consumption
- Celebrity Endorsement Advertising

**Discovering Thoughts, Inventing Future**

VOLUME 20 ISSUE 1 VERSION 1.0

Global Journal of Management and Business Research: E
Marketing

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Marketing

Volume 20 Issue 1 (Ver. 1.0)

Open Association of Research Society

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*Yearly Subscription (Personal & Institutional)*
250 USD (B/W) & 350 USD (Color)

# Contents of the Issue

Global Journal of Management and Business Research: E
Marketing
Volume 20 Issue 1 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Sex Tourism in Digital Age, A Dark Side of Paradise, Bali Indonesia

By Ashikul Hoque, Mohammad Waliul Hasanat, Ishtiaque Arif
& Prof. Abu Bakar Abdul Hamid

*Abstract-* The research paper is aiming at identifying the dark side of Bali and the reason behind the growth of its sex tourism industry in this digital era. The main focus of this research paper is the process by which the digitalization supports stimulating sex tourism in Bali. The researcher is focusing on executing the secondary form of research method to collect necessary data. The data gathering process is carried out with the help of news articles and journals of the previous researches. With the help of the collected information, the researcher can ful fill the research questions with the help of representing the facts in the results and analysis section. The research is also focusing on the limitations of this research study and the conclusion section provides stress on those limitations.

*Keywords:* *sex tourism, child sex tourism, prostitution, bali.*

*GJMBR-E Classification:* *JEL Code: M19*

SEXTOURISMINDIGITALAGEADARKSIDEOFPARADISEBALIINDONESIA

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# Sex Tourism in Digital Age, A Dark Side of Paradise, Bali Indonesia

Ashikul Hoque [α], Mohammad Waliul Hasanat [σ], Ishtiaque Arif [ρ] & Prof. Abu Bakar Abdul Hamid [Ѡ]

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## I. Introduction

### *a) Background of the research*

The tourism industry has witnessed a substantial level of growth in the last few decades. The globalization of this industry has stimulated growth. In this context, the global tourists are exploring many global tourism destinations. Currently, Bali in Indonesia is regarded as one of the most popular tourist destinations. The place is overwhelmingly well-liked for its exotic locations and scenic beauty. However, the discussed attraction of Bali is its nightlife. Bali is becoming famous for its sex industry, which boosts the tourism industry of this place. The sex tourism industry in Bali has flourished day by day, and many male and female sex workers are earning their living on this island (Alcano, 2017). The sex tourism influences the growth of prostitution, sex trafficking, and sexual violence in society. The recognition as Sex Island hampers the image of the Island and reputation of the citizens of the island. In this context, it is significant to investigate the influential factors, which fuel the sex industry in Bali to control it.

### *b) Research Aims and Objectives*

The study aims to identify the dark side of Bali and the reason behind the growth of its sex tourism industry and how the digitalization stimulates the island's sex tourism. The objective of the study is to recognize whether the sex tourism is the dark side of Bali or not.

### *c) Research Question*

Is sex tourism a dark side of Bali in this digital age?

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## II. Literature Review

Bali is very renowned for its Nightlife parties. In these parties, numerous amounts of residents and tourists came for entertainment purposes. Prostitution is a sinful crime against moral ethics and civility. However, in Bali, sex tourism is broadly practiced. The survey and observation results show that some women are becoming a part of sex tourism due to poor financial conditions. Travel agencies and sex magazines are significantly promoting sex tourism through brochures. For sex tourism, the arrangers involve in the supply of several facilities for the residents and tourists. Among these arrangements, accommodation and transportation are two important aspects of sex tourism (Bali, 2018). The sex tourism network has been operated across national boundaries also. The sex tourism industry tries to integrate the numbers of institutions to expand their activities. In Thailand, millions of tourists are coming regularly. The main aim of sex tourism is to minimize the uncertainties that can create dissatisfaction among tourists. Female prostitution is a provision of sexual services against payment. In a word, sexual services are a part of the exchange relationship.

Sex tourism is using social media sites to attract the attention of the clients. For serving the needs of the clients, the sex tourism industry has taken this type of initiative. However, the involvement of children in sex tourism is creating a significant issue in Indonesia. The people are entering in the sex tourism industry due to earn quick money. Among the people of the sex industry, most of them are from underprivileged, deprived families and middle-class families. There are several numbers of people exist who are involving in sex tourism intentionally. But, several numbers of people are becoming prostitute due to external forces. In most cases of forced prostitution, the family members are responsible. In Bali, by different genders, ages, and sexes practice prostitution. In Bali, male sex workers are referred to as the Kuta Cowboys (Lo, 2019). The male sex workers are involving in providing sex services to foreign tourists. The sexual orientation is a very imperative factor that helps to understand the activeness of the sex workers in Bali. The numbers of heterosexual prostitution are highest among the sex workers under the sex tourism industry. Apart from this, gay and cross-dresser prostitutes are also available in Bali. In this sex heaven, the sex workers are available in karaoke rooms, massage parlors, and discotheques. The clients can be able to book sex workers via telephone (Putra & Hitchcock, 2017).

Child sex tourism is widespread in Bali. As per the organization named ECPAT Indonesia is one of the most popular nations for its sex tourism industry. Based on the research carried out by this organization, it is evident that the rules and regulations related to child sex tourism in Indonesia are generally violated in this country. The Child protection policies at the national level are not appropriately maintained in Indonesia. Due to this reason, the Indonesian government formulated Anti Sex Crimes against children through the help of establishing national movement. The child prostitutes are available easily in the bars, cafes, nightclubs, hotels, and spas present in Bali. Another emerging trend that is related to this context is sexual transactions (Ecpat, 2015). Some of the dealers present in the Bali region in Indonesia are involved in providing their apartments for sexual entertainment. Online prostitution is also practiced in this region. The sexual activities are day by day increasing as the local government and the local government officials are involved in this process. Though the national government has developed strict rules and regulations execution of those rules and regulations is not appropriate due to the influence established on the local government through the prostitute dealers. The increasing rate in child sex tourism is an alarming issue in the region of Bali. The impact of the tourism environment on the city is responsible for the creation of a negative image of this city. The negative image of the city develops due to this process. The tourists are reducing their visits to seeing this process. As a result of child prostitution, the impact drops on the children's education process. The impact made on the child's growth environment and surroundings (Ecpat, 2016).

## III. Methodology

The researcher is aiming at gathering the secondary data for executing this research process. The secondary data will be obtained with the help of collecting the data from the previous researches carried out by the researchers. The secondary data is tried and tested data that was previously analyzed and filtered by different researchers. The secondary form of the data gathering process is a fast and easy process of data collection. The researcher is aiming at gathering this process to gain a broader understanding of the subject matter. The secondary research is also a quick process of data gathering. Hence, the secondary data is used by the researcher to investigate and explore the gathered data appropriately (Question Pro, 2018). Different steps will be followed by the researcher for the collection of the data. These steps are as following points:-

- Firstly, the researcher will identify the research topic. The identification of the research topic will help the researcher to provide the necessary focus on the subject that needs to be researched. The enlistment of the research attributes related to the topic will run by focusing on the purpose of the research (Question Pro, 2018).
- Secondly, the researcher will gather the resources from the different journals, news and media articles for gathering the relevant data for the research. The information will be gathered by narrowing down the information sources.
- Thirdly, the researcher will run the process of collection of existing data. The data related to the research will obtain from different newspapers, public libraries, and journal sources. The government and the non-government information will be considered by the researcher to execute the research.
- Lastly, the analysis of the data collected will run based on the research question prepared by the researcher. It will help the researcher to meet the research objectives prepared at the initial stage (Question Pro, 2018).

The researcher will use this process of gathering data as it is less time consuming and less expensive. It will be supportive for the researcher in easily gathering the data. The minimum expenditure is associated with obtaining the data needed for executing the research.

## IV. Results and Discussion

Based on the question prepared by the researcher, the data gathered by the researcher is from ECPAT Indonesia and other journals. For the ECPAT Indonesia, the researcher has gathered information related to the sexual exploitation of children in the travel and tourism industry in Indonesia. Based on the collected data, it is reflecting the sex tourism is carried out mainly in the form of child prostitution, boy prostitution, and pedophilia. These forms of sex tourism processes are common in Bali. The researcher also identified the factors that are leading to the involvement of prostitution. The participation of prostitution is including the broken family, consumerism, and free sex. The process of prostitution is carried out over mobile phones, messaging services, and social media processes (Suwung, 2017). The other forms of child sex tourism identified by the researcher in Bali are pedophilia. It is including the foreigners who are present in this process. Initially, sex victims were between the ages of eight to 15 years. The pedophiles preferred to target the girls who are present in the stage of early puberty or menstruation. The agents usually target the pedophiles for having greater sexual gratification. The pedophiles also prefer to have the boys by whom they can recruit other boys by grooming them. These processes are common in some areas such as Karangasem, Buleleng, and Denpasar (Tajeddini & Ratten, 2017). The child prostitute process is also common in other areas such as Java Island, Banyuwangi and Bandung. This evidence represented by the researcher is helping in proving that sex tourism is a dark side of Bali. Even the children are targeted for continuing this process in this digital age. Due to this reason, the secondary research undertaken by the researcher is fruitful to a great extent as it is proving the research objectives and the research question.

## V. Conclusion

The overall research is focusing on the analysis of sex tourism that is a dark side of Bali. The investigation study is reflecting that prostitution cannot be viewed solely from the perspective of tourism. The study is also illustrating that sex tourism is becoming a dark side for Bali in this digital era. Due to this reason, the impacts on the trade processes are examined that is due to the development of child sex tourism and other processes of prostitution and this impacts the international tourism processes. The analysis is focusing on the views that child sex tourism is increasing in the Bali region of Indonesia. The reason for becoming a prostitute is explained in the results and analysis section. It is extremely emphasizing on the activities that are proving that how the children and other male and females are dragged into the prostitution process (Ecpat, 2016). The impact drops on the new generation, and also the social environment is destroyed in Bali as per the research showed. The limitations of this research are that the qualitative and quantitative process of conducting the research process does not undertake. Without this process, the researcher is not able to produce an in-depth analysis of the situation for proving the research objectives.

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Global Journal of Management and Business Research: E Marketing
Volume 20 Issue 1 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Factors Predicting the Effectiveness of Celebrity Endorsement Advertising: HND Marketing Students Perspective

By Mohammed Majeed, Ahmed Tijani & Abdulai Yaquob
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*Abstract-* Large amount of money is spent in contracting celebrity endorser to promote firms' brands. The purpose of this study was to reveal factors predicting the effectiveness of celebrity endorsement advertising from HND marketing student's perspective. The study utilized quantitative research design, Correlational and descriptive analysis via SPSS. The study collected both primary data via questionnaire and secondary data via literature review. Convenient sampling techniques were used. Questionnaire was employed by using five-point Likert scale. The study found the important role of choosing a celebrity that possesses trust, expertise, attractive and overall credibility. The study concludes that the celebrity endorsement is an effective tool for advertising. The researchers suggest providing training to celebrity endorsers by firms before using them for such purposes.

*Keywords: advertising, celebrity, effectiveness, endorsement.*

*GJMBR-E Classification: JEL Code: M37*

FACTORSPREDICTINGTHEEFFECTIVENESSOFCELEBRITYENDORSEMENTADVERTISINGHNDMARKETINGSTUDENTSPERSPECTIVE

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## I. Introduction

Advertising as a promotional tool is a dedicated influence that is certain to create understanding what is being presented with ultimate goal to providing information towards purchase intention. Since the last decade, it has been proven that marketing environment changed the connection of celebrities in advertisement (Khan et al., 2016). Large amount of money is spent in contracting celebrity endorser to promote firms' brands. The role of celebrity advertising on firm's products and services is crucial (Danesh vary & Schwer, 2000; Kambitsis et al., 2002; Mistry, 2006). Celebrities who are used for the promotion should match with the right brand to the right level for the right purpose at a right place, where the features and images should match with the image of the celebrity (Saeed, Naseer, Haider & Naz, 2014).

Endorsement is a mouthpiece of brand message in which a celebrity is used as the brands' representative and certifies the brand's claim and position by extending the personality, reputation, and importance in the society or expertise in the field to the brand (Shoeb & Khalid, 2014). In a market with a very high large number of local, regional and international brands, celebrity endorsement was considered to give a distinctive differentiation (Roll, 2006). According to Anjum, Dhanda, and Nagra (2012) found a positive and significant impact of celebrity's advertisement on sales and consumer. According to (Anjum, Dhanda, & Nagra, 2012) celebrities' endorsement has positive impact on company as well as brand and customers and they enhance the image of the product, Brand awareness, recall, retention and for credibility. According to the study celebrity approved advertisements have elevated level of deliverance and sense of appeal than those conveyed by non- celebrities. Focused celebrity approval on global perspectives as it is communication strategies that promote goods and services in the society (Nelson & Gloria, 2012). Care should be taken to choose celebrities for approving a brand, because celebrity endorsement can positively or negatively affect the image and productivity of an organization. Therefore, the researchers concluded that celebrity endorsement must be accompanied by powerful idea and effective positioning to promote the brand (Khan & Lodhi, 2016). In Sathiya, (2014) the use of celebrity in advertising is like a double-edged bludgeon, thoroughly analysis and appropriately implemented it may not be always effective, as it depends on the celebrity, the product, the message, the implementation and the media. The current study therefore seeks to unearth factors predicting the effectiveness of celebrity endorsement advertising from HND marketing student's perspective.

## II. Literature

### a) *Advertising*

At present roughly every business irrespective of the industry uses advertising as a major means of conveying information to firm's general public in an efficient and effective way. Advertising refers to "any paid form of non-personal presentation and promotion of ideas, goods or services through mass media by identified sponsor" (Kotler, Wong, Saunders, & Armstrong, 2005). The three major goals of advertising are to give information of the products (Informative advertising), to persuade consumers and build selective demand (Persuasive advertising), and to remind consumers to continue thinking about the brand (Reminder advertising) (Ahmed, Seedani, Ahuja, Paryani, 2015). In consumer buying intentions, adverting was found to be vital for all firms, hence firms were

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tasked by Ahmed et al. (2015) to use advertising to encourage and pursued customer towards its products. Celebrity advertising is attached to demonstration advertising. Demonstration advertising refers to coherent appeal promotion, which is designed to catch the attention of buyer by presentating the value, quality and performance of the product (Kotler et al., 2005). Pelsmacker, Geuens and Bergh (2007) proffered that, demonstration advertising provides information about product benefits and attributes. Celebrities as endorsers are mostly used educate buyers on how to use the product during demonstration advertising.

Tanu Sree Bhowmick (2012) opined that celebrity advertisement provides a substitute to creative advertisement. The marketer also has to be careful about the reputation of the endorser and should prefer to stay with a celebrity which has a stable image and not that the image of the celebrity changes each few weeks (Tanu et al., 2012). According to them a careful analysis of the market situation indicates that celebrity endorsement strategies can justify the high cost incurred in advertising if used in the right circumstances. Advertising through celebrity endorsements has become a trend and a superficial attractive prescription of product marketing and building firm's reputation. Celebrities have the potential of helping the advertisements be noticeable from the surrounding clutter (Gupta et al., 2015).

The involvement with the celebrity person's name typically being the selling point of the campaign (Priyankara et al., 2017). Celebrities are commonly used in conservation marketing as a tool to create understanding, engender funding, and effect behaviour change (Duthie et al., 2017). Due to the competitive environment in which companies are working on, doing an effective communication is definitely one of the key issues to catch the attention of the consumers and there are a variety of communication strategies, which allow the advertisers to reach their target. The use of celebrities as spokespersons is becoming an increasingly widespread approach in the advertising amongst firms (Carvalho, 2012). There is a day after day entrance of hundreds of television stars, sport athletes, movies and other well-known celebrities through the five major mass advertising media: television, radio, magazines, newspapers, and internet (Azab, 2011). Khan et al. (2016) disclosed that celebrities are well sensitivity personalities having a powerful emergence and touching power to pursue the audience either by their attractiveness, trust with brand which leads in conception of strong brand value in observer minds. It becomes an essential thing to launch a product by well-known and credible personality in a competitive marketing environment (Gheysari et al., 2012). Celebrities are cultural symbols who reflect the ideas and worth of a particular culture (Hassan & Jamil, 2014).

This type of advertising is used as a way of understanding students´ way of thinking toward the consumer endorser in this study.

*b) Celebrity*

The definition of celebrity comes with several perceptions. A celebrity is also defined as an individual who has obtained recognition in the general public by virtue the exclusive qualities (Choi & Berger, 2010). According to Francis and Yazdanifard (2013) celebrities are renowned individuals with qualities distinguishing them from other individuals. Young and Pinsky (2006) defined celebrity as "individuals who have achieved a significant level of fame that makes them well-known in society". A celebrity is a person whose name can attract public attention, ignite public interest, and create individual values from the public (Kotler, Keller, & Jha, 2007). Silvera & Austad, (2004) defines a celebrity as an individual who enjoys public appreciation by a large share of a certain group of people and has unique personality, such as attractiveness and trustworthiness. The celebrity has risen to become an influential force in the 21st century and hold a vital role in the modern-day way of life (Koernig & Boyd, 2009; Lord & Putrevu, 2009). Several researchers have said that the existence of celebrity in advertising promotion has an incredible effect on the consumer's state of mind (Usman et. al, 2010; Sertoglu et. al., 2014; Priyankara et al., 2017; Adnan, Jan, & Alam, 2017).

*c) Celebrity Endorsement*

Celebrity endorsement are an admired form of advertising improvement (Breen (2003; Premeaux, 2005; Choi & Rifon, 2007). are of the view that, Celebrity endorsement has the possibility of improving the monetary achievement for firms that the use celebrities in advertising campaigns (Farrell et al., 2000; Erdogan et al., 2001). In addition, celebrities in universally are seen as more trustworthy than non-celebrity endorsers, bringing to bear greater influences on consumers' brand attitudes and purchase intent (Choi & Rifon 2007). According to Seno & Lukass (2005), a celebrity endorser has an affirmative influence on the overall attitude of the consumer and purchase intention. A celebrity that endorses a brand and scores high on expertise and trustworthiness has the ability to alter the attitude and purchase intention of the consumers (Liu & Teo, 2007). Celebrity is a ubiquitous attribute of society, radiating long-lasting impressions in the reminiscences of all who cross its path (Kurzman, et al., 2007).

Celebrities are people who get pleasure from public acknowledgment and who often have distinctive attributes such as attractiveness and trustworthiness (Silvera & Austad, 2004). Celebrity is an individual who is well-known to the public, such as actors, sport figures, entertainers and others for their accomplishments in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979). Stafford et al.,

(2003) defining celebrity endorser as "a famous person who uses public recognition to recommend or co-present with a product in advertising". The reason why celebrity endorsement became very fashionable is related with the facts that, this kind of advertisements attract buyers' interest effortlessly and generate a superior chance for firms to deliver their circumspectly planned ideas to buyers. It is considered that using famous persons in ads make it easier for audience to bear in mind the marketer's message and concurrently the brand name which is endorsed by a celebrity, it also allows to develop in mind a characteristics of the brand to a reasonable level since whenever a famous person is put together with the brand, it also helps to produce their concept in audience's mind (Zipporah & Mberia, 2014).

*d) Effectiveness of Celebrity*

Ibok (2013) carried out a study on factors determining celebrity effectiveness in endorsing firm's brand and it was revealed that using celebrity in marketing communication has become an important constituent almost for every variety of advertisements in ongoing in Nigeria particularly in Nigerian Telecommunication sector. The drawback in using celebrity endorsement includes using it per consumer's perspective or views (Ibok, 2013). Ibok (2013) found out that credibility, expertise, attractiveness and trustworthiness were the most crucial factors determining the effectiveness and persuasiveness of the Celebrity Marketing. Ibok (2013) concluded that Celebrity's image could have respective effect on the brand and suggested to consider it seriously.

Dix and Chowdry (2010) have done research on factors influencing persuasiveness of sports celebrity endorsements and to know the consumer's attitudes towards endorser and brand when the endorser is actually a sportsman and is endorsing both sports and non-sports products. It was also found that there is no difference in consumer's attitudes towards endorser or brand (either non-sports brands or sports brands) endorsed by the sportsmen (Bell, 2014; Dix & Chowdry, 2010). But Dix and Chowdry (2010) affirmed that the study could be extended to more fields as their one has some limitations e.g. convenience sampling or being limited to the particular sample and field (Roy, 2012). Many years of accomplishment practiced from using celebrities and athletes as representatives of brand images; marketers realized the power of public figures and opened new endorsement ventures. Endorsements were the source of firm's cultural obsession with celebrities (Jones, 2007).

Celebrity endorsement improves brand message and creates attentiveness amongst consumers. It helps them to recall the brands of the endorsed products (Kaur & Garg, 2016). Celebrity endorsement research discovered that among the various media vehicles TV is the most influencing media persuading consumers to buy the products (Kaur & Garg, 2016). Consumer buying behaviour is greatly impacted the quality of product rather than endorsement factors, offers, discounts and pricing. Also, it was found that movie celebrity is playing major task in creating an impact than Sports personalities (Kaur & Garg, 2016).

Brands promoted by Celebrity endorsers are of high-quality (Kaur & Garg, 2016). In India a study was conducted by Manish (2017) to appreciate the effect of celebrity endorsement on advertising effectiveness and buying intentions. With a sample size of 212 in a quantitative research, celebrity endorsement was found to be effective in new product advertising, changing brand reputation, brand appeal, brand quality and purchase intention but was not effective in brand credibility. Celebrity endorsement was found to be effective in increasing brand acceptance by consumers as well as familiarity with the brand (Handriana & Wahyu, 2017). Also, multiple brand celebrity endorsement will create a better attitude amongst consumers towards the product than single celebrity will generate (Handriana, 2017). With a sample size of 800, a quantitative study was done to investigate the impact of celebrity endorsement on mobile phone buyers' intentions of female and male. The found attractiveness, personality, expertise and likeability of the celebrity to be most effective elements of celebrity endorser (Abbas et al., 2018). Atay (2011) did a study on celebrity endorsement and advertising effectiveness and the relevance of value congruence and found that lower wage celebrity endorsers are successful in creating positive results.

Kumar and Hunda (2015), conducted a study on "customer perception towards celebrity endorsement", and found that celebrity endorsement has become very popular element in the advertisement nowadays. The rationale of that study was to explore customer perception towards celebrity endorsement. Authors described about nine factors were manipulated in his research paper: attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, negative role of celebrity and brand for result. The research also found out that consumer buying behaviour is positively affected by product as compare to celebrity endorsement. Authors also concluded that attractiveness of a celebrity endorsing a particular product robustly influences a customer opinion and this impact of products is more positive on the customer buying decision. Roozen and Claeys (2010), researched on "the relative effectiveness of celebrity endorsement for print advertisement" and research confirmed the claim that celebrity endorsement is not always effective.

