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

Global Journal

of Management and Business Research: E

Marketing



The Role of Facebook Marketing

The Mediator Effect of Satisfaction

Highlights

Brand Equity & Purchase Intention

Challenges of Supply Chain Integration

Discovering Thoughts, Inventing Future

VOLUME 18 ISSUE 7 VERSION 1.0

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Volume 18 Issue 31 was originally issued as E7

Global Journal of Management and Business Research: E
Marketing

Volume 18 Issue 31
Originally issued as E7

Global Journal of Management and Business Research: E Marketing

Volume 18 Issue 7 (Ver. 1.0)

Open Association of Research Society

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Global Journal of Management and Business Research: E Marketing
Volume 18 Issue 7 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

The Role of Facebook Marketing on Customer-based Brand Equity and Purchase Intention in Fashion-Wear Retail Industry, Sri Lanka

By Nisha Anupama Jayasuriya, Dr. S. M. Ferdous Azam, Dr. Ali Khatibi, Dr. Halinah Atan & Dr. Isuri Roche Dharmaratne

Sri Lanka Institute of Information Technology

Abstract- In the contemporary environment, people experience things in a completely different way than the previous generation. The consumables, lifestyles and decision making has been affected and controlled by social media. With this new shift in consumer behavior, reaching the target customer groups via traditional channels may not be effective for business firms. Due to this reason, identifying the potentials of new channels become vital for business firms. This paper study the activities on marketing on such giant social network named Facebook and components of customer-based brand equity and purchase intention on the same platform. Customers of the fashion-wear retail industry were targeted for this study and survey method has been used for data collection. The relevant questionnaire was pilot tested among 40 Facebook fans of the reputed fashion-wear retailers in Sri Lanka. Based on the theories and expert opinions the measures of Facebook marketing, customer-based brand equity and purchase intention were identified. Reliability and validity of these constructs were tested and the remaining items were selected as the measures for these variables.

Keywords: *facebook marketing, customer-based brand equity, purchase intention, fashion-wear industry.*

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

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The Role of Facebook Marketing on Customer-based Brand Equity and Purchase Intention in Fashion-Wear Retail Industry, Sri Lanka

Nisha Anupama Jayasuriya [α], Dr. S. M. Ferdous Azam [σ], Dr. Ali Khatibi [ρ], Dr. Halinah Atan [ω] & Dr. Isuri Roche Dharmaratne[¥]

Abstract- In the contemporary environment, people experience things in a completely different way than the previous generation. The consumables, lifestyles and decision making has been affected and controlled by social media. With this new shift in consumer behavior, reaching the target customer groups via traditional channels may not be effective for business firms. Due to this reason, identifying the potentials of new channels become vital for business firms. This paper study the activities on marketing on such giant social network named Facebook and components of customer-based brand equity and purchase intention on the same platform. Customers of the fashion-wear retail industry were targeted for this study and survey method has been used for data collection. The relevant questionnaire was pilot tested among 40 Facebook fans of the reputed fashion-wear retailers in Sri Lanka. Based on the theories and expert opinions the measures of Facebook marketing, customer-based brand equity and purchase intention were identified. Reliability and validity of these constructs were tested and the remaining items were selected as the measures for these variables. This study provides a good starting point to identify measures of the three variables and lead to a more comprehensive research.

Keywords: facebook marketing, customer-based brand equity, purchase intention, fashion-wear industry.

I. Introduction

Fashion-wear industry in Sri Lanka, one of lucrative as well as ideal industry for social media, is still at its infant stage of using it as a marketing tool. Currently, new small and medium players entering into the platform seeking the potentiality of this new medium. In Sri Lankan context, Facebook is considered as the most popular medium among public and business firms. It is used with the purpose of reaching the largecustomerbase. This new platform allows firms to be more interactive with their target customer group at low cost. The filtering techniques available on Facebook provides an opportunity to do exact filtering of the right audience which enhances the efficiency of marketing messages further. All these techniques lead business firms to use this media effectively to gain some sales. However, the use of social media to uplift brands into the next level has largely forgotten due to poor awareness among business firms(Kamburugamuwa, 2015). Even in the interview of leading businessmen in the field, this point was proven. According to him, the main aim of utilizing social media was directed to the creation of demand/sales. No attention was given on the development of brand equity.