*e) Selection of Appropriate Celebrity for Advertisement*

The selection of appropriate celebrity for advertisement is a convoluted matter that the attention of several scholars and researchers at both academic and practical fields (Banytė et al., 2011). The review of systematic literature revealed that there are many theories and methods for choosing of celebrity endorsers (Eriksson & Hakansson, 2005; Bergstrom & Skarfstad, 2004; Osorio, 2002). Four models on celebrity endorsement strategy, which includes source attractive model, source credibility model, meaning transfer model, and product match-up hypothesis. There are other factors which are essential for choosing celebrity endorser, including industry and product type and impacts of different cultural values on implementation of celebrity endorsement (Wenqian, 2006). Each of these methods from special perspective examines the selection process and identifies personality factors that influence selection process. There are four characteristics of the celebrity (attractiveness, credibility, expertise and trustworthiness) factors predicting the effectiveness of celebrity endorsement advertisements (Shahrokh & Arefi, 2013).

*f) Predictors of Celebrity Effectiveness*

Additionally, the level at which the endorsement process occurs depends on the worth and character of the endorser and the process of meaning movement from the endorser to the consumers (Erdogan, 2013; Erdogan, 1999; Shahrokh & Arefi, 2013). In the source credibility model the effectiveness of an advertising message is contingent on the evident degree of trustworthiness and expertise of the celebrity (Armando, 2014). Dimensions of credibility are classified as trustworthiness and expertise (Lafferty, Goldsmith, & Newell, 2002). This study refers to the study of Priyankara et al., (2017) as well as in Shahrokh & Arefi (2013) which used attractiveness, credibility, expertise and trustworthiness (Source credibility) as the dimensions of celebrity endorsement.

*g) Credibility*

According to Koekemoer (2012), credibility is defined as the degree to which the source is perceived to possess skills, expertise and knowledge appropriate to the topic to be communicated. Credibility is the extent to the consumer is aware and trusted the source as possessing relevant knowledge, expertise, or experience about the products as well as giving unbiased information to consumers (Forouhandeh et al., 2011). In view of that, source credibility also delivers trust for the message source. Seemingly, credibility characteristic is the mainly vital part of credibility given that expert endorsers cannot be regarded credible if they display deceitful behaviour or biased conduct (Koekemoer 2014). In credibility, it is expected that the endorser can provide the required information about the product or service accurately (Solomon, 2002).

This source attribute might be successfully persuasive when clients have not got much information or experienced and formed their belief in the products. Credibility is principally significant when people have a depressing feeling towards the product and influential information are required to reduce the contradict arguing and positively persuade the attitude towards the product. Consequently, when celebrities are credible it affects the acceptance and recognition of the persuasion and the communication (Belch & Belch, 2001). An equivalent observation is the initiative of a source that is direct, candid and dependable, yet having inadequate knowledge of the brand being communicated. Koo et al. (2012) illustrates credibility as how convincing the consumer sees the endorser's credibility to be. They simplify the point by saying it is "the amount of knowledge the source has about the product or topic that he/she is endorsing" (Koo et al., 2012).

*h) Trustworthiness*

Trustworthiness is about the sincerity, believability integrity and of the endorser (Koekemoer 2012). Trustworthiness refers to buyer's opinion concerning the sincerity and faithfulness of the celebrity endorser when approving communication for a marketer (Koekemoer 2012). Trustworthiness refers to the justice, sincerity, and integrity of a celebrity (Erdogan, 2001). Trustworthiness is one component of source credibility. The features connected to a trustworthy source are ethicalness, honesty, sincerity, faithfulness, and reliability (Erdogan et al., 2001; Khatri, 2006). According to Forouhandeh et al. (2011) both trustworthiness and expertise are important elements in determining the credibility of a message source. Trustworthiness of the celebrity endorser depends principally on the perception of the consumer (Shimp, 2000) with a propensity to belief a source who shares some resemblance as them (Erdogan, 2013). The influence of a source can deteriorate or cast off, if buyers consider the celebrity endorser to be unfair or has primary intention for approving and endorsing a brand in providing the information, such as being paid (Belch & Belch, 2009). Biasness can happen as a result incorrect information from the source (Solomon, 2002). A celebrity is considered as trustworthy (Goldsmith et al., 2000) and that trustworthiness is illustrated as an outline of ethics that create positive features and enhance the recognition of the message (Erdogan, 2001). Koo et al. (2012) use Tiger Woods' marital recklessness as an instance of someone losing trustworthiness.

*i) Expertise*

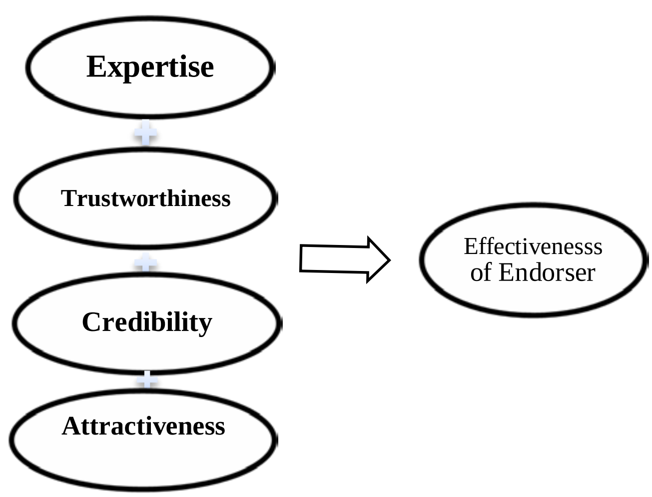
Expertise is the degree to which a source is perceived as "a source of valid assertion" (Forouhandeh et al., 2011). Expertise refers to the level at which buyers perceive the celebrity to be an authoritative source, while endorsing the product (Yilmaz & Ersavas 2005).

An endorser, who is viewed as knowledgeable and an expert, is more persuasive than one with less expertise. An expert celebrity endorser can influence the product perception (Erdogan, 2013). It is confirmed that celebrity is regarded as a proficient in a particular field, resulting in an elevated product endorsement than a celebrity with no expertise (Hoekman & Bosmans, 2010). Pham and Nguyen (2015) opined that celebrity expertise has a significant and positive influence on buyers' attitude toward the advertising and the brand. According Erdogan (2013; 1999), expertise of celebrity endorsement refers to the degree at which an endorser is professed to be a source of valid assertion. In Amos et al. (2008), it was argued that the degree of celebrity expertise establishes its effectiveness. The greater the expertise of the celebrity, the additional effective it will be. The expertise of a celebrity will not be altered by negative publicity, but the believability and credibility will be disapprovingly affected (Priyankara et al., 2017).

*j) Attractiveness*

Attractiveness refers to consumers' opinions concerning the tangible appeal of the athletic celebrity endorser, including qualities and athletic abilities (Koekemoer 2012). Attractiveness refers to the appeal of a source, as a provider of communication messages (Koekemoer 2012). Physical attractiveness transited via a person's weight, height, and facial magnificence is the very foremost lexis perceived by another (Bardia et al., 2011). This concept does not only mean physical attractiveness. It also requires intellectual skills, character, way of life, and art talents (Erdogan, 2013). A celebrity is attractive when the celebrity builds up an admired reputation among the public. Celebrity attractiveness swells the expressiveness toward the customers as they desire to be like the celebrity that they adore (Cohen & Golden, 1972 and that Celebrity attractiveness has a positive influence on customer's attitude toward the advertisement (Pham & Nguyen, 2015). Attractiveness in this context means mental skills, personality properties, way of living, performances of celebrity, and skills of endorsers (Erdogan, 2001). Celebrities can be attractive if for instance the celebrity established great sport performances and people have gargantuan respect for their achievement and therefore, they are attracted to them (Priyankara et al., 2017). Source attractiveness includes sub-components such as likeability, similarity and familiarity (Koekemoer 2014). When a receiver perceives a source to be attractive, persuasion could occur through a process referred to as 'identification' (Koekemoer 2014).

*k) Research Model*




## III. Methodology

*a) Theoretical Framework*

The overall topic of the study is described using theoretical framework, as it shows in the multiple dimensions of celebrity. This study employs attractiveness, credibility, trustworthiness, and expertise dimensions from source credibility model. This is to explain that a product's image increases in the buyers mind it has direct relationship with buying intentions making the endorser effective (Ahmed et al., 2014).

*b) Research Design*

The study utilizes quantitative research design, Correlational and explanatory research design. It has also collected both primary data via questionnaire and secondary data via literature review.

*c) Sampling*

Convenient sampling techniques were used. The collection data was based on those who came to class for three weeks in middle of the first semester. The sample was 200 students taken from the Department of

Marketing year 1, 2, and 3 from Tamale Technical University. The precedent of the sample size was in line with Radha and Jija (2013) and Saeed et al. (2014) who used 200 each.

*d) Research Instrument*

Questionnaire was employed by using five-point Likert scale (1 meaning Strongly Agree, 2 meaning Agree, 3 meaning Neutral, 4 meaning Disagree, and 5 meaning Strongly Disagree).

*e) Data Analysis*

The collected from the respondents were analyzed quantitatively via correlation and regression in SPSS version 19.00 software. The correlation and regression analyses were done to measure the association dependent and independent variables. Reliability test was also conducted via Cronach Alpha to unveil the internal consistencies of the variables and to understand whether the instruments were supposed to be used for this study.

*f) Variables*

The dependent variable was effectiveness and the independent variables were trustworthiness, credibility, attractiveness, and expertise. The researchers operationali zed the celebrity in four main factors influencing celebrity effectiveness which were measured using the following items in the table below:

| Trustworthiness | Credibility | Attractiveness | Expertise |
|---|---|---|---|
| Dependability | Consumer's attitude about confidence of the celebrity. | Celebrities in MTN ads are usually well known faces | Consumer's attitude whether the celebrity has practical knowledge on his or her specialized area. |
| Honesty | Consumer's attitude about moral courage of celebrity. | Beautiful celebrities appear in MTN ads | Whether the celebrity has sufficient experience in his or her field or area. |
| Reliability | Consumer's attitude on the sincerity of the celebrity. | Attractive celebrities endorse quality MTN services | Consumer's attitude whether the celebrity has obtained a practical training relevant to his or her field. |
| Trustworthy | Consumer's attitude of whether the celebrity is honest. | Sexy celebrities are endorsed in MTN ads | Consumer's attitude whether the celebrity has power to influence others action or behavior. |
| | | Celebrities that are endorsed in MTN ads are classy | |
| | | Elegant celebrities appear in MTN commercials | |

## IV. Results

*Table 1:* Reliability of scale

| Variables | Cronbach's Alpha | Mean | Standard Dev. |
|---|---|---|---|
| Trustworthiness | 0.776 | 5.30 | 1.49 |
| Credibility | 0.773 | 3.34 | 1.31 |
| Perceived expertise | 0.778 | 3.68 | 1.77 |
| Attractiveness | 0.922 | 4.35 | 1.29 |

Table 1 clearly shows that the research instrument was internally consistent and could be used for this current study since data collected was reliable (Leech, 2008). The coefficient of Alpha tested by Cronbach Alpha ranged from 0.773 to 0.922. According to Sekaran and Bougie (2013), a coefficient of alpha between 0.80 and 0.90 is very good, 0.70 – 0.80 is good, 0.60 – 0.70 is fair and less than 0.60 is poor.

*Table 2:* Model Summary

| Model | R | R-square | Adjusted R-square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .791 | .620 | .591 | .25717 |
| Predictors: | Perceived Expertise, Trustworthiness, Attractiveness and Credibility | | | |

The dependent variable, celebrity effectiveness is influenced by 59.1% by the independent variables: perceived expertise, trustworthiness, Attractiveness and credibility. Therefore, it depicts that all these dimensions are responsible for endorser's effectiveness in advertising telecom products and services.

*a) ANOVA*

ANOVA analysis examined the significance of the overall model as shown in the table below.

*Table 3:* ANOVA Results

| Model | Sum of Squares | DF | Mean square | F | Sig |
|---|---|---|---|---|---|
| Regression | 8.728 | 8 | 1.390 | 21.012 | .000* |
| Residual | 6.085 | 95 | .066 | | |
| Total | 14.813 | 98 | | | |

The ANOVA table above makes obvious the degree of significance. Table 3 shows that all the dimensions (trustworthiness, perceived expertise, Attractiveness, and credibility) are related to the effectiveness of an endorser. Therefore, the association between independent and dependent variables is absolutely significant when compared with the alpha values above.

*b) Correlation Analysis*

The utmost association is between trustworthiness and celebrity effectiveness, which 0.930, this shows that there is a positive and significant correlation between trustworthiness and celebrity effectiveness. Next highest is association is between credibility and celebrity effectiveness which is 0.675 and then followed by perceived expertise with a correlation value of 0.667. The least but equally significant is attractiveness and celebrity effectiveness with a correlation value of 0.661. From the figures in table 4 below, it can be concluded that all the variables (dimensions) have considerable association with each other and strong with celebrity effectiveness.

Table 5 below is the correlation analysis which depicts the association between variables in his study. According to Statistikian (2017), a correlation value close to zero (0) is very weak. See table 4 below for details:

*Table 4:* Interpretation of Pearson Correlation

| Correlation values | Meaning |
|---|---|
| 0.80 - 1.00 | Very Strong Category |
| 0.60 - 0.79 | Strong Category |
| 0.40 - 0.59 | Moderate Category |
| 0.20 - 0.39 | Weak Category |
| 0.00 - 0.19 | Very Weak Category |

*Source: Statistikian (2017)*

*Table 5:* Correlation

| | | Trustworthiness | Credibility | expertise | Attractiveness | Effective. |
|---|---|---|---|---|---|---|
| Trustworthiness | Pearson Correlation | 1 | 0.668** | 0.668** | 0.634 | 0.930** |
| | Sig (1-tail) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 200 | 200 | 200 | 200 | 200 |
| Credibility | Pearson Correlation | 0.691 | 1 | 0.469** | 0.656 | 0.675 |
| | Sig (1-tail) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 200 | 200 | 200 | 200 | 200 |
| Expertise | Pearson Correlation | 0.264* | 0.593** | 1 | 0.549** | 0.667 |
| | Sig (1-tail) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 200 | 200 | 200 | 200 | 200 |
| Attractiveness | Pearson Correlation | 0.507** | 0.733** | .751** | 1 | 0.661 |
| | Sig (1-tail) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 200 | 200 | 200 | 200 | 200 |
| Effectiveness | Pearson Correlation | 0.930** | 0.634 | 0.661 | 0.661 | 1 |
| | Sig (1-tail) | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| | N | 200 | 200 | 200 | 200 | 200 |

*c) Regression Coefficient*

The Regression Coefficient analysis the coefficient of all the dimensions (variables) incorporated in the model together with their relevant p-values exposed in the below table.

*Table 6:* Regression Coefficient

| Coefficients | | | | | |
|---|---|---|---|---|---|
| Model | Understandized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Standard Error | Beta | | |
| (Constant) | 1.137 | 0.261 | | 4.519 | 0.000 |
| Trustworthiness | 0.188 | 0.081 | 0.291 | 2.477 | 0.014 |
| Credibility | 0.229 | 0.082 | 0.288 | 2.748 | 0.007 |
| Expertise | 0.211 | 0.076 | 0.288 | 2.748 | 0.007 |
| Attractiveness | 0.188 | 0.087 | 0.269 | 0.223 | 0.028 |

Table 6 has demonstrated that all the 4 dimensions were positively and significantly associated with celebrity effectiveness in the telecom sector in Ghana. Hence, each factor studied is vital to the celebrity in endorsing telecom products and services. The standardized coefficient from the analysis depicts that trustworthiness is the main and significant dimension of endorsers with a coefficient of 0.291. The second most important dimensions which measure the effectiveness of an endorser are credibility and perceived expertise with standardized coefficients of 0.288 respectively. Attractiveness was the least but significant with coefficient of 0.291. Consequently, all the hypotheses were accepted from the positive values, which are significant at 0.05.

| Hypotheses | Correlation Values | Result |
|---|---|---|
| Trustworthiness ↔ Celebrity Effectiveness | 0.930 | Very Strong |
| Credibility ↔ Celebrity Effectiveness | 0.675 | Strong |
| Attractiveness↔ Celebrity Effectiveness | 0.661 | Strong |
| Expertise ↔ Celebrity Effectiveness | 0.667 | Strong |

Trustworthiness dimension has exhibited very strong effect on celebrity effectiveness in developing advertisement, and contributes positively to the formation of celebrity endorsement variable. Meanwhile, attractiveness, expertise, and credibility have proven to be strong and have contributed positively to celebrity endorsement variable and celebrity effectiveness.

## V. Discussion

The present study is carried out to identify the effectiveness of celebrity endorsement in advertising in Ghana. For this intention this current study quantitative research method is used to check the effectiveness of the celebrity endorsements by certain observed and universally accepted factors. The whole population was from Marketing Department of the University from which particular sample extracted. This sample was extracted by the help of sampling calculator. Effectiveness of the celebrity endorsement was a dependent variable and the trustworthiness, credibility, attractiveness, perceived expertise, dimensions were taken as the independent variables. The analysis above demonstrates that all the dimensions representing the independent variables have relationship with the celebrity effectiveness. The analysis found trustworthiness to have a strong correlation with celebrity effectiveness with Pearson's correlation value of 0.930. The other variables have strong correlation since they all fall within 0.661 to 0.675 correlation values. Also, the independent variables correlate with each other since the correlation values are within weak, moderate to strong categories.

The independent variables were four determinants, which all have a positive effect on the attitude of consumers towards the brand making the celebrity effective. Accessible literature on celebrity endorsement aids businesses to generate a distinctive representation of the product and bring about an affirmative impact on sales and attitude intention towards the product (Liu, 2007; Ranjbarian et al., 2010). This ensues from the fact that celebrity endorsers stimulate superior brand appreciation. Furthermore, when a celebrity is positively perceived by the consumer, a sentiment of trust will be involuntarily developed towards the celebrity and the attitude of consumers will increase, hence the study confirms the findings of Friedman et al. (1979).

Celebrity Endorsement has an important effect on endorser effectiveness such that using trustworthy, credible, and attractive celebrity can assist a marketer to increase consumers' purchase intention for the brand/product as also indicated in Gupta et al. (2015). These findings are also in line with several previous research, such as Pornpitakpan, (2004), and Chan et al. (2013). The findings of Gupta et al., (2015) reveal that celebrity endorsements can be a helpful marketing communication strategy available to the firms as it is anticipated to have a significant positive effect on buyers purchase intentions. These positive purchase intentions can be converted to purchase if other elements in the marketing mix are well planned. Khan et al. (2016) confidently said that celebrity endorsement is a marketing communication used to advise an audience to take and some action, and advertisement by concentration of celebrities turn into aspect in modern competitive marketing environment for high acceptance and formation of strong product attention.

*a) Management Implication*

With the theoretical contribution being made towards the advancement of existing knowledge, this research also concurrently provides several managerial implications. This study is expected to create awareness among marketers on the importance of considering a different celebrity attributes according to the different product which is a celebrity is endorsed. The promotional campaign should be vigilant in selecting the suitable celebrity for the product, as it can affect the way it is view by the customers. The positioning of the product is directly affected by the celebrity endorsing it (Pugazhenthi & Ravindran, 2013). Marketing managers should consider several aspects before choosing a celebrity to promote their brand and products or services, particularly consider the background of the artist associated with their attractiveness, expertise, and trustworthiness.

## VI. Conclusion

The study seeks to unearth factors predicting the effectiveness of celebrity endorsement advertising from HND marketing student's perspective. The study concludes that the celebrity endorsement is an effective tool for effectively marketing firm's products. The advertisers must consider all the important factors while hiring the celebrity for firm advertisement as there was very positive and strong relationship and reliance of the effectiveness of the celebrity endorsement over observed factors. To stay away from expensive mistakes of selecting celebrities that do not possess the right attributes for transmitting credible messages and persuasiveness, it is imperative for firms and management to have better understanding of the right set of attributes to consider in choosing a representative to market their products. The study found the important role of choosing a celebrity that possesses trust, expertise, attractive and overall credibility. It is vital for firms to make sure the personality of the celebrity endorser selected, match that of the product endorsed. The researchers suggest providing training to celebrity endorsers by firms before using them for such purposes.

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Global Journal of Management and Business Research: E Marketing
Volume 20 Issue 1 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Review of Literature on the Historical Evolution of Luxury to Identify the Factors Associated with Consumer Attitude towards Luxury Car Brands in an Emerging Country Setting

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*Abstract-* Luxury is concept that has been viewed by different scholars and industry experts in the brand marketing evolutionary process. Many studies have found that a number of factors affect the purchase of luxury goods and many researchers have shown their interest in luxury consumption. Because of globalization, global luxury products have gained their presence in emerging nations such as Sri Lanka. Luxury consumption involves reflection of the social class, lifestyle and consumer's personality backed by the prestige consumption mindset rooted in their financial power, individual values, social values and attitudes. The perceived luxuriousness is often identified and argued under different dimensions such as quality, hedonism, prestige, exclusiveness, uniqueness, conspicuous consumption and tradition by many scholars. However, these dimensions have not been tested, discussed and analyzed from consumer behavior standpoint in an emerging country like Sri Lanka which consists of a new consumer segment that wishes to enjoy a luxurious living.

*Keywords: attitude, luxuriousness, luxury car brands, brand consciousness, brand love, sri lanka, hedonism, conspicuous consumption.*

*GJMBR-E Classification: JEL Code: M31, M37*

REVIEWOFLITERATUREONTHEHISTORICALEVOLUTIONOFLUXURYTOIDENTIFYTHEFACTORSASSOCIATEDWITHCONSUMERATTITUDETOWARDSLUXURYCARBRANDSINANEMERGINGCOUNTRYSETTING

*Strictly as per the compliance and regulations of:*

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Sumith De Silva [α], Ali Khatibi [σ] & Ferdous Azam [ρ]

*Abstract-* Luxury is concept that has been viewed by different scholars and industry experts in the brand marketing evolutionary process. Many studies have found that a number of factors affect the purchase of luxury goods and many researchers have shown their interest in luxury consumption. Because of globalization, global luxury products have gained their presence in emerging nations such as Sri Lanka. Luxury consumption involves reflection of the social class, lifestyle and consumer's personality backed by the prestige consumption mindset rooted in their financial power, individual values, social values and attitudes. The perceived luxuriousness is often identified and argued under different dimensions such as quality, hedonism, prestige, exclusiveness, uniqueness, conspicuous consumption and tradition by many scholars. However, these dimensions have not been tested, discussed and analyzed from consumer behavior standpoint in an emerging country like Sri Lanka which consists of a new consumer segment that wishes to enjoy a luxurious living. This westernized, rich and famous lifestyle is exhibited by owning luxurious car brands such as Mercedes Benz, BMW, Bentley, Porsche, and Ranger Rover, thanks to globalization. This paper discusses the historical evolution of marketing research in a global luxury consumption perspective to develop a conceptual model to evaluate the consumer attitude towards global luxury car brands.

*Keywords: attitude, luxuriousness, luxury car brands, brand consciousness, brand love, sri lanka, hedonism, conspicuous consumption.*

## I. Introduction to the Study

Luxury is viewed as a level of prestige to an extreme level of conspicuous consumption activity of consumers backed by the motive to exhibit a social status (Vigneron & Johnson, 1999). As highlighted by Shuckla (2010) and Tynan et al., (2010) the emerging countries identified such as Brazil, Russia, China and India have shown a greater interest for luxury consumption. The consumers in these countries seem to be showing more symbolic ownership of the brands primarily influenced by both symbolic brand attributes and the non-utilitarian brand attributes. Further, the changes in the society need to be considered every time Jelinek (2018). The behavioural patterns in the society showcase the social distinctions among the consumers and symbolic ownership of brands (Batra et al., 2000; Akram et al., 2011). According to Sukla and Purani (2012) the recent economic development in the emerging markets fuels the growth of luxury brand patronage that will lead the industry creating more opportunities for brands. Sri Lanka is such a country where the global luxury cars get a significant demand backed by the increasing purchasing power of growing high net worth individuals.

Jain, Roy and Ranchhod (2015) suggested that the changing profiles of the Asian consumer have significantly affected the inflow of luxury brands to the South Asian countries such as India. Therefore, there is a significant urgency for the luxury brand marketers to study the consumer attitude and perception in these parts of the world where different values, beliefs and attitudes prevail towards global luxury car brands. The global luxury spending has jumped up significantly and it is expected to reach USD 40 Trillion by the year 2020 (Assochamorg, 2013).

Previous research studies conducted have attempted to emphasize the role of a country's culture and its influence of demographical factors on luxury brand consumption (Hung et al., 2011; Godey et al., 2013). However, as Miller and Mills (2012) suggested the meaning of luxury could vary from country to country with its cultural uniqueness. Further, the consumer motivations and their objectives which are behind the purchase could be similar (Hennings et al., 2012). Researchers have shown their interest conducting research with the investigation perspective into the luxury branding from the view of the practitioner's perceptive (Fiondaan Moore, 2009) and from the conceptual point of view (Miller & Mills, 2012; Ghosh & Varshney, 2013).

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Luxury has been discussed by many researchers with respect to the luxury automobile market. As the global millionaires grow and along with the growth of discretionary income of mass consumers who are identified as democrats, the luxury car market has shown considerable growth (Barnier & Rodina, 2006; Wiedmann, Hennigs & Siebels, 2007; Husic & Cicic, 2009). In addition to that, according to Lipovetsky and Roux (2015) the democratization has fueled the demand for prestige car brands and drawn the attention of marketing practitioners as well as academic researchers (Dubois, Czellar & Laurent, 2005; Vigneron & Johnson, 2004). The literature shows that the term luxury has been viewed differently by scholars. Therefore, the literature presents an exploration on an intellectual journey into the historical evolution of marketing research in global luxury branding. This paper attempts to explore the historical and theoretical evolution of luxury consumption and develop a conceptual model for luxury car brand purchasing attitude.

## II. Historical Evolution of the Consumption of Luxury

Hume (1752, 1965) explained that luxury could be identified as a word of uncertain meaning and be considered both good and bad. Smith (1776) proposed that to a certain degree, consumption has a relationship towards the improvement of social standing or maintenance. The history of research into the subject of luxury goes to the 19th Century (John Rae, 1834; Thorstein Veblen, 1899; & Keasbey, 1903). It was Veblen (1899) who discussed luxury consumption as a status symbol with social comparison. Veblen (1899) published 'Theory of the leisure class' and it was he who pioneered research on luxury consumption. Veblen (1899) suggested that lavishness in consuming products exhibits distinction and status to others. This concept was developed based on the premise that consumers have a desire to exhibit higher social class and represent particular economic groups. This was named as conspicuous consumption. Weber (1930) proposed that savings and investment are identified as economic activities of an individual. The Veblen effect was further reviewed from the work of Bourne (1957). Leibenstein (1950) based on the Veblen's theory, further argued that interpersonal values such as snob effect and the effect of band wagon are two variables to the Veblen effect. Both Veblen (1899) and Leibenstein (1950) argued on the value of status in luxury consumption. Scholars furthermore found uniqueness as the center of motivation for brands rousing their use (Leibenstein, 1950).

Luxury has been viewed as the things that people use to portray their personality to others through the common ramifications that the things contain (Levy, 1959). According to Yamey (1964), an anthropological study conducted on saving, capital, and conspicuous consumption, in several primitive societies they found this process as a display of wealth which was considered to be a wasteful activity. The luxury definitions have been numerous (Davidson, 1898). Therefore, the perplexity of the people is in many occasions is excusable. Grossman and Shapiro (1988) identified the luxury goods as the ones which are used merely or displayed on a particular brand that confers the value of prestige on theirs other than the utility derived from the function. Luxury is an extravagant living, over indulgence, luxuriousness, sumptuousness and opulence Oxford Latin Dictionary (1992). Dubois and Duquesne (1993) explain that motivation of the consumer is to inspire the others. It is their ability to pay high prices and this type of consumption is particularly characterized by flamboyant exhibition of wealth. Dubois and Paternault (1995) rather than the other products, luxury goods are purchased for the meaning beyond what these goods are. Kapferer (1997) defines luxury as beauty and it is the art which is applied to the product function. These products provide additional pleasure to all the senses at one time. It is the attachment of the classes of the society. There are other values such as quality, creativity and craftsmanship etc. (Kapferer, 1998). Further, this luxury consumption has been reviewed as a consumption activity for the glory of brands as explained by Mason (1981 & 1992); Bearden & Etzel 1982). Kemp (1998) explains that luxuriousness of a particular good is determined by the product's natural desirability. It is not simply determined simply as an object for conspicuous consumption. Luxury products are identified as the brands which have a low ratio with its functionality to price, but the ratio of intangibility to the situational utility compared with price is high (Nueno and Quelch, 1998). An individual's functionality could be an another person's luxury (Bernstein, 1999). Exclusivity is evoked by the luxury brands. They have well-reputed brand identity and have high brand awareness as well as high perceived quality. These brands retain their sales and keep customer loyalty The important components of luxury products are brand identity, perceived quality, awareness and customer loyalty (Phau and Prendergast, 2000).

Luxury is defined as symbols of personal as well as social identity (Vickers and Renand, 2003). Luxury goods are the goods which enable the simple use or a product that displays a branded product offer esteem of the owner other than functional utility (Vigneron and Johnson, 2004).

Atwal and Williams (2009) define luxury as a concept traditionally associated with the terms exclusivity, status and quality. Luxury has an individual component too. What could be luxury to one person may not be luxury to another. It could be irrelevant and valueless to some other (Berthon et al., 2009). In luxury consumption, one communicates to create a dream and to recharge the product's brand value. It is not to sell (Kapferer and Bastien, 2009). Wiedman et al., (2009) define luxury concept as a subjective and multi-dimensional construct. It is a concept by definition that should follow an integrative understanding. Luxury goods are conducive towards pleasure and they give comfort. They are difficult to obtain and bring the esteem of the owner rather than its functional utility (Shukla, 2011). Luxury is described as old luxury together with consumer's self-indulgent and motivators of hedonism (Kapferer and Bastien, 2009; Shukla and Purani, 2012).

## III. The New Era of Luxury Consumption

Luxury is a concept that is very difficult to be defined and it is based on subjective judgements that could lead to different definitions (Vigneron and Johnson 1999; Yeoman, 2011). Luxury is an ambiguous concept (Dubois, Laurent & Czellar 2001). This ambiguity is related to the abstract and symbolic nature of luxury (Roux & Boush 1996). Therefore, to understand luxury, it is important to understand the dimensions of luxury and the attitudes towards luxury. The BLI scale developed by previous researchers: Vigneron and Johnson (2004), Kim (2012), Kim and Johnson (2015) is widely accepted by researchers on luxury to measure consumer attitudes to evaluate global luxury car brands.

According to Dubois, Laurent, and Czellar (2001) there are six main facets of luxury as presented in Table 1.1.

*Table 1.1:* The Six Main Facets of Luxury

| Facet | Example of the Facet |
|---|---|
| Excellent quality | Exceptional ingredients, components delicacy and expertise, craftsmanship |
| Very high price | Expensive, elite and premium pricing |
| Scarcity and Uniqueness | Restricted distribution, limited number, tailor-made |
| Aesthetics and Poly-sensuality | Piece of art, beauty, dream |
| Ancestral heritage and personal history | Long history, tradition, passed-on to next generation |
| Superfluousness | Uselessness, non-functional |

*Source: Dubois, Laurent, & Czellar (2001)*

Keller (1993) highlighted studying the consumer's behavior as a critical issue in order to make some strategic decision. Dubois et al. (2005) developed a concept with the traditional luxury view which states the luxury should be only available for the elite (labeled elitist) and modern luxury visionaries believe that everyone needs to have accessibility to luxury. Further, according to Dubois et al., (2005), the elitists indicated it was inevitable that luxury products be priced very highly. As noted, if luxuriousness diminishes, so does brand equity. To prevent this decay in equity, prestige businesses face a dilemma as they need to control brand diffusion to enhance exclusivity while at the same time maintain a high level of awareness (Phau & Prendergast, 2000). Rarity is also an important concept related to the equity of prestige brands (Dubois & Paternault, 1995; Kapferer, 1998). Yet it also causes a paradox (Roux & Floch, 1996). This contradiction results because it is natural for prestige brand managers to seek maximization of profits by selling as many products as possible; however, following a rarity principle suggests that to build equity, a prestige brand needs to avoid the risk of commoditization (Kapferer, 1998). Thus, rarity suggests that sales must be limited since too much distribution erodes being scarce, dilutes desirability and exclusivity, and consequently erodes brand equity.

Dubois and Czellar (2002) added self-indulgence as a new luxury dimension. Further, it was discussed on the importance of hedonism of luxury brand consumption. Vigneron and Johnson (1999, 2004) proposed a theoretical framework for luxury brand consumption value which included personal and non-personal perceptions of value. Hedonism and quality were identified as personal dimensions while conspicuousness, social value and uniqueness were identified as non-personal consumption. Wiedmann et al. (2007, 2009) further extended the framework of luxury with another variable by adding financial value as a dimension. Tynan et al. (2010) further elaborated the model by including variables such as relational value. Truong and McColl (2011) added intrinsic and extrinsic value aspirations.

As suggested by Camilo Koch and Davit Mkhitaryan (2015) in a research study carried out in China on consumers' choice in luxury car brand selection, consumers tend to expect benefits directly derived from the attributes. Consumers can be identified with respect to the products they buy and when the income level goes up of these consumers they tend to purchase more luxurious goods (Songer, 2014). According to Vigneron and Johnson (1999); Engand Bogaert (2010) and Ghanei (2013) the factors that could differentiate the terms luxury and non-luxury are in terms of perceived conspicuousness, perceived uniqueness, perceived quality, perceived hedonism and perceived social value. Further, Vigneron and Johnson (2004) suggested that if the amount of perceived luxuriousness can be managed, it could be measured as well. Brand Luxury Index (BLI) was developed in order to provide a tool to estimate the amount of perceived luxuriousness of a prestige brand based on the five components: conspicuousness, uniqueness, quality, extended self, and hedonism (Vigneron & Johnson, 2004).

## IV. Dimensions of Luxuriousness and Terms

Keller (1993) identifies luxury dimensions as functional, experiential and symbolic expressions. Vigneron and Johnson (1999) developed the dimensions into conspicuousness, uniqueness, quality, hedonism and extended-self. Vickers and Renand (2003) suggest functionalism, experientialism, symbolism, and interactionism as luxury dimensions. Berthon et al., (2009) defined luxury dimensions as functional, experiential and symbolic expressions. Further, Brakus et al., (2009) suggest behavioral, feelings and cognition dimensions as luxury dimension.

Gofman et al., (2010) suggest luxury as Design, style, Experience, Emotions and Exclusivity. Heine and Phan (2011) suggest Price, Quality, Aesthetics, Rarity, Extraordinariness and Symbolic meaning as key luxury dimensions. Reyneke et al., (2011) identify objective (material), subjective (individual) and collective (social) as luxury dimensions.

*Table 1.2:* Presents an analysis of luxury dimensions discussed by various researcher across eleven studies.

| Authors | | | Dimensions | | |
|---|---|---|---|---|---|
| Conspicuousness | Uniqueness | Quality | Hedonism | Self-Extended | Tradition |
| Veblen (1899) | Conspicuous Consumption | | | | - |
| Leibenstein (1950) | Veblen Effect | Snob effect | | | Bandwagon effect |
| Kapferer (1998) | Elitist<br>Extremely expensive<br>Its price | Exclusivene-ss Its uniqueness | Craftsman<br>Best quality<br>Beauty of object<br>Excellence of products | Its great creativity<br>Its sensuality<br>Its magic | Successful |
| Vigneron & Johnson (1999) | Conspicuous Value | Uniqueness Value | Quality Value | Emotional value/Hedonism | Social value/Extended-self |
| Dubois, Laurent & Czellar (2001) | Price Superfluousness<br>Conspicuous<br>Elitist<br>Very high price<br>Differentiate from others | Uniqueness<br>Scarcity | Quality<br>Not mass-produced<br>Rather like luxury<br>Excellent quality<br>Good taste | Aesthetic Pleasure<br>Aesthetics and polysensuality<br>Makes life beautiful | Refined people<br>Reveal who you are<br>Pleasing<br>Few people own |
| Wiedman, Hennigs & Siebels (2009) | Materialistic<br>Prestige Value in Social Networks | Uniqueness<br>Usable | Quality | Self-Identity<br>Self-Gift Giving<br>Extravagance<br>Life Enrichment | Self-Directed Pleasure |

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*Table 1.2:* Evolution of Luxury Dimensions

| | | | | | |
|---|---|---|---|---|---|
| Wang, Sun, Song (2010) | Other People's Impression Feel Successful Increase Self-Confidence I want other people to know that I own expensive luxuries | Made of Good Materials High Quality & Worth the Money | Exciting Experience Feel Different When I am depressed, I buy luxuries to make feel better | Better Service | Wang, Sun, Song (2010) |
| Vickers & Renand (2003) | Symbolic Interactive need | Symbolic Interactive need | Functional Need | Experiential need | Symbolic interactive need |
| Vigneron & Johnson (2004) | Perceived Conspicuousness | Perceived Uniqueness | Perceived Quality | Perceived Hedonism | Perceived Self-Extended |
| Kim (2012) | Exclusiveness | Quality | Dominance | Tradition | |
| Kim & Johnson (2015) | Accessibility | Quality Attributes Material construction Aesthetic appeal | Hedonism | Extended-self | Tradition |

## V. Modification of Perceived Luxury Value Dimensions

The concept of consumer-based brand equity (Keller, 1993) provides the rationale to investigate the question of modifying perceived luxury value since the concept emphasizes individual customers' reactions to the marketing mix elements.

Kim and Johnson (2012) found in their research that price, distribution intensity, store image, brand personality and innovativeness had a significant impact on all components of perceived luxuriousness: quality, dominance, exclusiveness, and tradition. However, advertising expenditure did not influence perceived luxuriousness. Also price promotions negatively influenced participant's perceptions of three of the four dimensions of luxuriousness.

The modification for the Brand Luxury Index (BLI) was carried out by Kim and Johnson (2012) based on the BLI scale developed by Vigneron & Johnson (2004). The four variables identified in the modified BLI scale were quality, dominance, exclusiveness, and tradition. This is in comparison to the previous model of five dimensions; conspicuousness, uniqueness, quality, hedonism, and extended-self. When compared with the original BLI scale, in the revised scale the exclusiveness dimension was included instead of the conspicuousness and uniqueness dimensions. Hedonism was also eliminated in the revised model. However, the items included under the hedonism, have been included under the other luxury dimensions of the revised BLI scale. Further, tradition was added as a new dimension to measure the perceived luxuriousness (Kim & Johnson, 2015).

## VI. Luxury Perception and Consumer Brand Attitude

Consumers as individuals identify the term luxury with expressions such as upscale, good in taste, quality, and class, etc. It is evident that people fulfil their functional requirements through luxury but also the psychological requirements (Dubois, Laurent & Czellar, 2001). Widemann, Hennigs and Siebels (2007) describe that the luxury value has three fundamental dimensions: functional value, social value, and individual value. Luxury perception. According to Vigneron and Johnson (1999), Eng and Bogaert (2010) and Ghanei (2013) the luxury perception is linked with five values and that could make a differentiation on luxury and the non-luxury brands through perceived conspicuousness, perceived uniqueness, perceived hedonism, perceived quality and perceived social value.

Perception is described as the way we see the world around us and the identification and interpretation are highly dependent upon the needs, values, and expectations of an individual and it is individualized (Schmitt, 1999).

## VII. Factors Associated with Consumer Attitude Towards Luxury

### a) *Hypotheses*

Vigneron and Johnson (2004) concluded in the brand luxury index that self-identity plays a significant role towards the consumer attitude towards luxury. Therefore, the following hypothesis is developed as;

*H1:* There is a relationship between Self Identity and the Attitude Towards Luxury.

Consumers are driven by the consumer's experiential value gained (Brakus et al., 2014; Schmit et al., 2015). Yeoman (2011) states that there is a positive relationship between the consumer experiences and the perceived value of luxury. Thus the below hypothesis is developed as;

*H2:* There is a positive relationship between Experiential Value and Attitude Towards Luxury.

According to Miller and Mills (2012) the differences in culture impact the individuals to define luxury. Further, Godey, et al. (2013) too confirmed the relationship between differences in culture and luxury consumption. Thus, the below hypothesis is developed as;

*H3:* There is a relationship between Individual Differences and Attitude Towards Luxury.

Sproles and Sproles (1986), state that brand consciousness act as one of the key decision making styles. Brand love is the positive attitude a brand (Batra, et al., 2012). Brand love has an impact on the consumer's attitude towards luxury. Luxury brands are normally purchased by considering that they are not necessities. A consumer with brand-conscious behavior tend to perceive brands as symbols of status and prestige (Liao and Wang, 2009; Giovannini et al., 2015). Therefore, the following hypotheses are suggested as;

*H4:* There is a positive relationship between Brand Consciousness and Attitude Towards Luxury.

*H5:* There is a positive relationship between Brand Love and Attitude Towards Luxury Cars.

The motivation of consumer's social consumption states that consumers purchase brands not only to acquire brand, but also for social status aspect of consumption and meaning (Fitzmaurice and Comegys, 2006; Gil et al., 2012). Social influence has also been researched in the luxury brand consumption behavior (Weidman, et al., 2009). Therefore, along with these empirical findings, the following hypotheses are developed as;

*H6:* There is a positive relationship between Social Influence and Attitude Towards Luxury.

The desire for conspicuous consumption or for gaining social status should directly affect the attitude toward luxury brands (Dittmar, 1994; Weidman et al., 2009). Bearden and Etzel (1982) explained that the luxury brands consumed in public tend to be more conspicuous than luxury brands consumed in private. Therefore:

*H7:* There is a positive relationship between Consumption Type and Attitude Towards Luxury.

Combining the works of Vicker & Renard (2003) and Vigneron & Johnson (1999), which looked at the role of symbolic, hedonistic, materialistic and utilitarian values on attitudes towards luxury brands, as well as impacting feelings toward a particular brand, the following two hypotheses were developed:

*H8:* There is a positive relationship between Consumption Values and the Attitude Towards Luxury.

### b) *Proposed Conceptual Model for Factors Associated with Consumer Attitude Towards Luxury Brands*

The proposed conceptual framework is presented in Figure 1.1. Self-Identity, Experiential value, Individual Differences, Brand Consciousness, Brand Love, Social influence and Consumption type are identified as independent variables. Consumer Attitude towards Luxury is taken as the dependent variable.

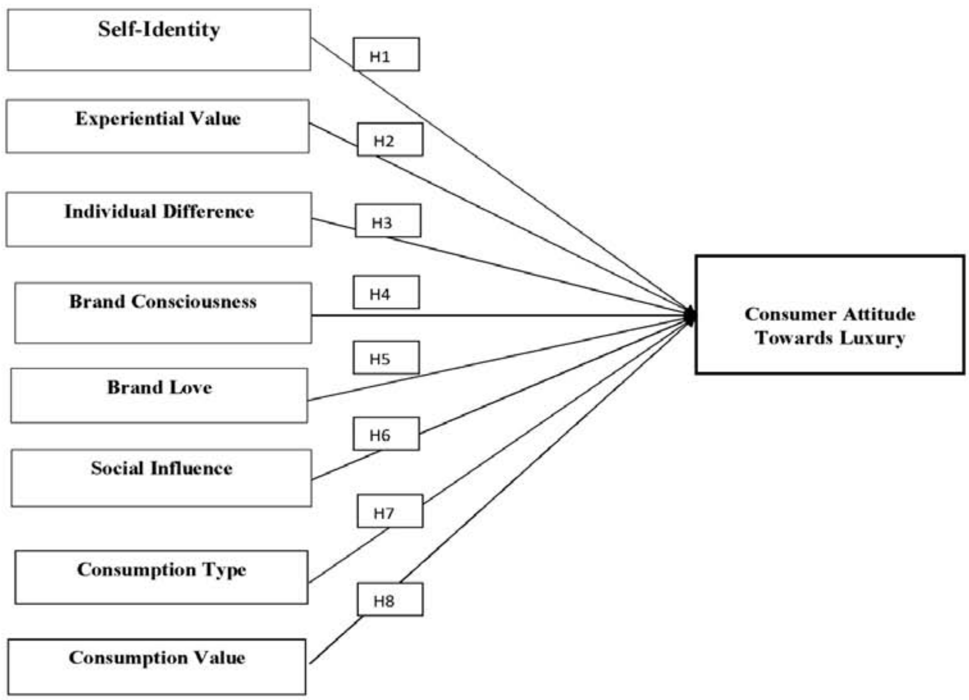


*Figure 1.1:* Proposed Conceptual Model for Factors Associated with Consumer Attitude Towards Luxury Brands.

## VIII. Conclusion and Managerial Implications

Global luxury spending has jumped up significantly and it is expected to reach USD 40 trillion by the year 2020. Previous research studies have attempted to emphasize the role of a country's culture and demographics with luxury brand consumption (Hung et al., 2011; Godey et al., 2013). However, as Miller and Mills (2012) suggested, the meaning of luxury could vary from country to country with its cultural uniqueness. Further, consumer motivations and objectives which are behind the purchase could be similar (Hennings et al., 2012). Many luxury branding studies have been conducted from the perceptive of the practitioner (Fiondaan & Moore, 2009) and from the conceptual point of view (Miller & Mills, 2012; Ghosh & Varshney, 2013).