(Nawarathna, D. 2017, November, 18. Personal Interview). It indicates that industry is still at its infant stage in the use of social media and the strategic purpose of social media has not been discussed adequately. Thus, the purpose of this study directed to identify the impact of Facebook marketing on the brand equity creation as well as purchase intention of fashion-wear retailers in Sri Lanka.

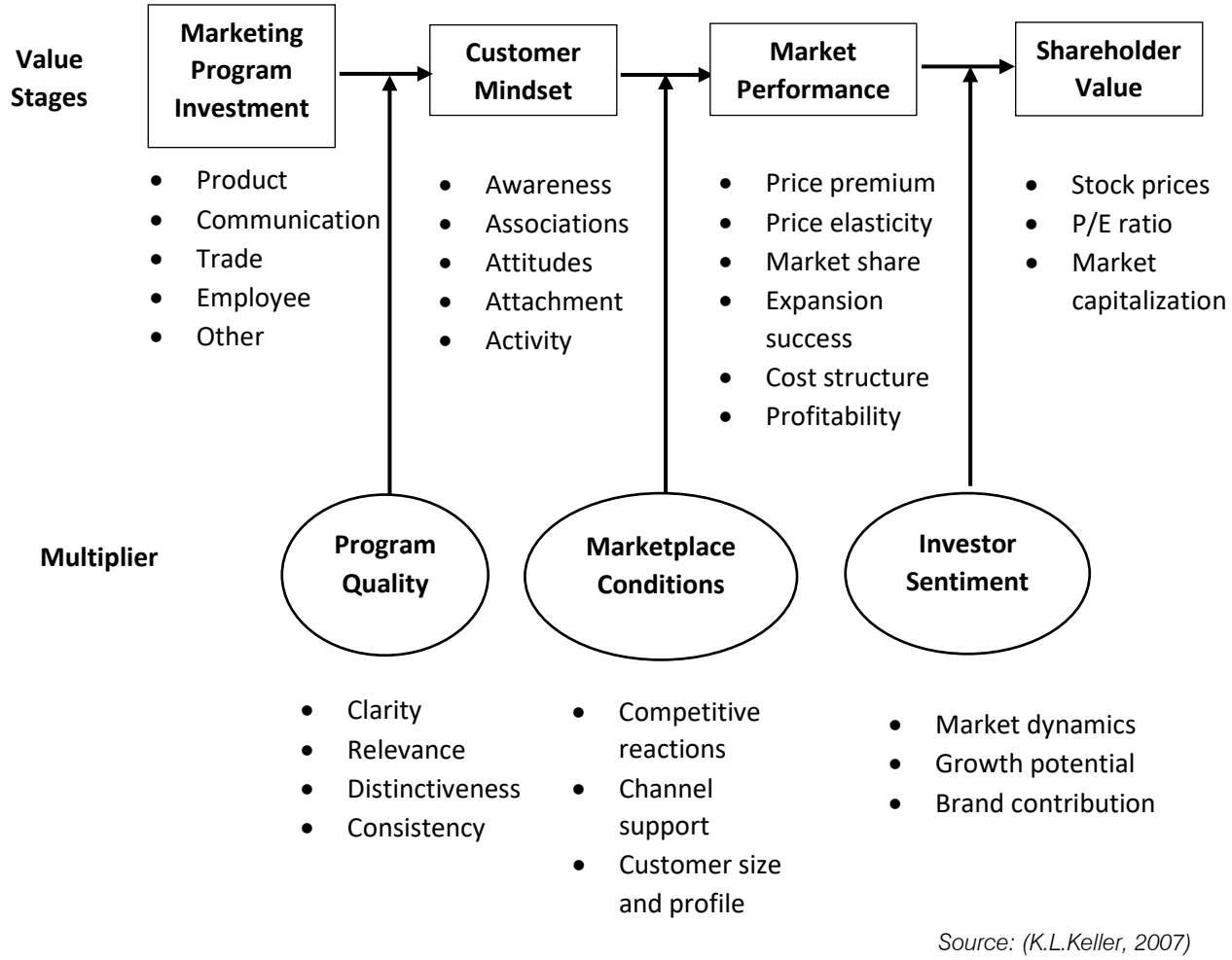
Considering the fast phase that the retail industry is moving in the online platform, it will be risky for fashion-ware retailers to operate “Brick and Motor” (Ahlam, 2013). Businesses should ready for addressing the requirements of millennials who will be their main target market soon. Those millennials who live in a digitalized world, mostly prefer to do their shopping in online platform rather than in physical stores. It provides them with great convenience, vast choice and good deals (Godey et al., 2016). Therefore, the social media in the Sri Lankan contexthas enormous opportunities yet to be explored for businesses. Despite this emerging opportunity only 10–15 percent apparel retails are online in Sri Lanka (Kambrugamuwa, 2015). As the reasons behind this poor presence, the poor understanding of social media potentials and the requirement of ‘touch and feel’ element in the fashion-ware sector lies (Bhatnagar, Misra, & Rao, 2000).