Consumer attitude has been a widely discussed topic in research and it is important to study consumer attitude in order to identify the consumer decision making process. Luxury brand attitude towards a product depends on the consumer's perception of the brand. The dimensions of luxury have been evolving over in the past from among the researchers such as Veblen (1899) to Leibenstein (1950), Kapferer (1998), Vigneron & Johnson (1999), Dubois, Laurent & Czellar (2001), Wiedman, Hennigs & Siebels, (2009) and Kim & Johnson (2015). The modified Brand Luxury Index (BLI) by Kim and Johnson (2015) is an important tool for researchers to investigate further the concept of luxury.

Managing luxury dimensions successfully will enable marketing managers to manage their brands effectively by managing the consumer attitudes. It facilitates the effective decision making of business organizations and will benefit consumers as well. Luxury could vary from country to country and culture to culture. Marketing communication strategies could be effectively managed with the careful identification of the target audiences. Specially in designing the culturally sensitive advertisements. Further research could be carried out to study the effect of consumer attitude towards the luxury car brand purchasing behavior.

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Global Journal of Management and Business Research: E Marketing
Volume 20 Issue 1 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Pazarlamada Yeni Eğilimler: Deneyimsel Pazarlama Kapsamında Bilecik İli Osmaneli İlçesinde Bulunan Şifalı Su İçmeler Tesisi Üzerine Bir Araştırma

By Selin Pektaş
*Bilecik Şeyh Edebali Üniversitesi*

*Abstract-* The aim of t his study is to present the c onceptual dimensions of experiential marketing and to illustrate these conceptual dimensions with the içmeler facility.It is important for both customers and the içmeler facility to get good service from the facility, to spend and to enjoy time in the desired quality then leave the enterprise satisfied. This study was conducted in order to determine the experiences of the customers and their effects on customer satisfaction. 320 people were reached within the scope of the study. In the questions asked by the questionnaires, 50.3% of the participants were female, 49.6% were male, and the most preferred age range which has visited the facility was 22-27 with % 22.1.In the study, icmelerfacility has preferred for health tourism with an average of 4.29 while with an average of 4.1 the facility has preferred for nature tourism.The experiences are perceptual in this study with in it will be use ful to see which experience comes to the fore front in studies with a wider and different groups in future studies.

*Keywords: experience, experiential marketing, health tourism, relational marketing.*

*GJMBR-E Classification: JEL Code: M31*

PAZARLAMADAYENIEGILIMLERDENEYIMSELPAZARLAMAKAPSAMNDABILECIKLIOSMANELILCESINDEBULUNANSIFALSUICMELERTESISIUZERINEBIRARASTRMA

*Strictly as per the compliance and regulations of:*

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Selin Pektaş

*Özet-* Bu çalışmanın amacı deneyimsel pazarlamayla ilgili kavramsal boyutları ortaya koymak ve boyutların Şifalı Su İçmeler Tesisi kapsamında örnekleyerek açıklamaktır. Bulunulan tesislerden iyi hizmet almak, istenilen kalitede vakit geçirmek, kaliteli zaman geçirmek ve güzel duygularla işletmeden ayrılmak hem müşteriler hem de Şifalı Su İçmeler Tesisi açısından önem arz etmektedir. Bu çalışma müşterilere yaşattıkları deneyimleri ve bu deneyimlerin müşteri memnuniyetine etkisini belirlemeye yönelik olarak yapılmıştır. Çalışma kapsamında 320 kişiye ulaşılmıştır. Katılımcılara anket yoluyla sorulan sorularda, kişilerin %50,3 'ü kadın, %49,6'sı erkek ile tesisin en çok tercih edildiği yaş aralığı ise%22,1 ile23-27'dir. Yapılan çalışmada Şifalı Su İçmeler Tesisinin 4,29 ortalama ile tercih edilme sebebi sağlık turizmi iken 4,10 oranla doğa turizminden dolayı tercih edilmektedir. Yaşatılan deneyimler algısal boyutta olup, gelecekteki çalışmalarda daha geniş bir örneklemle farklı müşteri tipleri için hangi deneyimlerin ön plana çıktığının araştırılması faydalı olacaktır.

*Anahtar Kelimeler: deneyim, deneyimsel pazarlama, sağlık turizmi, ilişkisel pazarlama.*

*Abstract-* The aim of this study is to present the conceptual dimensions of experiential marketing and to illustrate these conceptual dimensions with the içmeler facility.It is important for both customers and the içmeler facility to get good service from the facility, to spend and to enjoy time in the desired quality then leave the enterprise satisfied.This study was conducted in order to determine the experiences of the customers and their effects on customer satisfaction. 320 people were reached within the scope of the study. In the questions asked by the questionnaires, 50.3% of the participants were female, 49.6% were male, and the most preferred age range which has visited the facility was 22-27 with %22.1.Inthestudy, icmelerfacility has preferred for health tourism with an average of 4.29 whilewith an average of 4.1thefacility has preferred for nature tourism.The experiences are perceptual in this study with in it will be use ful to see which experience comes to the fore front in studies with a wider and different groups in future studies.

*Keywords: experience, experiential marketing, health tourism, relational marketing.*

## I. Giriş

Pazarlamada müşterilerin beklentilerini karşılamaya odaklanan pazarlama faaliyetlerinin amacı müşteri memnuniyetlerini sağlamaktır. Bu çerçevede pazarlamacının hedefi tüketici istek ve ihtiyaçlarını belirlemek ve bu istekler doğrultusunda tüketicilerin arzuladığı değeri üreterek tüketiciye sunabilmektir (Mucuk, 1999).

Günümüzde artık pazarlarda değişmeye başlayan bilinçli tüketici profili ve olgunlaşmış rekabetçi endüstrilerde faaliyet gösterilmesi gibi nedenlerden ötürü işletmelerin tüketici tercihlerini, işletmelerin lehine dönüştürmeleri üstesinden gelinmesi gereken temel sorun olarak belirmektedir (Chou, 2009). Bu sebeplerden dolayı işletmeler, klasik fonksiyonel fayda algısının ötesinde tüketici/ müşterilerine kendi işletmelerini seçmeleri için anlam ifade eden nedenler sunmanın yollarını bulmaya çalışmaktadırlar. İşletmelerin müşterileri ile ilişkilerini uzun vadede devamlılığını sağlamaları için ve bu süreci doğru yönetebilmek için öncelikle işletmelerin de farklılaşması yani farklı ürün ve hizmet sunmaları gerekmektedir. Bu kapsamda işletmeler farklılık yaratma hususunda müşterilerine yeni deneyimler sağlamaya çalışmaktadır. Bu minvalde deneyimsel pazarlamada kapsamında işletmeler, müşteri deneyimi yaşatma konusunda önemli roller üstlenmektedir. Yani, pazarlamanın ana konusu olarak ürün ya da hizmetin kendisi yerine tüketicilerin ürün ya da hizmet ile yaşamış oldukları deneyimler neticesinde hissettikleri duygular önemli hale gelmiştir.

Pine ve Gilmore (1999) deneyimsel pazarlamayı " kişi bir hizmet aldığı zaman, ürünün taşıdığı bir dizi soyut aktiviteyi de satın alır." şeklinde tanımlamaktadırlar. Deneyimsel pazarlama kavramı, müşterinin satın almış olduğu ürün ya da hizmetin yaşamına sağladığı değişiklikve değişiklik yaratmasını beklediğini anlayabilmek ve bu hedefe hizmet edecek bir deneyimi müşteriye yaşatabilmekle ilgilidir. Bu noktada işletmelerin görevi, müşteri ile temas ettiği her noktada onun sadece aklına ve mantığına değil aynı zamanda duygularına da hitap edebilmesi gerekir.

Bu çalışma kapsamında öncelikle Bilecik İli, Osmaneli İlçesinde bulunan Şifalı Su İçmeler Tesisindeki deneyimsel pazarlama kapsamında özellikle ilişkisel pazarlama, tavsiye pazarlaması, ağızdan ağıza pazarlama, yeşil pazarlama ve etkinlik pazarlaması gibi pazarlamadaki yeni eğilimlerin müşteriler tarafından ne derece ve hangi aralıklarda tercih edildiği araştırılmıştır.

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Araştırma kapsamında Şifalı Su İçmeler Tesisinde konaklayan müşteriler ile gerçekleştirilen anket çalışması uygulanmıştır. Çalışma kapsamı son 3 ay ( Eylül, Ekim, Kasım) da tesislerde konaklayan müşterilerin ortalaması alınarak gerçekleştirilmiştir. Ankette deneyimsel pazarlamanın boyutları müşterilerin aldıkları hizmet, yeşil pazarlama kapsamında doğa turizmi ve sağlık turizmi kapsamında sorulan sorularda ilişkisel pazarlama kapsamında da katkı sağlamıştır.

## II. Çalışmanın Kapsamıyla İlgili Litaratür

Pazarlamada deneyim kavramı, işletmelerde sunulan ürün ya da hizmetin ötesinde müşterilerin doğal, kişisel, duygusal, sağlık ve fiziksel ihtiyaçlarını anlama ve bu ihtiyaçları karşılayabilecek fırsatların belirlenmesi üzerine odaklanan deneyimsel bir yaklaşımdır. Deneyim ekonomisi sayesinde işletmelerin birer hizmet sağlayıcı olmalarının yanı sıra, müşterilerin güzel anılarının kaynağı olabilmesi durumu da söz konusu olmaktadır. ( Chen ve Liu,2007)

Deneyimsel pazarlamada yeni eğilimler yaklaşımına göre artık insanların bir ürün ya da hizmet satın alarak ondan faydalandığında aslında bu deneyimin onlara yaşattığı ve hissettirdiklerinin satın alındığı şeklinde algılanması söz konusu olarak yorumlanmaktadır. Bu sebeple işletmelerin müşterileriyle kişisel yoldan ilişkide bulunması gerektiği kabul edilmektedir. ( Pine ve Gilmore, 1999). Deneyimsel pazarlama sayesinde tesislerin sadık müşterileri tereddüt etmeden daha sık ve daha çok satın alma kararı vermektedir. Bu sebeple araştırma içerisinde önemli noktalardan biri de ilişkisel pazarlamadır. Deneyimsel pazarlama kapsamında seçilen konu çerçevesinde eklenen yeni eğilimler olmasına rağmen konu gereği en önemli unsur ilişkisel pazarlama ve onun etkileridir.

### *a) Prof. Dr. Yunus Söylet Şifalı su İçmeler Tesisi*

Prof. Dr. Yunus Söylet İçmeler Tesisi, ilçe merkezine 8 km uzaklıkta bulunan tarihi şifalı sulardır. Görüşe göre, Emeviler İstanbul'u fethe giderken bu alanda askerler yorgunluklarını gidermek, yaralarını ve hastalıklarını tedavi etmek için Allah'ın bahşettiği şifalı sulardan yararlanmışlar ve hastalıklarına şifa olduklarını ifade etmişlerdir. (Anonim, 2018, Osmaneli Belediyesi)

İstanbul Üniversitesi tarafından içmeler kaynak suyunun mikrobiyolojik, kimyasal, fiziksel ve ağır metal analizleri ve dört mevsim takibi yapılmış, su numuneleri alınmış, bu numunelerin analizi sonucunda İçmeler suyunun böbrek, mide, safra kesesi ve çeşitli deri hastalıklarına iyi geldiği tespit edilmiştir. Su numunelerinin kimyasal, fiziksel, ağır metal ve mikrobiyolojik niteliklerini tespit etmek amacıyla '' İnsanı Tüketim Amaçlı Sular Hakkında Yönetmelik'' esas alınarak gerekli analizler yapılmıştır. Mikrobiyoloji su laboratuvarında örnekler membranfiltrasyon yöntemi ile çalışılmıştır. Mevsimsel olarak incelenen Prof. Dr. Yunus Söylet Şifalı İçmeler Tesisinin su numunelerinde alüminyum, amonyum, demir, mangan, nitrit, normal limit değerinde bulunmuştur. Su numunelerinin hiçbirinde ağır metal tespit edilmemiştir. Mineral yönünden de çok zengin olduğu tespit edilen şifalı suların, doktor kontrolünde kullanılmasının detoks için çok faydalı olacağı belirlenmiştir. (Anonim, 2018, Osmaneli Belediyesi)

### *b) Deneyimsel Pazarlama*

Deneyimsel pazarlama ( Experiential Marketing), kavramını ilk olarak akla BerndSchmitt gelmektedir. Schmitt (2005:52) geleneksel pazarlamayı tüketiciyi rasyonel karar verici kişiler olarak kabul ettiğini ve insanların seçim yapacakları ürünleri faydalarından, özelliklerinden somut olarak bilgi sahibi olarak kabul edip fiyat kıyaslaması yaparak karar verdikleri varsayımına göre hareket ettiklerini söylemektedir. Deneyimsel pazarlama konusundaki görüş ve açıklamaları ile öncü durumda olan B. Schmitt'e göre deneyim kavramı; yaşanılan, maruz kalınan ve karşılaşılan şeylerin sonucunda oluşmakta ve pazarlama tüketicileri için deneyimler yaratmayi amaçlamaktadır. (Odabasi, 200:12,13)

Lewis ve Chambers'e göre deneyimi ve özellikle tüketim deneyimini, müşterinin satın almaya vakıf olduğu ve hizmetin çevre ile birleşiminin toplamı olarak ifade edilmektedir. Deneyim özellikle konu ile ilintili olan otelcilik ve turizm sektöründe önemli bir fırsat yaratmasına rağmen, sektörde çok fazla çalışma mevcut değildir.

Müşterilere yaşatılan deneyim hizmet sektörü için de ayrı önem taşımaktadır. Bu sebeple unutulmaz bir deneyim oluşturma eski müşterileri elde etmek ve yenilerini çekmek için önemlidir. Deneyimsel pazarlama geleneksel pazarlama ile kıyaslandığında satın alma öncesi, anın şimdiki gerçekliği ve satın alma sonrası da dahil olmak üzere deneyim yaratma süreçlerinde müşteri üzerinde daha fazla odaklanmaktadır.

Deneyimsel pazarlama içerisinde bulunan 5 ayrı modül ile gerçekleşmektedir. Bu stratejik deneyimsel modüller deneyimsel pazarlama için amacı değil başlangıç noktasını oluşturmaktadır. Tüm işletmelerin kendi alanlarında başarılı olabilmesi için bu beş ayrı deneyimi uyumlu ve ahenkli bir biçimde bir araya getirmelidir. Bu stratejik deneyimsel modüller aşağıdaki gibidir:

1. *Algılamak:* Beş duyu yolu ile duyusal deneyimlerin yaratılmasına algılamak denir. Algının yönetimi için pazarlama yöneticilerinin, müşterilerle teması noktasında algı deneyimlerini arttıracak uğraşılar içinde olması gerekir. Aynı zamanda, müşterilerin algılama eşiğini de anlamak ve arttırmak gerekmektedir.

2. *Hissetmek:* Müşteri ya da tüketicilerde güçlü duygular yaratacak duygusal deneyimlerin yaratılmasıdır. Bu duyguları yaratmak için de hangi uyarıcıların hangi belirli duyguları yarattığını anlamak gerekmektedir.
3. *Düşünmek:* Müşterileri yaratıcılığa, zihinsel düşüncelere yönlendiren, bilişsel ve problem çözme deneyimini yaşatan zihinsel yöndür. Müşteri ya da tüketicilere iletilen mesaj ile onların işletme marka ya da kimlikler ile ilgili düşünmesinin sağlanması ve işletmenin farklılığının ortaya konulmasıdır.
4. *Faaliyette Bulunmak:* Duyusal, bilişsel ve ilişkisel deneyimlerin bütünü ilişkilendirmek ile bağlantılıdır. Müşterilerin nasıl faaliyette bulunduğunu incelemek ve irdelemek, aynı zamanda müşterilerin yaşamlarına dokunmak için müşterilere neler verebileceğini tasarlamaktır.
5. *İlişkilendirmek:* Duyusal, duygusal ve bilişsel deneyimlerin tümü ilişkilendirmek ile ilintilidir. Ürün ile müşteriyi ilişkilendirmektir ancak bu ilişkilendirme bireyin kişisel özel duygularının dışında aslında kişinin olmak istediği ideal benlik ile olmalıdır.

Deneyimsel tüketimin kuramcıları Pine ve Gilmore 'ye göre deneyimsel tüketimi yaşam deneyimi haline getirmek için yapılan, tüketicinin içinde aktif rol aldığı, tüketiciyi olay ya da olaylar zinciri olarak tanımlamaktadır. Tüm şirketler müşterilerine ürün ya da hizmet sunmakta fakat onların hafızalarında yer edecek ve silinmeyecek bir deneyimin eşlik etmesini sağlamak oldukça zor bir unsurdur.

Tüketici kitlesi genelde fiyat ile ilgili kıyaslamada bulunurken, kilit noktalarda duygularıyla hareket ettikleri de görülmektedir. Burada bahsedilen kilit nokta müşteri deneyimleri, ilgi alanları, ilişkisel zaaflarından kaynaklanmaktadır. Bazı ürünlere sahip olmanın ve kullanma deneyiminin sağladığı mutluluk ve haz duyguları, kitlelerin duygusal yönlerine hitap etmektedir. Günümüzdeki ürün ve hizmetler arasında fonksiyonel özelliklerin, fayda ve maliyet farklılıklarının giderek azalması, deneyimsel ve duygusal özelliklerin önemini vurgulamaktadır.

Erin ve Kenny'e göre çoğu kurum ya da marka yöneticilerinin müşterileri akılcı ve fonksiyonel ürün ya da hizmet özelliklerini temel aldıklarından önceki yıllarda deneyimsel pazarlamayı dikkate almadıklarını ama günümüzde bunun yeterli olmadığını ve deneyimsel pazarlamanın önemli bir pazarlama amacı olduğunu vurgulamaktadırlar.

Deneyim yaratma hususunda işletmelerin öncelikle müşteri memnuniyetini yeniden tanımlamalarını, gerçekte müşteri ne istiyor sorusuna yanıt aramalarını, müşterinin istediğini elde edemediğine ne tür fedakârlıklara katlandığını saptamaları, müşterilerin katlandıkları bu fedakarlık karşısında müşterilere hiç beklemediği yenilikler yaparak müşterileri şaşırtarak memnun etmeleri gerektiğini ifade etmişlerdir.

Deneyimsel pazarlama işletmelerin müşterilerine eşsiz ve unutulmaz deneyimler yaşatarak müşteri sadakatini sağlaması olarak tanımlanmaktadır.

i. *İlişkisel Pazarlama*

Müşteri ilişkilerinin cezbedici bir hale büründürülmesi, devamlı hale getirilmesi ve sürekli olarak geliştirilmesi olarak tanımlanan ilişkisel pazarlama, Berry tarafından 1983 yılında kullanılmaya başlanmıştır (Berry, 1983:236).

İlişkisel pazarlama; işletmelerin mal ve hizmet tedarikçileri, rakipleri, kar amacı olmayan örgütler, kamu kuruluşları ve işletme içinden biri veya birkaçıyla iyi ilişkiler kurulmasını, geliştirilmesini ve bu ilişkileri koruyabilmek doğrultusunda gerçekleştirilen bütün pazarlama faaliyetlerini kapsamaktadır.

İlişkisel pazarlama genel kapsamda daha çok hizmet ve sanayi malları üreten işletmelerde, müşteri sadakatini arttırarak işletmenin mevcut müşterilerinden daha fazla iş almak, sipariş hazırlamak ya da hizmet sunmak için tasarlanan bir pazarlama yönetimidir (Hacıefendioğluve Çolular, 2008:109).

İlişkisel pazarlamanın stratejik bakış açısı yeni müşteri arayışından ziyade mevcut kapasitede bulunan müşteri profilini geliştirerek sadık bir müşteri kitlesi yaramayı amaçlamaktadır. Yani tüketiciden ziyade müşteri oluşturmayı amaçlamaktadır.

İlişkisel pazarlamanın bünyesinde bulunan ve bulunması gereken faaliyetleri şöyle sıralayabiliriz.

- İşletme kültürünün her alanda müşteriyi ön planda tutması gerekir.
- Müşterilere bulunulan vaatlerin eksiksiz yerine getirilmesi gerekmektedir.
- Eldeki müşterilerin analiz yapılması ve bu analiz sonuçlarına uygun çalışmalarda bulunulması gerekmektedir.
- Pazarlama etkinliklerinin ihtiyaç duyulan etkileşim süreçlerinin eksiksiz tamamlanması gerekir.
- Uzun vadeli zaman diliminde müşteri odaklı bir profil oluşturulması gerekir.
- Pazarlama faaliyetlerin işletmede bulunan tüm departmanlara eksiksiz empoze edilmesi gerekmektedir.

Müşteriyi temel alan yaklaşımların aşamalarından biri de yine müşteriyi temel alan ilişkisel pazarlama yaklaşımıdır. Bu anlayıştaki en önemli nokta ise tüketici ile işletme arasındaki kurulan güven ilişkisinin uzun yıllar devam ettirilmesi gerektiğidir. İlişkisel pazarlamanın bu araştırma bağlamındaki en önemli kısmı ise kısa vadede elde edilecek kazançlardan ziyade, tüketicilere güven ve müşteri memnuniyetine dayalı uzun vadeli ilişkiler kurup, ilişkisel pazarlama vasıtasıyla uzun dönemli karlar elde etmeyi amaçlamaktadır.

ii. *Tavsiye Pazarlaması*

Bireylerin kullandıkları mal veya hizmetler hakkında edindikleri olumlu referans niteliği taşıyan tecrübelerin birbirlerine aktarılarak bunların söz konusu mal veya hizmetin tercihini dolayısıyla da satışını arttıran pazarlama yaklaşımına tavsiye pazarlaması denmektedir. ( Kaşlı vd. , 2009:86)

İşletme tarafından hedef müşteri kitlesine doğrudan ulaşıldığı bazı durumlarda da çeşitli sebeplerden dolayı hizmete ya da ürüne karşı önyargı oluşabilmektedir. Bunda zaman, mekan, kişi, süreç gibi sebepler etken olabilmektedir. Bu önyargıları bireylerin yakın çevresinden, güvendikleri kişilerden alınan tavsiyeler ile aşılması amaçlanan tavsiye pazarlamasında, işletme ile müşteri arasında güven problemi yaşanan durumlarda araya müşteride güven unsuru barındıran üçüncü diğer kişiler dahil olmaktadır.

Bu yöntem özellikle hizmet sektöründe herkes tarafından bilinen, tescillenen kişi ya da kurumlar tarafından destekleniyor oluşu da tavsiye pazarlamasının birer unsurudur. Konuyla ilintili olarak İstanbul Üniversitesi ile çalışılmış, su analizlerinin üniversite kapsamında yapılmış olması ve aynı zamanda raporlar ile destekleniyor oluşu burada İstanbul Üniversitesini ve çalışmada yer alan öğretim görevlilerini güven unsuru olarak gösteren ayrı bir segmenttir.

iii. *Ağızdan Ağıza Pazarlama*

Temelinde iletişim yatan ağızdan ağıza pazarlamada iki ya da daha fazla kişi arasında düşüncelerin, fikirlerin karşılıklı değişime uğradığı; ürünler, markalar ve hizmetlerin konuşulduğu bir grup olgusudur. İnsanların bir mal veya hizmet ile ilgili yaşadıkları deneyimleri birbirleriyle paylaşması ve bu sayede işletmelere yeni müşteriler kazandırması olarak açıklanabilmektedir (Kutluk,2012:40).

Alıcı ile gönderici arasında ortaya çıkan bir kişilerarası iletişim biçimi olup aynı zamanda alıcının davranışları ya da tutumlarını değiştirebilen bir kişisel etkileme süreci olarak da tanımlanabilmektedir. Konuyla bağlantılı olarak ağızdan ağıza pazarlama özellikle sağlık turizmi için sıkça rastlanan, kullanılan ve ciddi geri dönüşler sağlanan bir yöntemdir. Memnun kalınan doğa turizmi ile sağlık turizminin buluştuğu bir tesiste eksik olan tam da ağızdan ağıza pazarlamadır. Konuyla bağlantılı olarak konaklamak için gelen özellikle sağlık turizmi için tercih eden müşteriler memnuniyet düzeyleri ilintisinde çevresindeki diğer insanları da etkilemektedir.

Ağızdan ağıza pazarlamayla ilgili sonuç olarak çok çabuk yayılma ve güvenilir olma gibi özelliklerin yanı sıra, ağızdan ağıza pazarlamanın etkili olmasının bir diğer nedeni teknolojinin gelişmesiyle birlikte tüketicilerin birbirlerine birden fazla kanalla ulaşabilmesinin mümkün olmasıdır.

iv. *Yeşil Pazarlama*

Günümüzde müşterilerin işletmelerden beklediği temel husus şeffaf ve hesap verebilir olmalarından geçmektedir. Tüketici kitleleri günümüzde sadece mal veya hizmetin niteliksel özelliklerine bakarak satın alma kararı vermeden önce ürünü üreten işletmenin çevre bilincine ve sosyal sorumluluk kapsamındaki duruşuna da önem göstermektedir.

Yeşil pazarlama; müşteri gruplarının ve toplumun gereksinimlerinin daha karlı ve sürdürülebilir olması yönünde tahminlerde bulunma ve uygulamalar içeren bütünleşik bir yönetim sürecinin ifadesidir. Yalnızca tüketim malları ya da hizmetlerin yerine tüm endüstriyel mal ve hizmetleri de içeren bir strateji dahilinde yalnızca ürünün değil bütün pazarlama bileşenlerinin yeşil dostu olması esastır (Ek inci, 2007:49).

Yeşil pazarlamanın işletmelere sunduğu faydalar; çevre bilincini önemseyen anlayış tarzıyla birlikte atık ve kirlilik yönetimi konularında işletmelerin karşılaşabileceği uzun vadedeki problemleri ortadan kaldırmakta ya da yönetilebilir seviyeye indirmektedir. Aynı zamanda işletmelerin sahip oldukları imaj ve toplumla ilişkileri açısından çevre dostu olmak olumlu bir özellik olmakla birlikte aynı zamanda sosyal bilinç tüketiciler tarafından göz ardı edilmeyecektir.

Bu kapsamda konuyla bağlantılı olarak Şifalı Su İçmeler Tesisi yeşil pazarlama kapsamında doğa turizmi ile birleşerek konaklayan müşterilerine sunulan ürünlerde doğa dostu, el yapımı ürünler ve çevre bilincine sahip tedarikçilerle çalıştıkları kanısıyla birlikte hem müşterileri tarafından hem de kapsamı açısından yeşil pazarlamanın özelliklerini barındırmakta ve yararlarını müşteri portföyü ve geri dönüşleriyle de sağlamaktadır.

c) *Konaklama İşletmelerinde Deneyimsel Pazarlama*

Konaklama işletmeleri, bir insanın seyahati boyunca geçici konaklama, kısmen ya da tamamen beslenmek ihtiyacını karşılayan ve bunun karşılığı olarak bir bedel ödenen işletmeler olarak tanımlanmaktadır (Öğüt vd., 2003:53).Maslow'un ihtiyaçlar hiyerarşisinde bulunan arınma ihtiyacını turizm sektörü içinde gerçekleştiren konaklama işletmeleri sektörde önem arz etmektedir.

Herhangi bir bölgenin turistik amaçlar taşıyan müşterileri ziyaretçi olarak kabul edebilmesi ancak bölgedeki konaklama imkanlarının varlığı ve gelişmişliği ile mümkündür. Bu sebeple konaklama işletmelerinin gerek nitelik gerekse nicelik bakımından sahip olması gereken özelliklerde turizm ön plandadır (Günel, 2009:11).

Konaklayan müşterilerin deneyim ve ilişkisel pazarlama kapsamında aldıkları hizmet doğal olarak gelecekte yapacakları seyahat planlamasında yer alacaktır. Dolayısıyla konaklama hizmeti adı altında personel, ortam, konum gibi unsurların oluşturulan müşteri profiline uygun içerikte ve müşteri segmentinin özelliklerine hitap eden bir konforda olması konaklama işletmelerini dolayısıyla da turizmi etkilemektedir. Sağlık turizmi genel anlamda müşterilerin aşta çok seçim şansı bulunmadığını düşündürse de jeopolitik konumuyla Türkiye'de sağlık turizmi için birçok yer mevcuttur. Bu sebeple rakiplerin olduğu pazarda hangi segment olursa olsun seçim şansı müşterinin olduğu için küresel bazda müşteri memnuniyeti sağlanmalıdır.

Talebin önceden kestirilmesinin güçlüğü nedeniyle risk faktörü yüksek olup, başarı için büyük bir iş bölümü ve eş güdüme gereksinim duyulur. Hem iç hem de dış pazara hitap edildiğinden satışları ve Pazar payını arttırabilmek adına, sıkça verimliliği arttırma yöntemlerine başvurulur (Özbayır, 2005:5).

## III. Araştırmanın Yöntemi

*a) Araştırmanın Kapsamı*

Araştırmada, günümüzde pazarlamada kullanılan yeni eğilimlere değinilmiş ve bu eğilimlerden biri olan deneyimsel pazarlama ele alınmıştır. Deneyimsel pazarlama kapsamında sağlık turizmi ve konaklama işletmesi olan Prof. Dr. Yunus Söylet İçmeler Tesisinde uygulanan deneyim boyutları ile müşterilerin edindiği deneyim boyutları karşılaştırılarak deneyimlerin müşteri memnuniyet ve sadakatine etkileri incelenmiştir.

*b) Araştırmanın Yöntemi*

Araştırmada veri toplama aracı olarak anket tekniği kullanılmıştır. Anket bire bir olarak doldurulmuştur. Anket Prof. Dr. Yunus Söylet İçmeler Tesisinde konaklama deneyimi yaşamış kişilere uygulanmıştır. Anket sorularının hazırlanmasında literatürtaramasından yararlanılmış ve uzman görüşü alınarak ankete son şekli verilmiştir. Elde edilen veriler SPSS kullanılarak çözümlenmiş ve tablolaştırılmıştır. Yapılan çalışmanın anket soruları içinde Prof. Dr. Yunus Söylet İçmeler Tesisinde yaşadıkları deneyim ile ilgili ifadeler bir araya getirilmiş ve katılımcılara beşli likert ölçeği doğrultusunda belirlenen yargılara katılımlarını ölçmek için sorular sorulmuştur. Katılımcılardan '' Kesinlikle katılmıyorum, katılmıyorum, ne katılıyorum ne katılmıyorum, katılıyorum ve kesinlikle katılıyorum'' şeklindeki yargıları seçmeleri istenmiştir. Katılım derecesine, katılım derecesinin artışına göre 1' den 5 'e kadar puan verilmiş ve bu kıstasta yorumlar yapılmıştır. Araştırma sonucunda elde edilen veriler, araştırmanın amacı kapsamında çeşitli istatistiki çözümlemeler (frekans, aritmetik ortalama, yüzde, Anova ve bağımsız gruplar için T testi ve korelasyon katsayısı) kullanılarak yorumlanmıştır. Anket iki bölümden oluşmaktadır. Birinci bölüm yaş, cinsiyet, eğitim durumu, aylık gelir, iş gibi kişisel bilgi formundan oluşmakta olup ikinci bölüm 5'li likert ile ölçeklendirilmiştir.

*c) Evren ve Örneklem*

Örneklem sayısının hesaplanmasında Yazıcıoğlu ve Erdoğan'ın örneklem büyüklüklerini gösteren tablolarından yararlanılmıştır (Yazıcıoğlu ve Erdoğan,2004:50). Bu yaklaşımın ana kütlesi seçilirken Prof. Dr. Yunus Söylet İçmeler Tesisini son 2 ayda ziyaret eden ziyaretçi sayısı baz alınarak 320 kişi ile araştırma anketinin gerçekleştirilmesi gerektiği kanısına varılmıştır. Çalışmadan elde edilen ve çözümlenen veriler normal dağılım gözlendiğini göstermektedir. Araştırmada örneklem yöntemi olarak tesisi ziyaret edenlere yönelik kolayda örneklem yöntemi seçilmiş olup örneklem açısından 320 kişiye ulaşılmış olmak araştırma için yeterli düzeydedir. Ankette, bölgenin algılanan değeri, tesis hakkındaki memnuniyet, algılanan değer, hizmet kalitesi ve katılımcıların demografik özelliklerinden oluşmaktadır. Ankette yer alan tüm sorular, literatür ve araştırmada hedeflenen özelliklerin incelenmesi yargısına dayanmaktadır. Genel algılanan değeri ölçmek için katılımcılara ait demografik özelliklerden yararlanılmıştır.

*$H_1$:* İçmeler Tesisi çalışanlarının tutum ve davranışları, gelen misafirlerin talebini pozitif yönde etkilemektedir.

*$H_2$:* İçmeler Tesisine yönelik algı, sağlık turizmi talebini pozitif yönde etkilemektedir.

*$H_3$:* İçmeler Tesisinin ekonomik olması, talebi pozitif yönde etkilemektedir.

Yukarıda belirtilen üç hipotezinde ana konusu gelen misafirlerin talebini ölçmek için oluşturulmuştur. Sağlık turizmine olan katkısını da düşündüğümüzde hipotezler arası ilişki mevcuttur.

*d) Geçerlilik Ve Güvenirlik Analizi*

Çalışma kapsamında 53 kişilik bir pilot uygulama yapılarak güvenirliliği test edilmiştir. Pilot uygulama sonucu yapılan güvenirlik katsayısı 0.783 iken, anket üzerindeki iyileştirmeler ile daha anlaşılır hale getirilmiştir. İkinci pilot uygulaması ile güvenirlilik katsayısının 0,859' a yükseldiği gözlemlenmiştir. Çalışma sonucunda anket Cronbach's Alpha testine tabi tutulmuştur. Anketin güvenirlik katsayısının test sonrasında 0, 865 olduğu görülmüştür. Anket istenen düzeyde ve 0,80 ile 1,00 arasında çıkan sonuç sebebiyle de yüksek derecede güvenilir çıkmıştır. (Akgül ve Çevik,2005:436) çalışmada veriler için geçerlilik ve güvenirlik analizinde doğrulayıcı faktör analizinden yararlanılmıştır.

*e) Verilerin Analizi Ve Bulgular*

Araştırmanın evreni, 2018 yılı Kasım ve Aralık aylarındaProf. Dr. Yunus Söylet İçmeler Tesisinde konaklayan müşteriler tarafından gerçekleşmektedir. Basit tesadüfi örneklem yöntemi kullanılmıştır. Hazırlanan anketler 320 kişi ile gerçekleştirilmiş ve hepsinden geri dönüş alınmıştır. Araştırma bulguları tanımlayıcı bilgilere ilişkin bulgular ile fonksiyonel değişkenlere yönelik bulgular olarak elde edilen bilgiler sonuçlar tablosunda sunulup yorumlanmıştır.

Bu çalışmada uygulanan ankette başta katılımcıların cinsiyeti, yaşı, ekonomik durumu, medeni durumu, aylık geliri, eğitim durumu ve İçmeler Tesisini tanımlayan üç kelime ile anlatmalarını isteyerek katılımcıların İçmeler tesisi hakkındaki genel çerçevede

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bir kümelemesi gerçekleştirilerek aralarındaki ilişki ve kültüre ait eğilimler hakkında çalışılmıştır.

*Tablo 1:* Katılımcıların Profili:

| Cinsiyet | Frekans | Yüzde |
|---|---|---|
| Kadın | 161 | 50,3 |
| Erkek | 159 | 49,6 |
| Medeni Durumu | | |
| Evli | 193 | 60,4 |
| Bekar | 127 | 39,6 |
| Yaş | | |
| 18-22 | 65 | 20,3 |
| 23-27 | 71 | 22,1 |
| 28-32 | 38 | 11,9 |
| 33-37 | 70 | 21,8 |
| 38-43 | 45 | 14,1 |
| 44 ve üzeri | 31 | 9,8 |
| Eğitim Durumu | | |
| İlköğretim | 18 | 5,6 |
| Lise | 89 | 27,8 |
| Ön Lisans | 74 | 23,1 |
| Lisans | 103 | 32,1 |
| Lisans Üstü | 36 | 11,4 |
| İş Durumu | | |
| Özel Sektör | 140 | 43,7 |
| Devlet Kurumu | 98 | 30,7 |
| Öğrenci | 31 | 9,7 |
| Çalışmıyor | 51 | 15,9 |
| Gelir Durumu | | |
| 1000 TL ve altı | 78 | 24,3 |
| 1000 - 2000 TL | 114 | 35,6 |
| 2000-3000 TL | 45 | 14,2 |
| 3000 TL ve üzeri | 83 | 25,9 |
| Toplam Katılım | 320 | |

Yukarıda katılımcıların demografik profilleri gösterilmiştir. Araştırmaya katılanların %50,3'ü kadın, %49,6'sı erkektir. Aynı zamanda katılımcıların %60,4'ü evli ve %39,6'sı ise bekardır. Yaş gruplarına bakıldığında %22,01'lik kısım ile en çok 23-27 yaş aralığı fazladır. Katılımcıların eğitim durumu %5,6'sı ilköğretim, %27,8'i lise, %23,1'i ön lisans ve %32,1 lisans ile %11,4'lük kısım ise lisansüstü mezunlardan oluşmaktadır. Katılımcıların % 43,7 ile en yüksek oranı ile özel sektörde çalışanların ziyaret etme sıklığı daha fazladır. Bunu %30,7 ile kamu takip ederken aynı zamanda %15,9'luk kısmı esnaf ve % 9,7 ise emekli kesimden oluşmaktadır. Gelir durumuna bakıldığında ise %24,3'ü 1000 TL ve daha az, %35,6'sı 1000 ile 2000 TL gelire sahip, %14,2'si 2000_3000 geliraralığında, %25,9'u ise 3000 TL ve üzerindeki gelir grubu içerisinde yer almaktadır.

*f) Model Testi*

Veriler, SPSS (25,0) kullanılarak tanımlayıcı istatistiki verileri analiz ederek ve temel varsayımlar için kontrol edilmiştir. Güvenirlik analizi SPSS (25,0) kullanılarak, Reliablity Analysis kullanılıp Alpha Modeli ile analiz edilip değerlendiremeye alınmıştır. Prof. Dr. Yunus Söylet İçmeler Tesisi için yapılan araştırmada anketin güvenirlik katsayısının test sonrasında 0,865 olduğu görülmüştür. Bulgular, ölçeğin güvenirliği açısından yeterli düzeyde olduğunu göstermektedir.

*Tablo 2:* Açıklayıcı Faktör Analizi Sonuçları:

| Tutum ve Davranışlar | Ortalama | Standart Sapma |
|---|---|---|
| Çalışanlar yardımseverdir. | 4,3123 | 0,72059 |
| Çalışanlar naziktir. | 4,2524 | 0,62594 |
| Konaklama konforludur. | 4,612 | 0,5605 |
| Tesisde sunulan hizmet kalitelidir. | 4,5205 | 0,64904 |
| Bulunduğu bölge halkı cana yakındır. | 4,4006 | 0,68464 |
| Konaklama ücreti uygundur. | 4,2429 | 0,63718 |
| **Çekicilikler** | | |

| | | |
|---|---|---|
| Konaklamada yöresel ürünler mevcuttur. | 4,4416 | 0,59046 |
| Doğa turizmine elverişlidir. | 4,1009 | 0,65789 |
| Sağlık turizmine elverişlidir. | 4,2902 | 0,62465 |
| **İmkanlar** | | |
| Sağlık açısından tatmin edicidir. | 4,2618 | 0,67334 |
| Arzu edilen tüm hizmetlere ulaşmak kolaydır. | 4,1199 | 0,77018 |
| Tesis hakkında bilgilendirmeler faydalıdır. | 4,0915 | 0,66167 |
| Acil ihtiyaçlara ulaşmak mümkündür. | 4,2492 | 0,6397 |
| Kişisel güvenlik sağlanmıştır. | 4,4921 | 0,58793 |
| Sağlık turizmi deneyimimi kolaylaştırır. | 4,0662 | 0,74121 |

Ankete katılanların demografik özellikleri konaklama tercihlerinde tutum ve davranışların, çekicilik ve imkânlar üzerinde anlamlı bir ilişki olup olmadığı hususu T testi kullanılarak incelenmiştir.

*$H_4$:* Katılımcıların konaklama tercihlerinde tutum ve davranışların, çekicilik ve imkânların cinsiyetlere göre anlamlı bir farklılık göstermemektedir (alfa değeri 0,05'dir).

Significance değeri 0,834 olduğundan ve bu değer 0,050 den küçük olduğundan dolayı bu hipotez kabul edilmektedir. Dolayısıyla cinsiyetlere göre anlamlı bir farklılık olmadığı gözlemlenmektedir.

*$H_5$:* Katılımcıların konaklama tercihlerinde tutum ve davranışlarının, çekicilik ve imkanların medeni duruma göre anlamlı bir farklılık göstermemektedir.

Signifiance değeri 0,770olduğundan ve bu değer 0,050 olduğundan bir önceki hipotez kabul edilmektedir. Dolayısıyla medeni duruma göre anlamlı bir farklılık olmadığı da görülmektedir.

*Tablo 3:* Korelasyon Analizine İlişkin Bulgular:

| Tutum ve Davranış | Ortalama | Standart Sapma | Tutum ve Davranışlar | Çekicilikler | İmkanlar | Talep |
|---|---|---|---|---|---|---|
| Çekicilikler | 4,39 | 0,6462 | 1 | | | |
| İmkanlar | 4,277 | 0,6243 | 0,04 | | | |
| Tesise Oluşan Talep | 4,213 | 0,679 | 0,178 | 0,039 | | |
| Faktör Değerleri | 4,296 | 0,6549 | 0,695 | 0,397 | 0,728 | 1 |
| Faktröre Ait Varyans Değeri (%) | | 1,18 | 1,001 | 0,817 | | |
| Crohback Alfa | | 0,041 | 0 | 0,03 | | |
| Açıklayıcı Toplam Varyans | | | 72,7 | | | |
| Örneklem Yeterliliği Ölçümü | | | 0,63 | | | |

Değişkenlere ilişkin ortalama ve standart sapma değerleri ile değişkenler arasındaki kolerasyon değer sonuçları tabloda gözlemlenmektedir. Deneyimsel pazarlamada tutum ve davranışlar ile gelen talep arasında (r= 0,695), çekicilik ile talep arasında ise (r= 0,728) aynı zamanda imkanlar ile talep arasında (r=0,397) pozitif yönlü ve yüksek değerli ilişkiler belirlenmiştir. Deneyimsel pazarlamada tüm boyutlar ile talep arasında pozitif yönlü ilişkiler belirlenmiştir. Deneyimsel pazarlamadan ziyade konaklama çalışmalarında elde edilen bulgular, benzer olarak yapılan çalışmalarda da ele alınmıştır ( Kaşlı,2012: Echtner ve Ritchie, 1991; Stabler, 1990). Yapılan çalışmalar birbirini destekleyen çalışmalar olmasına rağmen deneyimsel pazarlama alanında konaklama işletmeleriyle ilgili daha kapsamlı çalışmalar ile desteklenmelidir.

## IV. Sonuç ve Öneriler

Günümüzde işletmelerin başarılı pazarlama stratejileri uygulamayı gerçekleştirebilmeleri için müşterilerini daha yakından ve daha detaylı bir şekilde takip etmeleri gerekmektedir. Böylelikle müşterilerin karar verme süreçlerinde ve bu süreci etkilemede olan faktörlerin neler olduğunu anlayabilmek işletmeler için büyük önem kazanmaktadır. Müşteriler, ir ürünü ya da hizmeti satın alırken artık tamamıyla rasyonel nedenlerle karar vermeyip işletmelerin kendisinde yarattığı duyguyu, daha öncesinde yaşadıysa deneyimi ya da çevreden duydukları ağızdan ağıza pazarlama dediğimiz kavram ile deneyimsel pazarlamanın konusu olan psikolojik faktörlere göre satın alma davranışı göstermektedir.

Bu sebepler dolayısıyla, müşteri deneyimi günümüz şartlarında ürün ya da hizmet gibi ekonomik bir faktör olarak görülmektedir. Müşteri deneyiminin olumlu algılanması bahsettiğimiz koşullar vasıtasıyla odak noktası haline gelmektedir. İşletmeler, müşterilerin ilgisini çekecek, onlara unutulmaz deneyimler yaşatacak rekabet avantajı kazanabilmeyi amaçlamaktadır. İşletmeler, sunmuş oldukları ekonomik değerlerin arttırılması konusunda farklılık yaratmakta ve müşteri memnuniyeti ile orantılı olarak müşteri sadakatinin oluşturulmasına odaklanmaktadır. Bu yaklaşımlar ile deneyimsel pazarlamanın temelleri oluşturulmakta olup işletmelerin, müşterilerini meraklandıracak ve satın alma davranışına yönlendirecek uygulamaları planlamaları gerekmektedir. Olumlu izlenim sağlayabilmek için müşterileri anlamak, müşteri profillerini iyi analiz etmek gerekmektedir. Konuyla bağlantılı olarak sağlık turizmi ile yeşil pazarlama konusu ele alınıp müşterilerin profilleri, izlenimleri, istek ve arzuları oluşturarak deneyimsel pazarlama alanında gelişme sağlanabilir.

Değişen yaşam tarzları sonucunda insanların da eğilimleri ve talepleri kendi sürecin içinde bulundukları sisteme doğru ilerliyor. Bu sebeple İçmeler Tesisinin doğanın içinde, şifalı sularıyla bilinmesi müşterilerin deneyimlemesine hem de sürece dahil olmasında etkili bir faktördür. Müşteriler konaklamada sadece konfor değil, hizmet alanların yöresel ezgiler bulunduran, yaratıcı bakış açısıyla yansıtan keyifli ortamlar istemektedirler. Bu sebeple İçmeler Tesisinde bulunduğu bölgenin yöresel ürünlerine ulaşmak mümkün iken aynı zamanda doğa yürüyüşleri ve doğa sporlarına katılabilir, sağlık açısından da konaklamada bulunulabiliyor. Bu yaklaşımla faaliyet gösteren birçok tesis geçmişten günümüze rağbet görmeye devam ediyor.