Author α: Graduate School of Management, Management and Science University, Malaysia, Sri Lanka Institute of Information Technology.
e-mail: nisha.j@sliit.lk

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II. Review of the Concept

a) Keller brand value chain model



Source: (K.L.Keller, 2007)

Figure 1: Keller brand value chain model

According to Prof Kevin Keller, in a slowdown economy customers are very much careful in money they spent. Customers expect good value for their offerings. So business firms should clearly understand the concept of value in a broader perspective and deliver it overtime. In this model, the brand is looked at more business perspective that would enhance the shareholder value.

It starts with the marketing programme investment. Business firms develop programmes considering the elements of the marketing mix as product, price, place, and promotion. These elements establish to tell the world who we are. Business firms should develop them in a way they want to see them as, feel them as and interact with them as by customers. Customers' process information they receive and going through different stages. After customers know the brand exists, they connect things and develop an association. That is about their feeling towards a brand such as excitement, friendliness, fun, warm, security etc. This understanding creates a meaning for a brand in customers mind and heart. This understanding leads to change their attitude towards the brand. Customers may be attracted to a brand or detracted from it based on it. Finally, all those things lead to activities of customers. That activity is purchase. Not only they purchased once, but also become loyal to that brand. This study is based on this part of the framework.

Then this customers' mindset leads business to marketing performance. It tells about how brands are performing in the marketplace such as how the price of the product work in the marketplace and does the business grow or stagnant regarding market share and expansion. Clearly, organizations should have positive customer mind shares which leads the action of purchase which leadsto great market performance. Because when organizations have good market performance, that going to increase the shareholder value. It will increase the stock price, P/E ratio, and market capitalization. Thus, if business firms enhance the brand value, ultimately it leads to the shareholder value as well.

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However, this process is not that easy. There are some multipliers as well. Having a quality programme would be a factor to have a quality customer base. If it is a low-quality one the firm will end up with poor customer mindshare. However, a clear, relevant and outstanding one can generate a positive customer mindset.

Even though, a company offers a quality marketing programme the things going on the marketplace may interrupt or downplay that quality. As the examples, the actions and reactions of competitors and the support getting from intermediaries can be considered. No matter the campaign is high quality if the intermediaries do not provide adequate support for it. Then the size of the customer group. When you are targeting a niche market, the high-quality programme that developed for mass market will not be successful.

The other issue that impact on shareholder value is the investor sentiment. If investors see growth potential for the business, they may have a very positive attitude towards the brand. Otherwise, they may have a very negative attitude. The reason is they perceive a lot of risk with that brand. So these multipliers determine how effectively a brand is moving through the brand value chain.

b) Social Media

Social media can be defined as "a group of Internet-based applications that build on ideological and technological foundations of web 2.0 and allow the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010).There are four types of social media like blogs, social networks micro-blogs, photo, and video sharing sites. The main advantage of these platforms is that there are no restrictions regarding time, place, media and low in cost (Kim & Ko, 2012). The growing interest in the use of social media is visible through the behavior of consumers. Most of the customers search online before making their purchase decision. They are highly sensitive to the reviews of other customers in the online platform (Godey et al., 2016). Even though they visit a place physically, they tend to use their mobile to find a better deal elsewhere (Ahlam, 2013). In fashion retailing sector this is prominent, and people do engage very much when making their purchase decision. Therefore, it will be a fertile ground to practice innovative social marketing tactics.