Konaklamalı tesisler konusunda hizmet sektöründe ülkemizde birçok alanda jeopolitik konumumuz sebebiyle de zengin getiriye sahiptir. Dolayısıyla ekonomik getiri ve istihdam sağlaması açısından önem taşımaktadır. Deneyimsel pazarlama kapsamında yapılan bu çalışmada hizmet sektöründe özellikle üç boyut olan tutum- davranış, çekicilik ve imkanların değerlendirilebileceği gözlemlenmiştir. Araştırma sonucunda konaklama hizmetlerinde tutum ve davranışların bulunulan alanın çekicilik ve sunduğu imkanlar ile talep arasında pozitif yönlü bir ilişki olduğu kanısına varılmıştır. Belirlenen bu üç alt boyutun varyansları toplamının %72'sini açıkladığı gözlemlenmiştir. Genel olarak konaklama ve talep arasında pozitif yönlü bir ilişki bulunduğu da araştırma bulguları ile ortaya çıkmıştır. Gözlenen bu sonuçlar literatüre bakıldığında da uyum gösterdiği gözlemlenmiştir.

Talebi etkileyen çekiciliğin ve imkanların arttırılması ve tanıtılması konusunda yapılabilecekler geniş perspektifte giderek arttırılmalıdır. Bunun sonucunda Prof. Dr. Yunus Söylet içmeler tesisine de talep artacaktır.

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Global Journal of Management and Business Research: E Marketing
Volume 20 Issue 1 Version 1.0 Year 2020
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

# Socially Responsible Consumption in Developing Countries in Sub-Saharan Africa, Myth or Reality?

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*Abstract-* This paper sets out to explore the ability of consumers in a context of poverty to be co-creators of value. Of the semi-structural interviews that were conducted with a sample of 30 consumers, it appears that the concept of socially responsible consumer is only partially perceived inasmuch as very often the purchasing and consumption decisions of consumers do not take into account social and/or environmental concerns, but are dictated by survival mechanisms. It cannot therefore act as a socially committed actor capable of influencing the opportunistic behaviors of companies. Some conditions are therefore necessary for this consumer to develop activist behaviors.

*Keywords: socially responsible consumption, poverty, committed social actor, stakeholder corporate social responsibility.*

*GJMBR-E Classification: JEL Code: M30*

SOCIALLYRESPONSIBLECONSUMPTIONINDEVELOPINGCOUNTRIESINSUBSAHARANAFRICAMYTHORREALITY?

*Strictly as per the compliance and regulations of:*

# Socially Responsible Consumption in Developing Countries in Sub-Saharan Africa, Myth or Reality?

## Consommation Socialement Responsable Dans Les Pays En Développement d'Afrique Subsaharienne, Mythe Ou Réalité ?

Pierre Emmanuel Ndebi [α] & Isaac Bernard Ndoumbe Berock [σ]

*Résumé-* Cette réflexion mène une exploration sur la capacité des consommateurs en contexte de pauvreté à être co-créateurs de valeur. Des entretiens semi-directifs réalisés aprèsd' un échantillon de trente consommateurs, il ressort que le concept de consommation socialement responsable (CSR) dans l'environnement camerounais n'est que partiellement perçu dans la mesure où très souvent les décisions d'achat et de consommation du consommateur n'intègrent pas des préoccupations sociales et/ou environnementales, mais sont dictées par les mécanismes de survie. Il ne peut donc pas agir comme un acteur social engagé capable d'influer sur les comportements opportunistes des entreprises. Certaines conditions sont donc nécessaires pour que ce consommateur développe des comportements militants dans cet environnement.

*Motsclés: consommation socialement responsable, pauvreté, acteur social engagé, partie prenante, RSE.*

*Abstract-* This paper sets out to explore the ability of consumers in a context of poverty to be co-creators of value. Of the semi-structural interviews that were conducted with a sample of 30 consumers, it appears that the concept of socially responsible consumer is only partially perceived inasmuch as very often the purchasing and consumption decisions of consumers do not take into account social and/or environmental concerns, but are dictated by survival mechanisms. It cannot therefore act as a socially committed actor capable of influencing the opportunistic behaviors of companies. Some conditions are therefore necessary for this consumer to develop activist behaviors.

*Keywords: socially responsible consumption, poverty, committed social actor, stakeholder corporate social responsibility.*

## I. Introduction

Depuis quelques décennies, la flambée de préoccupations sociales et environnementales dans le monde, initiée et encouragée par les organisations internationales, la montée en puissance des mouvements écologistes, des mouvements de défense et de protection des consommateurs, etc., ces derniers militant à montrer les dangers du consumérisme tant pour l'environnement que pour l'individu, ont mis en évidence plusieurs dimensions de la consommation et l'influence que le consommateur peut avoir dans sa relation avec l'entreprise et son environnement vital.

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La sociologie de la consommation dont les travaux précurseurs remontent à Veblen (1899) montre que la consommation est un phénomène qui résulte à la fois d'un processus économique, social et psychologique. La fameuse pyramide de Maslow édifie davantage sur le fait que les besoins peuvent être à la fois physiques et psychologiques. La consommation est donc un phénomène économique et social. C'est à l'intérieur de ces deux construits que se meuvent les économistes, les sociologues, les gestionnaires et chercheurs en marketing pour indiquer que la consommation est polymorphe, elle est à forte valeur d'enjeu social (Gonzalez, Korchia, Menuet, Urbain, 2009). Les comportements de consommation des individus manifestent leur volonté de se satisfaire individuellement, mais de s'intégrer dans le tissu social tel qu'ils se le représentent et tel qu'ils aspirent à ce qu'il soit (Halbuwachs, 1912, François-Lecompte, 2005 ; Gonzalez et Al, 2009). Le consommateur socialement responsable est ainsi appelé à être un acteur du développement et développe pour ainsi dire des relations de pouvoir avec son environnement suscitant des résistances.

Si les débats sur la consommation socialement responsable prolifèrent depuis longtemps en Occident, ils tardent à s'insérer dans les pays pauvres ou dans les environnements pauvres, en Afrique particulièrement, zone dans laquelle la responsabilité sociale est plus considérée comme spécifique à l'entreprise et non au consommateur. Beaucoup d'auteurs s'y sont investis pour montrer que les pratiques de RSE par les entreprises sont bien présentes en Afrique, en Afrique subsaharienne et pour le Cameroun, elles constituent une véritable « *vague déferlante* » (Kamdem et Ikellé, 2013 ; Moskolai et al, 2016, Etoundi Eloundou, 2010 ; 2014).

Les réflexions ici sur la consommation socialement responsable sont presque inexistantes alors que celles sur la RSE se multiplient au point que même les chercheurs semblent convenir tacitement que c'est un environnement peu propice aux comportements de consommation militants. Tant le contexte de précarité matérielle et informationnelle ne semble pas imposer aux entreprises des comportements responsables. Certains auteurs pensent que les pratiques de RSE ne sont identifiables que dans un contexte où les consommateurs font preuve d'attention, ce qui n'est pas le cas dans les pays sous-développés où les consommateurs « sont souvent ignorants » de la réalité des pratiques menées par les entreprises (Arli et Lasmono, 2010). Néanmoins, dans le cas camerounais, les aspects de la perception de la RSE des entreprises par les consommateurs commencent à intéresser les chercheurs (Nyemb Ntoogue, 2019). Ces travaux sont encore marginaux dans l'ensemble, mais indiquent l'importance que l'attitude des parties prenantes en général et des consommateurs en particulier présente pour les entreprises y compris dans un environnement de pauvreté.

En réalité, les entreprises se satisfont des pratiques de RSE à dominantes conformistes, pour être en phase avec la loi et quelques associations de défense des droits des consommateurs, elles-mêmes impuissantes face à des lobbys politiques et financiers faisant du consommateur un laissé-pour-compte. Dans le cas camerounais par exemple, le conformisme des pratiques de RSE dans le secteur forestier profite plus aux entreprises et aux responsables politiques locaux qu'aux populations touchées par l'exploitation forestière (Ndoumbe, Ndebi, Kern, 2016). Or, « la sagesse conventionnelle des milieux d'affaires » (Stark, 1993) ne peut être porteuse de développement que si toutes les parties prenantes s'investissent dans la relation, car c'est finalement l'ensemble des relations entre pouvoirs publics, citoyens et entreprises qui est ici en question.

Une pluralité de préoccupations sur la consommation socialement responsable montre qu'elle peut s'intégrer dans plusieurs problématiques, notamment celles des parties prenantes, ou de la co-construction du développement par les parties prenantes, etc.

Le présent article se situe dans le même sillage et s'interroge sur les conditions à réunir pour que le consommateur africain en général et camerounais en particulier s'intègre dans la logique de co-construction de son bien-être et du développement, alors qu'il est placé dans une posture d'ignorance constatée sur les véritables comportements des entreprises. En outre, il se penche, sur ce qu'il consomme, et même sur les droits qu'il a vis-à-vis des entreprises et de l'État quant à la qualité de ce qu'il consomme (Arli et Lasmono; op.cit).

Cette problématique qui s'intègre donc dans la logique de la co-construction du développement, est d'autant importante à notre sens que l'élément spécifique pour ce consommateur est sa situation de pauvreté tant matérielle que non matérielle. Car, ce consommateur est encore aujourd'hui moins informé sur ce qu'il consomme, et ne dispose pas des mêmes moyens et possibilités de choix et d'action que son homologue européen, par exemple.

Dans quelles conditions peut-il être co-acteur de ce développement au regard de la perception actuelle que le consommateur a de sa capacité à influer sur le développement à travers ses comportements de consommation ? Il est question en réalité de voir si en l'état actuel, les préoccupations sociales, environnementales et économiques déterminent les comportements de consommation des Africains pour en faire un levier de développement durable. Si non, quelles sont les conditions pour que le consommateur africain devienne un véritable acteur du jeu et des stratégies des entreprises en Afrique ? Les travaux sur le sujet sont rares au Cameroun, toutefois, ce questionnement est important pour les entreprises dans la mesure où malgré leur faiblesse actuelle, et même quelquefois leur inféodation aux lobbys politiques et des entreprises (Ndoumbe, Ndebi, Kern, op.cit), les consommateurs à travers les organisations de défense de leurs droits se multiplient, les entreprises devraient pouvoir anticiper sur les réactions des consommateurs vis-à-vis de leur attitude sur les problèmes socio, écologiques, environnementaux et même économiques afin d'adapter les variables dans le choix des stratégies RSE par exemple (BiwoléFouda, 2014). Pour répondre aux préoccupations évoquées, des entretiens semi-directifs ont été réalisés sur un échantillon de trente (30) personnes, toutes diplômées de l'enseignement supérieur, cadres d'entreprise, étudiants, commerçants, etc. suivis d'une analyse de contenu. Ainsi nous tentons brièvement dans un premier temps de situer théoriquement le concept de consommation socialement responsable dans l'ensemble pour enfin l'intégrer dans un contexte de pauvreté. Dans un deuxième temps nous discutons de la perception que les consommateurs ont de son contenu en contexte camerounais. Enfin, dans un troisième temps, nous mettons en exergue les conditions dans lesquelles la consommation socialement responsable pourrait constituer un levier de co-construction du développement entre diverses parties prenantes en l'occurrence les consommateurs et les entreprises dans un contexte de précarité.

## II. Consommation Socialement Responsable : un Eclairage Théorique Dans un Environnement de Pauvreté.

*a) Concept de consommation socialement responsable: définition et dimensions (CSR)*

La consommation selon Gonzales et *al*. (2009), se présente comme un épiphénomène à la fois individuel et collectif où les RSE s'imbriquent avec les représentations sociales (RS) de l'économie. Ces auteurs révèlent d'ailleurs que la consommation est un phénomène essentiellement polymorphe ayant une valeur d'enjeu social très élevée. En effet, les travaux précurseurs menés par Veblen, (1899) relatifs à la sociologie de la consommation soutiennent que ce phénomène émane des processus à la fois économiques, sociaux que psychologiques. Pour Baudrillard (1970), on « manipule toujours les objets comme des signes qui vous distinguent soit en vous affiliant à votre propre groupe pris comme référence, soit en vous démarquant de votre groupe par référence à un groupe de statut supérieur ». Poursuivant dans le même ordre d'idées, Bourdieu (1979) va intégrer la notion de « style de vie » associé à leur systématicité faisant de la consommation un élément au centre des relations entre champs d'action et habitus. Richins (1994) souligne que le management et plus précisément le marketing semble très préoccupé par cette notion de consommation qui est en outre considérée non pas seulement comme une expérience, un jeu, mais également comme un élément identitaire et de discrimination sociale.

Certains auteurs, notamment Lai (1995), Aurier et *al*.(2004) dans leurs travaux, se sont essentiellement appesantis sur la valorisation de l'expérience de consommation. Sur la base de ces recherches, la valeur de la consommation se décline en cinq composantes, précisément esthétique, émotionnelle, épistémique, fonctionnelle et sociale

L'émergence du concept de consommation socialement responsable a été quant à lui favorisée par plusieurs facteurs qualifiés d'éléments de contexte tels que les mouvements de contestation spécifiques à la consommation des années 70 (Rochefort, 1973). Par la suite on a assisté pendant plusieurs décennies à l'intensification des préoccupations d'ordre écologique, éthique et social (Commenne, 2006). C'est une forme de consommation qui intègre à la fois la rationalité et la citoyenneté dans le comportement du consommateur, avec pour objectif d'espérer avoir un impact sur la protection de l'environnement, notamment sur les plans sociaux, écologiques et environnementaux. Elle impose donc aux entreprises et pour l'ensemble des acteurs politiques, sociaux et économiques ce que Stark (1993) appelle « la sagesse conventionnelle des milieux d'affaires ».

Une littérature foisonnante s'est attelée à proposer une définition au concept de CSR (Roberts, 1995 ; Webb, Mohr et *al*. 2007). Pour Lecompte (2005), auteur prolifique dans le domaine, la CSR est *« le fait d'acheter des biens ou des services perçus comme ayant un impact positif (ou moins mauvais) sur son environnement et d'utiliser son pouvoir d'achat pour exprimer ses préoccupations sociales et/ou environnementales »*. Gonzales et *al*. (2009) font remarquer que dans le contexte français, les recherches se sont plus intéressées à proposer une échelle de mesure dans une logique globale du concept de CSR. Les travaux de Roberts (1995) mettent essentiellement en perspective deux dimensions de la CSR, notamment la dimension environnementale (sanctionner les produits réputés négatifs sur l'environnement) et la dimension sociétale (boycott des produits des entreprises qui n'intègrent pas le bien-être de la société). François-Lecompte (2005) identifie pour sa part cinq dimensions de la CSR, à savoir le comportement de l'entreprise (ne pas acheter aux entreprises jugées comme ayant un comportement irresponsable), l'achat de produits-partage (privilégier l'achat des produits dont un pourcentage du prix est destiné aux bonnes causes), la volonté d'aider les petits commerces (encourager les petits commerçants en limitant ses achats dans les grandes surfaces), la prise en compte de l'origine géographique des produits (intégrer en priorité dans ses achats les produits de sa communauté), enfin la réduction du volume de consommation (privilégier l'esprit de créativité du consommateur pour limiter ses consommations en l'encourageant à faire certaines choses lui-même). Webb et *al*. (2007) intègrent dans ces dimensions identifiées la notion de comportements de recyclage associé aux modes de consommation essentiellement respectueux de l'environnement (utiliser des vélos en milieux urbains, favoriser les produits biodégradables et non polluants, etc.).

Cette émergence du concept de CSR, notamment son analyse comme concept pluridimensionnel a orienté les recherches vers la compréhension des consommateurs et leur positionnement comme ayant des pratiques socialement responsables.

Ainsi, une étude réalisée par le CRÉDOC en 2006 a identifié six groupes d'individus en les différenciant essentiellement en fonction de leur sensibilité aux valeurs citoyennes des entreprises (Croutte et *al.* 2006). Bien avant, Lecompte et *al*. (2004) avaient déjà identifié sur la base de leurs engagements à la CSR quatre grands groupes de consommateurs, notamment les « socialement responsables », les « vigilants », les « peu socialement responsables » et les « traditionalistes ». On peut ici comprendre que la CSR nécessite de la part du consommateur au moins deux attitudes, la première est la sensibilité aux valeurs citoyennes et la seconde concerne l'engagement à se conformer à sa sensibilité aux valeurs citoyennes.

En fait, la CSR revêt une dimension volontariste de la consommation qui nécessite d'avoir les moyens de ses choix qui eux, sont en même temps matériels que psychologiques. Les asymétries informationnelles, de même que les coûts financiers constituent entre autres de véritables freins à des choix de consommation socialement responsables, notamment dans un contexte de pauvreté du consommateur.

b) *Les enjeux de la CSR en contexte de pauvreté : changer l'ordre des choses et exprimer la personnalité du consommateur*

Exprimer sa personnalité et changer l'ordre des choses semblent être les principaux enjeux d'un comportement militant de la part d'un consommateur.

Un consommateur militant est celui qui, à notre sens, attribue à son comportement de consommation un objectif de contribution à sa manière de bâtir le monde en défendant les causes sociales et/ou environnementales. Plusieurs actions semblent sous-tendre cette volonté, à savoir la participation au boycott (Friedman (1991) et Klein et *al*., (2004)) ou encore la volonté de changer les choses (Lecompte, 2009). Ainsi, les individus vont sanctionner en essayant d'infléchir les attitudes irresponsables des entreprises en décidant de boycotter (non-achat) leurs produits ou leurs marques afin de les contraindre à revoir leur comportement. La consommation perçue sous cet angle représente une arme redoutable et efficace pour tout consommateur dans ses relations avec les entreprises. C'est l'approche instrumentaliste de la consommation. En effet, il ressort que les individus qui pratiquent la CSR sont plus stimulés « *par le fait que leur comportement va permettre d'agir en faveur de la cause qui leur tient à cœur* » (Françoise-Lecompte, 2009). Leurs achats, contribueraient donc fondamentalement à « *changer l'ordre des choses* ». Même si les consommateurs préjugent souvent de l'inefficacité des actions individuelles, ils reconnaissent néanmoins que leur contribution personnelle est d'une utilité indéniable. De même ils estiment pour autant que la cohérence avec leur personnalité et leur façon de penser est plus importante dès lors que l'action individuelle est inefficace sur la façon de l'entreprise de se comporter.

Une autre argument incitant à pratiquer la CSR réside également dans une volonté manifeste d'agir en étant en parfaite harmonie avec ses valeurs. Le consommateur engagé se place inéluctablement dans une vision individuelle et instrumentaliste de la CSR. Kozinets et Handelman (1998) soutiennent que les achats de ce consommateur représentent non pas seulement une façon de s'affirmer voire de se valoriser personnellement, mais aussi il se différencie ou se démarque vis-à-vis des autres consommateurs. Dans le même ordre d'idées, Klein et *al*. (2002) révèlent que le consommateur en s'engageant sur la voie de la CSR cherche à avoir les « mains propres ». En d'autres termes, il cherche à être « bien dans sa tête », à être en paix avec sa conscience afin d'éviter de se culpabiliser, notamment en ce qui concerne ses achats. La sanction, exprimer sa personnalité, changer l'ordre des choses, être utile, se démarquer, semblent être quelques enjeux importants des comportements de CSR.

En contexte de pauvreté, il est important, comme c'est le cas en Afrique, de vérifier la perspective pour un individu de contrôler sa consommation et de participer à la co-construction de son développement. On peut tout de même supposer la difficulté à le faire, tant ses capabilités contraignent son comportement (Ndebi, 2011), ainsi que la disponibilité de l'information, la différenciation des prix, la commodité des produits et le dilemme du bon comportement.

c) *Problèmes de contingence à l'idée de la CSR (la pauvreté comme contingence à l'idée de CSR)*

De manière générale, de nombreux individus ou consommateurs ont un accès limité aux informations sociales et environnementales des entreprises. Cette situation constitue un facteur contingent à l'engagement de certains dans la consommation socialement responsable. L'absence de connaissances sur le comportement des entreprises, associée au manque de confiance dans l'information freinent les individus dans leur volonté d'opter pour une consommation socialement responsable (François-Lecompte, 2005). L'importance de l'information dans la prise de décision en général et notamment son influence sur les pratiques de consommation responsable n'est plus à démontrer (Carrigan et Attalla, 2001 ; Mohr et *al*., 2001). De manière générale, il apparaît que, les informations mises à disposition des individus sont très insuffisantes et par conséquent créent des biais dans la décision de consommation de ces derniers (Mohr et *al*., 2001 ; Auger et *al*., 2003). Les études révèlent d'ailleurs que la majorité des consommateurs ne connaissaient pas dans quelles conditions les produits qu'ils achètent sont fabriqués. La passivité de ces consommateurs est renforcée sur ces questions puisqu'ils ont tendance à ne faire aucun effort pour chercher les informations. Bien plus, quand bien même les pratiques socialement responsables des entreprises sont disponibles, les individus ou consommateurs font très difficilement confiance aux informations mises à leur disposition. S'il est vrai que l'information doit apparaître aux yeux des consommateurs comme étant crédibles, il n'en demeure pas moins vrai que cette information doit être accessible au grand public, ainsi, les labels sociaux et/ou environnementaux, les simples discours de gestion durable et éthiques des entreprises ne suffisent pas à rendre les consommateurs confiants.

D'un autre coté, la CSR est encore aujourd'hui susceptible d'engendrer des coûts supplémentaires

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compte tenu de la rareté et des conditions de fabrication et de distribution liées aux produits labélisés bio ou du commerce dit « équitable ». Les écarts de prix entre les produits étiquetés bio et donc « éthiques », et ceux qui ne l'étaient pas sont considérables et atteignent parfois les 50 %. Certains auteurs (Duong et *al*., 2004 ; Bouquet et Hénault 1998 ; Lecompte, 2009) soulignent que ce supplément ou cette différenciation de prix est un aspect non négligeable qui limite considérablement les comportements responsables de nombreux consommateurs. Ces suppléments de prix sont par conséquent considérés comme étant exorbitants et très lourds à supporter quotidiennement (Roberts, 1996).

Les coûts plus élevés des produits éthiques sur le marché peuvent être expliqués par le manque de disponibilité, voire la rareté sur le marché des produits à présentés comme étant responsables ou éthiques (Carrigan et *al*., 2003). Les produits qualifiés d'équitables ou de bio ont des points de distribution très limités, notamment dans les grandes surfaces. On les rencontre très difficilement dans les points de vente de proximité, obligeant ainsi les consommateurs socialement responsables à faire un d'effort supplémentaire pour s'informer du lieu de la disponibilité des produits et à se rendre dans les points de vente spécialisés. Pourtant, selon François-Lecompte (2009), de nombreux consommateurs, pour des raisons multiples, ne sont pas disposés faire ces efforts supplémentaires compte tenu, pour certains, des contraintes de temps qui, ici, limitent les mouvements des individus lorsque ces derniers sont occupés et se limitent à leurs comportements habituels d'achat. Il est évident qu'un bon nombre de consommateurs perçoivent globalement la CSR comme étant très contraignante. L'engagement sur le chemin des comportements ou pratiques de CSR nécessiterait inéluctablement des modifications dans le mode de vie.

Un autre frein à la consommation socialement responsable concerne la difficulté des consommateurs à identifier le bon comportement du mauvais comportement en la matière. En effet, la consommation socialement responsable prend en compte très souvent la notion d'éthique, ce qui n'est pas très aisé à identifier ou à cerner par les consommateurs. Cette complexité les plonge inéluctablement dans un dilemme. La présence des arguments contradictoires crée très souvent le doute dans l'esprit du consommateur sur ce qui est bon à faire (boycotter une entreprise ou acheter local ?) et par conséquent il préfère se résigner.

À la lumière de ce qui précède, on peut prétendre que dans un contexte de pauvreté, la consommation socialement responsable peut être difficile à réaliser pour le consommateur pauvre. S'il est vrai que le courant utilitariste de la pauvreté (Morduch, 1999, 2000 ; PNUD) postule la rationalité des ménages en matière de choix de consommation, il suppose aussi que l'individu doit être en pleine possession de ses capacités basiques, ce qui est loin d'être le cas pour le pauvre.

Ce dernier étant soumis au diktat de sa situation de précarité tant matérielle que psychologique qui ne lui laisse aucune solution de préférence, ni pour maximiser sa fonction d'utilité, ni pour rendre sa décision même satisfaisante, tout au plus il s'accommode du possible. Quelle que soit l'approche par laquelle on aborde la pauvreté et donc le consommateur pauvre dont on pourrait citer en plus du courant utilitariste évoqué plus haut, le courant institutionnaliste (Sen, 1987, 1999; Nussbaum, 2002, Bertin et Leyle 2007; Favarque et Robeyns, 2005), il apparaît que le consommateur pauvre est *« un consommateur nécessiteux, pas ou mal informé, incapable de traitement rationnel de l'information émise par les canaux qu'il consulte, ce qui le place dans une situation de manque de lucidité et d'acteur dominé» (*NDEBI, 2011). Ainsi les incapacités matérielles et psychologiques de ce consommateur ont tendance à écarter toute résistance à l'achat d'un produit quelconque, ce qui l'incitera à saisir tout ce qui constitue une opportunité de réduction de la pauvreté. La pauvreté du consommateur n'est pas liée à un environnement spécifique, tout comme elle n'est pas mesurée de la même façon selon les environnements, elle s'apprécie selon les standards de la société à laquelle on appartient (Bacin et Villa, 2009, P.3).

## III. Du Mythe à la Réalité : Conditions Pour une Véritable Emergence de la Consommation Socialement Responsable en Afrique

*a) Une méthodologie qualitative Le contexte*

Le contexte de recherche ici est un pays pauvre très endetté en Afrique, le Cameroun. Cela signifie que des implications sur des choix de consommation sont très influencées par la pauvreté ambiante et l'absence d'alternative lorsqu'il s'agit de faire des achats compte tenu de la précarité des moyens financiers. Néanmoins, l'importance des enjeux de développement durable dans l'ensemble et leur influence sur les comportements de consommation justifient qu'on s'y attèle en Afrique, et spécifiquement dans le bassin du Congo qui est le deuxième massif forestier de la planète après l'Amazonie. Ce bassin est donc l'un des derniers réservoirs écologiques et environnementaux de la planète, mais c'est aussi l'endroit où les populations sont parmi les plus pauvres et dans cette zone, les besoins de développement sont les plus élevés. La problématique de développement durable trouve ici toute son importance, et réfléchir sur la possibilité que l'ensemble des parties prenantes puissent y contribuer

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est tout aussi important. Le choix du consommateur dans ce contexte se trouve judicieux en même temps pour comprendre s'il est conscient de son potentiel de négociation ou d'influence sur le comportement des entreprises et, s'il est capable d'exploiter les mécanismes et les moyens dont il dispose pour que ces dernières développent des attitudes responsables dans leur environnement. Ainsi, les consommateurs socialement responsables sont ceux qui sont conscientisés, c'est-à-dire qu'ils sont susceptibles d'acheter des produits fabriqués selon les normes sociales et environnementales (voir rapport 2009 sur le consommateur responsable de BBMG. Disponible sur bbmg.com). Il apparaît donc que le consommateur conscientisé est d'abord informé du devoir de responsabilité de l'entreprise, ensuite son comportement d'achat est motivé par cet état de chose, au point qu'il il est prêt à adapter son comportement envers une entreprise en fonction du niveau de responsabilité perçu de l'entreprise. Par exemple, dépenser plus pour un produit qu'il juge fabriqué de façon responsable ou par une entreprise responsable. Or la contrainte de comportement responsable de la part des entreprises dans l'environnement africain n'est que très peu le résultat des pressions nationales des États qui pourtant encouragent comme dans le cas du Cameroun le respect des normes environnementales, mais impliquent très peu les populations. Mais ces dernières n'ont leur véritable salut que par l'effet des législations et autres influences supranationales (NdoumbeBerock, Ndebi et Kern, 2016).

*b) La collecte de données : l'entretien semi-directif*

Pour collecter les données, des entretiens semi-directifs ont été réalisés auprès de trente personnes ayant toutes un diplôme de l'enseignement supérieur, hommes ou femmes ayant moins de 50 ans, exerçant ou non un métier, dans le secteur formel ou dans l'informel. Ce choix a été dicté par le niveau de sensibilisation aux préoccupations environnementales et écologiques censé être élevé de cette population. En effet, les problématiques de l'environnement, de l'écologie et du développement durable sont de plus en plus médiatisées en Afrique, elles font même déjà l'objet des enseignements dans les universités africaines et camerounaises plus particulièrement. Sur un autre plan, les autorités camerounaises tentent depuis au moins une dizaine d'années de contraindre les entreprises à des comportements responsables vu le nombre de textes et de règles édictés, même si leur efficacité reste encore à prouver.

*c) Le guide d'entretien*

Le guide d'entretien était subdivisé en plusieurs grands thèmes dont les repères sont empruntés à Lecompte (2005). Les dimensions de Lecompte nous ont paru simples et surtout pertinentes pour commencer à explorer le concept et les comportements dans le contexte africain.

La première porte sur la connaissance du concept de consommation socialement responsable. Il était question de savoir si la cible a entendu parler de CSR et par quel canal de communication. Deux préoccupations sur ce thème évaluent la notoriété et le canal par lequel le répondant s'est informé.

Le deuxième thème s'intéresse à la perception que les répondants avaient du concept et leur attitude vis-à-vis des entreprises censées avoir un comportement responsable ; pour cela un aspect consistait à mesurer l'attention du répondant vis-à-vis de ces entreprises et la connaissance des actions de responsabilité perçues. Une interrogation importante a consisté à sonder auprès de notre échantillon la signification de l'expression consommation socialement responsable

Le troisième thème avait pour but d'identifier dans le mesure du possible les potentielles tendances à la CSR et les pratiques conscientes ou non de consommation supposées être socialement responsables des répondants. Une question dans ce thème a permis de mesurer la conscience d'avoir acheté un produit fabriqué par une entreprise jugée respecter les engagements de citoyenneté perçus par le répondant.

Le quatrième thème devait ressortir les potentiels moyens de contrainte des entreprises à travers le comportement de consommation, leur pertinence pour pouvoir en déduire si dans ce cas on pourrait conclure de la réalité de la CSR dans un contexte de pauvreté du consommateur.

Les entretiens ont duré en moyenne 40 minutes chacun, cela en partie par la capacité des répondants à saisir rapidement l'objet de la discussion étant entendu qu'ils étaient tous diplômés de l'enseignement supérieur et certains exerçant dans le monde professionnel formel et d'autres dans l'informel. Les informations qui ont été enregistrées et retranscrites ont fait l'objet d'une analyse de contenu autour des thèmes identifiés et indiqués dans le guide d'entretien.

*Tableau 1:* Présentation de l'échantillon

| Identification | Diplôme | spécialité | profession |
|---|---|---|---|
| Ernest, 35 ans ; | Master 1 | Marketing | Libraire du poteau |
| Fidèle, 30 ans ; | Master 2 | Finance comptabilité | Cadre, 4 ans |
| Alex ; 40 ans, | Master 2 | Lettres bilingues | Enseignant |
| Moise, 25 ans, | Master 1 | Management | Sans emploi |

| | | | |
|---|---|---|---|
| Guy, 35ans. | Master 1 | Géographie | Cadre d'entreprise |
| Solange, 30 ans ; | Master 2 | Droit privé | Cadre d'entreprise |
| Jacqueline, 25 ans, | Master 1 | Histoire | sans |
| Marie, 30 ans, | BTS | Marketing commerce vente | Commerçante |
| Jeannette, 25 ans | Master 2 | Economie | Fripier (commerçant) |
| Sylvie, 35 ans, | DIPET 2 | TQG | enseignant |
| Etienne, 32 ans | DIPET 2 | Techniques commerciales | enseignante |
| Collette, 43 ans | Master 1 | Lettres bilingues | cadre d'entreprise |
| Benjamin, 25 ans, | ingénieur | Mécanique navale | Sans emploi |
| Didier, 25 ans | Licence | Gestion | Etudiant |
| Mireille, 45 ans, | Master 1 | Economie | Sans emploi |
| Simplice, 37 ans, | DEPA | communication | Commerçant |
| Florian, 42 ans, | DESC | Finance comptabilité | Employé de banque |
| Joseph, 25 ans | Licence | Droit privé | Etudiant |
| Jean -Jacques, 30 ans | Licence | Economie | Etudiant |
| Patrick, 25 ans | Licence | Sciences | Cadre |
| Charles, 35 ans | Licence | Mathématiques | Chef d'entreprise |
| Jean-Pierre, 40 ans | Ingénieur | Mécanique | Chef d'entreprise |
| Chantal, 35 ans | Master | Communication | Enseignante |
| Ghislaine, 30 ans | BTS | Sténographie | Assistante de direction |
| Gabriel, 25 ans | Master 1 | GRH | Sans emploi |
| Nadine, 27 ans | Licence | Commerce international | Communicatrice |
| Paul, 23 ans | Licence | Lettres | Commerçant dans l'informel |
| Georgette, 30 ans | Master | Economie | Sans emploi |
| Emmanuel, 28 ans | Ingénieur | Génie civil | Cadre |
| Georges, 32 ans | Licence | Gestion | Sans emploi |
| Victor, 36 ans | BTS | Banque | Cadre d'entreprise |
| Hamadou, 30 ans | Licence | Gestion | Commerçant |

*Source : enquêtes de terrain*

d) *Présentation et discussion des résultats*

i. *Une relative connaissance du concept de consommation socialement responsable*

Il nous revient que 56 %, soit 17 répondants ont entendu parler du concept de consommation socialement responsable. Les principaux canaux d'information exploités sont par ordre : la télévision (27,5%) ; la lecture (18%) ; l'internet (18%) ; le BAO (15%) ; la radio (13,5%). Si le concept est moyennement connu dans la population, cette dernière n'est pas suffisamment sensibilisée pour le moment. Il apparaît ici que même pour la population intellectuelle, le concept semble encore nouveau et pas connu. « *À l'université, on nous parle davantage de l'entreprise socialement responsable, lorsqu'on évoque la responsabilité sociale ou sociétale de l'entreprise » (Didier, 25 ans, étudiant).* « *On parle de la Responsabilité sociétale de l'entreprise dans les médias et un peu dans le milieu universitaire, la consommation socialement responsable n'est pas toujours abordée, peut-être dans les écoles comme l'ESSEC » (Paul, 23 ans, Commerçant dans l'informel).* À l'évidence, les consommateurs ne font pas de lien entre le concept de RSE et celui de CSR, mais étant pour la plupart des diplômés de l'enseignement supérieur, ils parviennent à donner la perception qu'ils ont du concept, qui soit proche des définitions proposées dans la littérature.

ii. *Un concept insuffisamment bien perçu.*

Le contenu donné à la CSR reste dans plusieurs cas bien imprécis, lorsqu'on fait allusion à la norme environnementale sans apporter d'éclairage sur la notion de norme environnementale. Certains pensent que « *la CSR consiste à acheter les produits respectant les normes de notre environnement naturel* » (Nadine, 27 ans, *Communicatrice*).

De même, quelle démarcation faire entre normes environnementales et réalités sociales lorsque la CSR, « *c'est acheter et consommer les produits qui respectent les réalités sociales de notre environnement* » (Hamadou, 30 ans, *commerçant*). Néanmoins, la dimension protection de la société et la sanction apparaissent dans le contenu du concept. En effet, la CSR : « *C'est, on peut dire, ne pas acheter les produits nocifs et mauvais pour la population* » (Solange, 30 ans, cadre d'entreprise) ; « *pour moi ce serait une espèce de sanction par son achat et sa consommation les entreprises qui ont des mauvaises pratiques telles que maltraiter les employés, enrôler les gens dans la mafia ou prendre des positions politiques* » ( Mireille, 45 ans). Un seul répondant chaque fois a fait allusion à l'achat encourageant l'entreprise locale, ou le petit commerçant, deux ont fait allusion à l'encouragement des « *emplois et métiers traditionnels de la région* ».

D'autres contenus donnés au concept de CSR concernaient le volume de consommation, notamment « *consommer avec modération* » ou encore « *consommer sans abus* ». Bien que parcellaire, il existe globalement une certaine sensibilité des consommateurs au contenu lié au concept

iii. *Les tendances à la consommation socialement responsable identifiées*

L'engagement de l'entreprise à protéger l'environnement, la participation volontaire à la lutte contre la pauvreté et l'action sociale de l'entreprise sont les comportements des entreprises susceptibles de susciter des réactions favorables pour ces entreprises.

*Choisir une entreprise qui protège l'environnement*

> « *Pour moi si une entreprise ne pollue pas mon espace de vie, qu'elle s'engage à protéger cet espace en plantant les arbres, en curant nos caniveaux, ça peut m'amener à avoir une attitude positive pour cette entreprise* » *(*Benjamin, 25 ans, *sans emploi*) *;*

> « *Globalement une entreprise doit protéger l'environnement, mais nos entreprises forestières par exemple détruisent nos essences y compris celles interdites par la loi sans en planter d'autres et surtout sans conséquences de la part des pouvoirs publics* » (Jeannette, 25 ans) *;* « *Je crois qu'il serait normal de préférer acheter les produits d'une entreprise qui montre qu'elle s'intègre dans son environnement lorsque c'est possible, en tout cas je pourrais le faire lorsque j'ai des moyens pour* » (Jean -Jacques, 30 ans).

*La lutte volontaire et évidente contre la pauvreté*

> « *Une entreprise doit contribuer au développement de la cité par ses actions sur le terrain, cela passe par son apport dans le domaine social en insérant pour les protéger, les plus faibles tels que les handicapés, les jeunes, les vieux, bref l'entreprise doit lutter contre la pauvreté dans son environnement* » (Didier, 25 ans) *;*

> « *Dans un environnement de pauvreté comme le nôtre, une entreprise doit lutter contre des fléaux sociaux comme le tabac, la drogue qui de plus en plus infestent nos écoles, l'alcool, ces choses détruisent la jeunesse, développent l'insécurité dans le pays* » *(* Chantal, 35 ans, enseignante)*;*

> « *En tout cas je ne pourrais pas acheter les produits d'une entreprise qui fait travailler au vu et au su de tout le monde les enfants ; une entreprise qui construit des infrastructures telles que les centres de santé, les forages et les salles de classes est forcément une entreprise qui lutte contre la pauvreté et participe au développement de la cité, c'est clair que si j'ai les moyens je pourrais davantage acheter les produits de cette entreprise » (Moise, 25 ans).*

> « *Certaines entreprises au Cameroun développent des œuvres humanitaires, mais je crois toujours que c'est pour attirer les clients, ça m'intéresse même si je n'achète jamais pour ça, mais je pourrais le faire un jour* » (Emmanuel, 28 ans).

Les consommateurs camerounais sont sensibles à la lutte contre la pauvreté des entreprises lorsque cela est évident à leurs yeux, même s'ils ne croient pas à l'honnêteté des entreprises

*L'éthique d'entreprise*

> « *J'apprécie le comportement éthique de certains dirigeants surtout ceux qui traitent bien les salariés en protégeant leur avenir de retraite, en proposant de bons salaires et surtout de meilleures conditions de travail, lorsque c'est connu, cela peut influencer le client à la préférence des produits de l'entreprise* » *(*Guy, 35ans) *;*

> « *Moi je suis un conservateur et défenseur de la nationalité africaine, le made in Cameroun m'intéresse tout comme j'apprécie toute entreprise qui respecte et promeut la culture camerounaise et africaine en général ; malheureusement, il n'y en a pas dans notre environnement ; chacun veut gagner de l'argent et point ; du coup j'achète parce que j'en ai besoin, pas parce que l'entreprise fait quelque chose d'extraordinaire dans le sens de ma culture* » (Sylvie, 35 ans).

Au total, l'engagement de l'entreprise à la protection de l'environnement, 82,5 % d'occurrences ;la participation volontaire à la lutte contre la pauvreté (76,5 %) ; La contribution au développement de la cité (73 %) ;la dimension sociale de l'action de l'entreprise *(la construction des infrastructures sociales telles que les forages, les aires de jeux ; les centres de santé, etc. 75 %), la lutte contre les fléaux sociaux comme, le tabac, l'alcool, la drogue)l'insertion et la protection des personnes physiques en difficulté (marginaux, handicapés, les enfants) ; le non-recours au travail des enfants ; la participation à des actions humanitaires* sont ce qui peut déterminer le comportement socialement responsable des consommateurs.

On observe que la protection et la défense du « *made in Cameroon* » ne semble pas intéresser les répondants, néanmoins 52,5 % des occurrences évoquent cet aspect.

iv. *Les facteurs déterminants de la consommation socialement responsable*

Dans l'environnement camerounais, il ressort que par rapport au comportement de consommation et d'achat des interviewés, les pratiques des consommateurs sont déterminées par les moyens dont ils disposent (77 % d'occurrences), par leur pouvoir d'achat (77 % d'occurrences) et à l'occasion, à ce dont ils ont besoin (73 % d'occurrences). L'aspect socialement durable ou citoyen de leur comportement de consommation reste marginal.

Toutefois un peu plus de la moitié d'entre eux reconnaissent qu'il leur arrive de temps en temps de tenir compte des engagements des entreprises pendant leurs achats même si la plupart doute de la sincérité de ces engagements. *« Parfois, je ne sais pas trop ce que vous appelez entreprises citoyennes, mais il m'arrive d'acheter chez un commerçant parce que je pense que quelquefois il faut encourager les petits commerçants de chez nous. Dans la majorité des cas, je n'ai pas les moyens de ma politique, j'achète donc en fonction des moyens que* [sic] *je dispose et je cherche en priorité celui qui vend moins cher » (*Emmanuel, 28 ans).

Les consommateurs n'étant pas prêts à supporter un supplément de prix le justifient en invoquant des raisons telles que: *« [L]a politique de prix des entreprises ne tient pas compte du niveau de vie des citoyens » ; « les entreprises ne respectent pas leurs engagements de citoyenneté, ces entreprises exploitent et transforment nos matières premières, je ne sais pas pourquoi j'achèterais plus cher à l'une d'elles » (Ghislaine*, 30 ans), etc.

D'ailleurs, certains, et ils sont majoritaires, doutent des engagements dits « citoyens » des entreprises et cela constitue un frein important à leur choix de produits ou d'entreprise. *« Les entreprises citoyennes n'existent pas au Cameroun, leurs engagements de citoyenneté sont de la poudre aux yeux, elles ne sont pas sincères, ; sinon comment expliquer le traitement non éthique de leurs salariés , licenciements abusifs, niveau de salaire très bas, tribalisme des dirigeants, corruption des élites politiques, en plus il n'existe pas pour le moment un système d'évaluation de l'entreprise citoyenne dans notre environnement, j'achète ce qui est nécessaire et qui correspond à mes moyens sans réfléchir à tout ça»* (Florian, 42 ans).

Néanmoins lorsqu'on évoque la possibilité de changer d'attitude en cas d'amélioration du pouvoir financier, la majorité (80 % d'occurrences) seraient prêts à acheter un produit plus cher parce qu'il est fabriqué ou commercialisé par une entreprise« *jugée citoyenne* ».

v. *Un potentiel de contrainte très faible sur les entreprises*

Accepter une hausse de prix de 5 % et plus, participer au boycott des produits des entreprises, participer aux mouvements de résistance des consommateurs, accepter un augmentation de prix de plus de 10 %, reconnaître n'avoir aucun moyen de pression sur les entreprises, ont été quelques aspects retenus lors de l'exploration de terrain et des lectures faites sur le sujet. Sur ces éléments, il ressort que 70 % des répondants ne sont pas prêts à accepter un un relèvement de prix de 5 %, et 25 % ne le feront jamais ; 90 % n'accepteraient pas une hausse de prix de plus de 5 % dont près de 50 % ne le feraient jamais ; 95 % n'accepteraient pas une augmentation de prix de plus de 10 % et 65 % ne le feraient jamais.

La position de Georges (32 ans) est édifiante à ce sujet : *« Je ne pense pas pouvoir payer plus, un produit en dehors de mes convictions personnelles sur la qualité et l'origine du produit, d'abord je n'ai pas les moyens pour ça, en plus qu'est ce que ça changerait, les entreprises sont toutes puissantes, même si c'est pour encourager une entreprise pour son action ce serait difficile pour moi. Donc, un supplément de 5 % ou de 1 %, honnêtement ce n'est pas mon affaire ! »*

Concernant la participation à un mouvement populaire de protestation passive, 36 % affirment ne pouvoir jamais participer à un mouvement de boycott des produits d'une entreprise contre 10 % qui certainement le feraient, tandis que 24 % ne participeront jamais à un autre mouvement de résistance des consommateurs, mais environ 15 % affirment pouvoir certainement participer à ce genre d'action.

Par ailleurs, 20 % des répondants estiment ne jamais avoir de moyen de pression sur les entreprises, contre 17 % qui estiment qu'ils pourraient certainement avoir des moyens de pression sur les entreprises. Le boycott ne semble pas non plus constituer une stratégie efficace qui rencontreraitl' adhésion de beaucoup de consommateurs dans l'environnement africain. La population de notre étude ne semble pas consciente de sa capacité à agir sur le comportement citoyen des entreprises, notamment être co-acteur de la protection de l'environnement à laquelle elle est par ailleurs très sensible.

vi. *Les entreprises jugées citoyennes et les actions perçues comme citoyenne nes dans l'environnement Camerounais*

Plus d'une vingtaine d'entreprises ont été citées spontanément au moins une fois par les répondants. Les entreprises les plus citées au Cameroun sont celles du secteur de la téléphonie mobile (Orange, 12 fois citée ; MTN, 11 fois citée), suivies du secteur brassicole (Guinness, 7 fois citée ; Société Anonyme des Brasseries du Cameroun, 5 fois citée). Aucune autre entreprise n'a récolté un score de citations ayant atteint trois personnes sur les trente interrogées ; nous n'avons pas retenu celles-là.

Plusieurs actions considérées comme de citoyenneté par les entreprises ont été évoquées, mais les plus fortes occurrences ont été globalement: la construction de forages (41 %); la construction et l'aménagement des écoles (27 %); l'assistance aux orphelins et malades (17 %); la préservation de l'environnement et le reboisement (13 %); l'organisation des activités culturelles (13 %); le sponsoring des

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activités sportives (13 %); la distribution de bourses d'études, 12 %); les dons de bacs à ordures (10 %). D'autres actions citées sont: les primes de départ à la retraite pour les employés, la construction des routes, les primes d'excellence, le financement des microprojets, le recrutement des stagiaires, les dons de matériel agricoles, le recyclage et le ramassage des plastiques. Il apparaît que les actions les plus perçues comme de citoyenneté des entreprises sont celles liées à la dimension sociale, la santé, l'environnement, la culture, le sport et l'éducation.

## IV. Discussion et Conclusion

Le contenu des entretiens avec les consommateurs ressort le fait central que le consommateur actuel ne se considère pas comme disposant, par ses actes de consommation, d'un pouvoir de négociation certain dans sa relation avec l'entreprise. Il ne se perçoit pas comme une véritable partie prenante dont le comportement peut à plusieurs égards contribuer à l'amélioration de ses conditions de vie dans le sens qu'il pourrait contribuer à impulser le développement dans son environnement.

Notre population d'étude étant l'une des plus sensibilisées, sinon la plus sensibilisée aux préoccupations de développement dans les pays pauvres, compte tenu de son niveau d'éducation, on constate à l'observation que cette frange supérieurement scolarisée n'est pas suffisamment motivée quant aux possibilités d'action sur le fonctionnement des entreprises.

Plus d'un quart des répondants de notre étude estiment d'ailleurs ne jamais pouvoir participer à un mouvement, de boycott, fût-il passif, des produits d'une entreprise.

Les entreprises détiennent donc beaucoup de marge de manœuvre dans leur relation avec certaines des parties prenantes. Elles vont continuer à poser des actes de responsabilité parce que contraint par la loi associé au fait que c'est un acte loyal (Ndoumbe Berock, Ndebi et Kern, 2016), et pas par les comportements de responsabilité des consommateurs ou précisément par des comportements militants. Par exemple, l'acte d'achat peut contribuer au développement d'une cause commune ou même que l'achat doit être cohérent avec sa personnalité et ses valeurs tel que cela ressort des recherches faites en Occident par exemple.

De même qu'il ne perçoit pas son acte de consommation comme un acte citoyen dans le sens de contribuer au développement local (achat des produits fabriqués par la communauté riveraine, acheter pour encourager les petits commerçants, protéger les emplois et métiers traditionnels de la région. Le revenu, le pouvoir d'achat et la survie déterminent donc en priorité le comportement d'achat du consommateur dans un contexte de pauvreté.

Même lorsque les entreprises s'investissent dans des actes de citoyenneté, la confiance des consommateurs est très relative pour ne pas dire que les consommateurs interrogés ne font pas confiance aux entreprises.

L'image du consommateur passif (Badot et Cova, 2008) remise en question par certains auteurs en marketing (Vargo et *al*, 2008) trouve toute sa pertinence dans un contexte de pauvreté. Le consommateur dans un contexte de précarité n'est capable, ni de co-créer la valeur, ni de participer au développement durable comme co-acteur avec les entreprises par des comportements de responsabilité dans les pratiques d'achat. La recherche sur les processus de co-création de la valeur se présente sous plusieurs aspects dont trois ressortent fondamentalement, notamment : le courant du comportement du consommateur, celui des services et celui de la gestion de l'innovation (Leclercq, Hammedi et Poncin, 2O16). La conscience de l'importance de son implication dans le processus de co-production de la valeur et des conséquences qui pourraient en découler est un préalable majeur de la CSR. Le courant des services ou de la gestion de l'innovation constitue un aspect important lorsque le consommateur est conscient des enjeux de développement liés à son comportement de consommation, de son pouvoir d'action, et surtout de ses aptitudes à interagir avec les entreprises pour orienter leurs actions vers des actes de responsabilité. Dans le cas actuel, le consommateur dans le contexte de pauvreté va développer son extrême ingéniosité à trouver des produits et services nécessaires à sa survie et son bien-être, ce qui devrait néanmoins sensibiliser les entreprises à une potentielle capacité tacite de nuisance de ce consommateur et les amener à s'investir davantage dans le sens des comportements de responsabilité envers ce dernier.

Il apparaît ainsi que dans des environnements potentiellement riches mais spécifiques par la qualité des acteurs de l'offre opportunistes, ce qui induit des relations de pouvoir déséquilibrées aux dépends des plus faibles (ici les consommateurs), dépourvus dans l'immense majorité de capacités financières, la CSR devient marginale. Le fait que même une population hautement éduquée ne soit pas suffisamment sensibilisée sur le rôle de co-acteur de la production de la valeur qu'elle pourrait jouer dans l'amélioration de l'offre des entreprises sur le marché nécessite qu'on s'y attèle par une meilleure communication notamment en contexte africain. L'applicabilité du concept de consommation socialement responsable en l'état actuel reste donc à venir dans notre contexte d'étude, même si on a pu constater les prémisses. S'il est vrai que la théorie des parties prenantes qui est celle qu'on a exploré ici montre que globalement l'entreprise développe des relations avec un certain nombre d'acteurs susceptibles d'influer sur son fonctionnement,

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il est clair qu'elle s'attèlera davantage dans un premier temps à répondre aux différents acteurs (Acquier, 2007), mais elle sera plus contrainte par les acteurs les plus influents sur elle (Aggeri et Acquier, 2005). Ce qui n'est pas le cas pour le consommateur en situation de précarité.

L'exploration du concept de CSR a été faite ici sur une frange de la population pas représentative de l'ensemble, mais son choix nous a paru judicieux par son niveau de sensibilisation supposé être plus élevé que l'ensemble de la population. Les résultats mettent quand même en évidence le fait qu'en situation de pauvreté, mais aussi d'absence d'information, certains des interviewés étant par leur profession des gens de la classe moyenne, les achats sont déterminés par des préoccupations strictement individuelles de survie et d'économie. Toutefois, il est difficile à l'état actuel de pouvoir généraliser les résultats, cela nécessite déjà un approfondissement dans l'analyse et surtout on devrait interroger d'autres perspectives que celles présentant la CSR dans une perspective instrumentale. Par exemple, le boycott ne semble pas non plus constituer une stratégie efficace qui rencontrerait l'adhésion de beaucoup de consommateurs dans l'environnement africain.

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Although low-quality images are sufficient for review purposes, print publication requires high-quality images to prevent the final product being blurred or fuzzy. Submit (possibly by e-mail) EPS (line art) or TIFF (halftone/ photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Avoid using pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings). 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).

For scanned images, the scanning resolution at final image size ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs): >350 dpi; figures containing both halftone and line images: >650 dpi.

Color charges: Authors are advised to pay the full cost for the reproduction of their color artwork. Hence, please note that if there is color artwork in your manuscript when it is accepted for publication, we would require you to complete and return a Color Work Agreement form before your paper can be published. Also, you can email your editor to remove the color fee after acceptance of the paper.

## Tips for writing a good quality Management Research Paper

Techniques for writing a good quality management and business research paper:

***1. Choosing the topic:*** In most cases, the topic is selected by the interests of the author, but it can also be suggested by the guides. You can have several topics, and then judge which you are most comfortable with. This may be done by asking several questions of yourself, like "Will I be able to carry out a search in this area? Will I find all necessary resources to accomplish the search? Will I be able to find all information in this field area?" If the answer to this type of question is "yes," then you ought to choose that topic. In most cases, you may have to conduct surveys and visit several places. Also, you might have to do a lot of work to find all the rises and falls of the various data on that subject. Sometimes, detailed information plays a vital role, instead of short information. Evaluators are human: The first thing to remember is that evaluators are also human beings. They are not only meant for rejecting a paper. They are here to evaluate your paper. So present your best aspect.

***2. Think like evaluators:*** If you are in confusion or getting demotivated because your paper may not be accepted by the evaluators, then think, and try to evaluate your paper like an evaluator. Try to understand what an evaluator wants in your research paper, and you will automatically have your answer. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

***3. Ask your guides:*** If you are having any difficulty with your research, then do not hesitate to share your difficulty with your guide (if you have one). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work, then ask your supervisor to help you with an alternative. He or she might also provide you with a list of essential readings.

***4. Use of computer is recommended:*** As you are doing research in the field of management and business then this point is quite obvious. Use right software: Always use good quality software packages. If you are not capable of judging good software, then you can lose the quality of your paper unknowingly. There are various programs available to help you which you can get through the internet.

***5. Use the internet for help:*** An excellent start for your paper is using Google. It is a wondrous search engine, where you can have your doubts resolved. You may also read some answers for the frequent question of how to write your research paper or find a model research paper. You can download books from the internet. If you have all the required books, place importance on reading, selecting, and analyzing the specified information. Then sketch out your research paper. Use big pictures: You may use encyclopedias like Wikipedia to get pictures with the best resolution. At Global Journals, you should strictly follow here.

***6. Bookmarks are useful:*** When you read any book or magazine, you generally use bookmarks, right? It is a good habit which helps to not lose your continuity. You should always use bookmarks while searching on the internet also, which will make your search easier.

***7. Revise what you wrote:*** When you write anything, always read it, summarize it, and then finalize it.

***8. Make every effort:*** Make every effort to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in the introduction—what is the need for a particular research paper. Polish your work with good writing skills and always give an evaluator what he wants. Make backups: When you are going to do any important thing like making a research paper, you should always have backup copies of it either on your computer or on paper. This protects you from losing any portion of your important data.

***9. Produce good diagrams of your own:*** Always try to include good charts or diagrams in your paper to improve quality. Using several unnecessary diagrams will degrade the quality of your paper by creating a hodgepodge. So always try to include diagrams which were made by you to improve the readability of your paper. Use of direct quotes: When you do research relevant to literature, history, or current affairs, then use of quotes becomes essential, but if the study is relevant to science, use of quotes is not preferable.

***10. Use proper verb tense:*** Use proper verb tenses in your paper. Use past tense to present those events that have happened. Use present tense to indicate events that are going on. Use future tense to indicate events that will happen in the future. Use of wrong tenses will confuse the evaluator. Avoid sentences that are incomplete.

***11. Pick a good study spot:*** Always try to pick a spot for your research which is quiet. Not every spot is good for studying.

***12. Know what you know:*** Always try to know what you know by making objectives, otherwise you will be confused and unable to achieve your target.

***13. Use good grammar:*** Always use good grammar and words that will have a positive impact on the evaluator; use of good vocabulary does not mean using tough words which the evaluator has to find in a dictionary. Do not fragment sentences. Eliminate one-word sentences. Do not ever use a big word when a smaller one would suffice.
Verbs have to be in agreement with their subjects. In a research paper, do not start sentences with conjunctions or finish them with prepositions. When writing formally, it is advisable to never split an infinitive because someone will (wrongly) complain. Avoid clichés like a disease. Always shun irritating alliteration. Use language which is simple and straightforward. Put together a neat summary.

***14. 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 for your topic. You may also maintain your arguments with records.

***15. Never start at the last minute:*** Always allow enough time for research work. Leaving everything to the last minute will degrade your paper and spoil your work.

***16. Multitasking in research is not good:*** Doing several things at the same time is a bad habit in the case of research activity. Research is an area where everything has a particular time slot. Divide your research work into parts, and do a particular part in a particular time slot.

***17. Never copy others' work:*** Never copy others' work and give it your name because if the evaluator has seen it anywhere, you will be in trouble. Take proper rest and food: No matter how many hours you spend on your research activity, if you are not taking care of your health, then all your efforts will have been in vain. For quality research, take proper rest and food.

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

***19. Refresh your mind after intervals:*** Try to give your mind a rest by listening to soft music or sleeping in intervals. This will also improve your memory. Acquire colleagues: Always try to acquire colleagues. No matter how sharp you are, if you acquire colleagues, they can give you ideas which will be helpful to your research.

***20. Think technically:*** Always think technically. If anything happens, search for its reasons, benefits, and demerits. Think and then print: When you go to print your paper, check that tables are not split, headings are not detached from their descriptions, and page sequence is maintained.

***21. Adding unnecessary information:*** Do not add unnecessary information like "I have used MS Excel to draw graphs." Irrelevant and inappropriate material is superfluous. Foreign terminology and phrases are not apropos. One should never take a broad view. Analogy is like feathers on a snake. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Never oversimplify: When adding material to your research paper, never go for oversimplification; this will definitely irritate the evaluator. Be specific. Never use rhythmic redundancies. Contractions shouldn't be used in a research paper. Comparisons are as terrible as clichés. Give up ampersands, abbreviations, and so on. Remove commas that are not necessary. Parenthetical words should be between brackets or commas. Understatement is always the best way to put forward earth-shaking thoughts. Give a detailed literary review.

***22. Report concluded results:*** Use concluded results. From raw data, filter the results, and then conclude your studies based on measurements and observations taken. An appropriate number of decimal places should be used. Parenthetical remarks are prohibited here. Proofread carefully at the final stage. At the end, give an outline to your arguments. Spot perspectives of further study of the subject. Justify your conclusion at the bottom sufficiently, which will probably include examples.

***23. Upon 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 though which your research is going to be in print for 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 of your research.

## Informal Guidelines of Research Paper Writing

***Key points to remember:***

- Submit all work in its final form.
- Write your paper in the form which is presented in the guidelines using the template.
- Please note the criteria peer reviewers will use for grading the final paper.

**Final points:**

One purpose of organizing a research paper is to let people interpret your efforts selectively. The journal requires the following sections, submitted in the order listed, with each section starting on a new page:

*The introduction:* This will be compiled from reference matter and reflect the design processes or outline of basis that directed you to make a study. As you carry out the process of study, the method and process section will be constructed like that. The results segment will show related statistics in nearly sequential order and direct reviewers to similar intellectual paths throughout the data that you gathered to carry out your study.

**The discussion section:**

This will provide understanding of the data and projections as to the implications of the results. The use of good quality references throughout the paper will give the effort trustworthiness by representing an alertness to prior workings.

Writing a research paper is not an easy job, no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record-keeping are the only means to make straightforward progression.

**General style:**

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

**To make a paper clear:** Adhere to recommended page limits.

*Mistakes to avoid:*

- Insertion of a title at the foot of a page with subsequent text on the next page.
- Separating a table, chart, or figure—confine each to a single page.
- Submitting a manuscript with pages out of sequence.
- In every section of your document, use standard writing style, including articles ("a" and "the").
- Keep paying attention to the topic of the paper.

- Use paragraphs to split each significant point (excluding the abstract).
- Align the primary line of each section.
- Present your points in sound order.
- Use present tense to report well-accepted matters.
- Use past tense to describe specific results.
- Do not use familiar wording; don't address the reviewer directly. Don't use slang or superlatives.
- Avoid use of extra pictures—include only those figures essential to presenting results.

**Title page:**

Choose a revealing title. It should be short and include the name(s) and address(es) of all authors. It should not have acronyms or abbreviations or exceed two printed lines.

**Abstract:** This summary should be two hundred words or less. It should clearly and briefly explain the key findings reported in the manuscript and must have precise statistics. It should not have acronyms or abbreviations. It should be logical in itself. Do not cite references at this point.

An abstract is a brief, distinct paragraph summary of finished work or work in development. In a minute or less, a reviewer can be taught the foundation behind the study, common approaches to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Use comprehensive sentences, and do not sacrifice readability for brevity; you can maintain it succinctly by phrasing sentences so that they provide more than a lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study with the subsequent elements in any summary. Try to limit the initial two items to no more than one line each.

*Reason for writing the article—theory, overall issue, purpose.*

- Fundamental goal.
- To-the-point depiction of the research.
- Consequences, including definite statistics—if the consequences are quantitative in nature, account for this; results of any numerical analysis should be reported. Significant conclusions or questions that emerge from the research.

**Approach:**

- o Single section and succinct.
- o An outline of the job done is always written in past tense.
- o Concentrate on shortening results—limit background information to a verdict or two.
- o Exact spelling, clarity of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else.

**Introduction:**

The introduction should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable of comprehending and calculating the purpose of your study without having to refer to other works. The basis for the study should be offered. Give the most important references, but avoid making a comprehensive appraisal of the topic. Describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will give no attention to your results. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here.

*The following approach can create a valuable beginning:*

- o Explain the value (significance) of the study.
- o Defend the model—why did you employ this particular system or method? What is its compensation? Remark upon its appropriateness from an abstract point of view as well as pointing out sensible reasons for using it.
- o Present a justification. State your particular theory(-ies) or aim(s), and describe the logic that led you to choose them.
- o Briefly explain the study's tentative purpose and how it meets the declared objectives.

**Approach:**

Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done. Sort out your thoughts; manufacture one key point for every section. If you make the four points listed above, you will need at least four paragraphs. Present surrounding information only when it is necessary to support a situation. The reviewer does not desire to read everything you know about a topic. Shape the theory specifically—do not take a broad view.

As always, give awareness to spelling, simplicity, and correctness of sentences and phrases.

**Procedures (methods and materials):**

This part is supposed to be the easiest to carve if you have good skills. A soundly written procedures segment allows a capable scientist to replicate your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order, but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt to give the least amount of information that would permit another capable scientist to replicate your outcome, but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section.

When a technique is used that has been well-described in another section, mention the specific item describing the way, but draw the basic principle while stating the situation. The purpose is to show all particular resources and broad procedures so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step-by-step report of the whole thing you did, nor is a methods section a set of orders.

**Materials:**

*Materials may be reported in part of a section or else they may be recognized along with your measures.*

**Methods:**

- Report the method and not the particulars of each process that engaged the same methodology.
- Describe the method entirely.
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures.
- Simplify—detail how procedures were completed, not how they were performed on a particular day.
- If well-known procedures were used, account for the procedure by name, possibly with a reference, and that's all.

**Approach:**

It is embarrassing to use vigorous voice when documenting methods without using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result, when writing up the methods, most authors use third person passive voice.

Use standard style in this and every other part of the paper—avoid familiar lists, and use full sentences.

**What to keep away from:**

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings—save it for the argument.
- Leave out information that is immaterial to a third party.

**Results:**

The principle of a results segment is to present and demonstrate your conclusion. Create this part as entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Use statistics and tables, if suitable, to present consequences most efficiently.

You must clearly differentiate material which would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matters should not be submitted at all except if requested by the instructor.

**Content:**

- Sum up your conclusions in text and demonstrate them, if suitable, with figures and tables.
- In the manuscript, explain each of your consequences, and point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation of an exacting study.
- Explain results of control experiments and give remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or manuscript.

**What to stay away from:**

- Do not discuss or infer your outcome, report surrounding information, or try to explain anything.
- Do not include raw data or intermediate calculations in a research manuscript.
- Do not present similar data more than once.
- A manuscript should complement any figures or tables, not duplicate information.
- Never confuse figures with tables—there is a difference.

**Approach:**

As always, use past tense when you submit your results, and put the whole thing in a reasonable order.

Put figures and tables, appropriately numbered, in order at the end of the report.

If you desire, you may place your figures and tables properly within the text of your results section.

**Figures and tables:**

If you put figures and tables at the end of some details, make certain that they are visibly distinguished from any attached appendix materials, such as raw facts. Whatever the position, each table must be titled, numbered one after the other, and include a heading. All figures and tables must be divided from the text.

**Discussion:**

The discussion is expected to be the trickiest segment to write. A lot of papers submitted to the journal are discarded based on problems with the discussion. There is no rule for how long an argument should be.

Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implications of the study. The purpose here is to offer an understanding of your results and support all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of results should be fully described.

Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact, you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved the prospect, and let it drop at that. Make a decision as to whether each premise is supported or discarded or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."

Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work.

- You may propose future guidelines, such as how an experiment might be personalized to accomplish a new idea.
- Give details of all of your remarks as much as possible, focusing on mechanisms.
- Make a decision as to whether the tentative design sufficiently addressed the theory and whether or not it was correctly restricted. Try to present substitute explanations if they are sensible alternatives.
- One piece of research will not counter an overall question, so maintain the large picture in mind. Where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

**Approach:**

When you refer to information, differentiate data generated by your own studies from other available information. Present work done by specific persons (including you) in past tense.

Describe generally acknowledged facts and main beliefs in present tense.

## The Administration Rules

Administration Rules to Be Strictly Followed before Submitting Your Research Paper to Global Journals Inc.

*Please read the following rules and regulations carefully before submitting your research paper to Global Journals Inc. to avoid rejection*.

*Segment draft and final research paper:* You have to strictly follow the template of a research paper, failing which your paper may get rejected. You are expected to write each part of the paper wholly on your own. The peer reviewers need to identify your own perspective of the concepts in your own terms. Please do not extract straight from any other source, and do not rephrase someone else's analysis. Do not allow anyone else to proofread your manuscript.

*Written material:* You may discuss this with your guides and key sources. Do not copy anyone else's paper, even if this is only imitation, otherwise it will be rejected on the grounds of plagiarism, which is illegal. Various methods to avoid plagiarism are strictly applied by us to every paper, and, if found guilty, you may be blacklisted, which could affect your career adversely. To guard yourself and others from possible illegal use, please do not permit anyone to use or even read your paper and file.

## Criterion for Grading a Research Paper (Compilation) by Global Journals

**Please note that following table is only a Grading of "Paper Compilation" and not on "Performed/Stated Research" whose grading solely depends on Individual Assigned Peer Reviewer and Editorial Board Member. These can be available only on request and after decision of Paper. This report will be the property of Global Journals.**

| Topics | Grades | | |
|---|---|---|---|
| | **A-B** | **C-D** | **E-F** |
| ***Abstract*** | Clear and concise with appropriate content, Correct format. 200 words or below | Unclear summary and no specific data, Incorrect form<br><br>Above 200 words | No specific data with ambiguous information<br><br>Above 250 words |
| ***Introduction*** | 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 |
| ***Methods and Procedures*** | 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 |
| ***Result*** | 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 |
| ***Discussion*** | 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 |
| ***References*** | Complete and correct format, well organized | Beside the point, Incomplete | Wrong format and structuring |

# Index

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# Global Journal of Management and Business Research

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ISSN 9755853