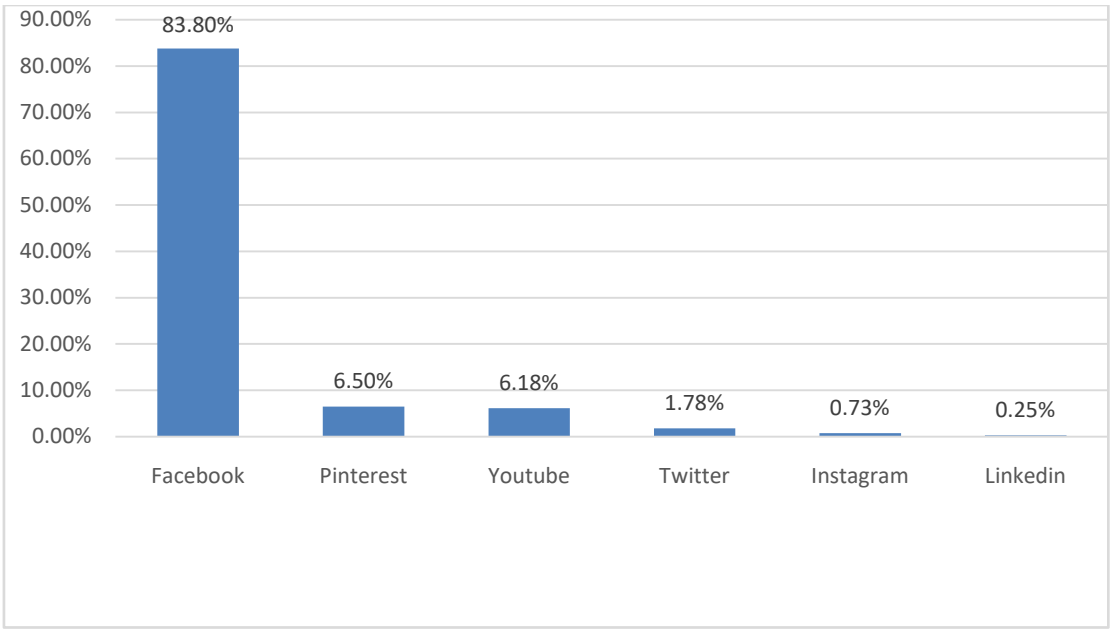
Social Media Marketing can be identified as the process that empowers the promotion of websites, products, and services via online social channels. It involves marketing related activities such as blogging, sharing photos and posts online(Yazdanparast, Joseph, & Muniz, 2016).About the fashion industry, there are millions of fashion blogs that update the latest fashions and fashion apps that provide more engagement opportunity for customers. In addition to that, customers are encouraged to share favorite fashion items and outfits among their networks(Mohr & John, 2013). As more shoppers use social media and rely on them in decision making in the apparel sector, the promotions on this platforms become vital.

c) Facebook Marketing in Fashion-wear Industry

All over the world, Facebook is considered as the popular social media network. It has the highest daily active users compared to other social networks. Therefore, Facebook can be identified as a great social platform for organic and paid opportunities which has highest potential reach(Chaffey, 2018). When considering the Sri Lankan market 36% internet penetration is there, and social media usage is at its fast-growing stage (22% growth). Currently, it accounts for approximately 6 million users, and it has only 29% penetration in the population. Therefore, Facebook has not reached its peak yet in the Sri Lankan context and has a high potential to grow.

When considering the usage of social media in the Sri Lankan context, Facebook is showing a remarkable upscale among the other platforms (figure 1).

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(Social Media Stats Sri Lanka, 2018)

Figure 2: Social Media Stats of Sri Lanka from August 2018

Facebook is already considered as a business take-off tool (Kim & Ko, 2012)and a tool that widely impacts on customer preferences (Godey et al., 2016) and buying decisions of publics(Yazdanparast et al., 2016). This platform provides a decent opportunity for fashion-ware retailers to "showrooming" their products to potential customers online. Majority of customers tend to search online before coming to a shop as well as while shopping to know whether there is a good deal elsewhere(Ahlam, 2013).

All the above evidence prove the role played by Facebook in society. As a tool with a very high amount of users and high growth potentiality, Facebook provides a clear opportunity for Sri Lankan business firms. In that situation, fashion-wear industry in Sri Lanka increasingly uses Facebook for business purpose.

d) Brand Equity

A brand can be identified as a name, term, sign, symbol or design or combination of these, intended to identify goods or service of one seller or group of sellers and to differentiate them from those of competitors (Kotler, Baker, Gummesson, & Buttle, 1993). Brand Equity is identified in two forms as financial-based brand equity and customer-based brand equity. The customer-based brand equity is a psychological concept. Keller, define CBBE as "the differential effect that brand knowledge has on consumer response to the marketing of that brand."

Considering the brand equity as the knowledge that customers have related to the brand, Keller identified the brand image and brand awareness as measures for brand equity. Aaker has presented slightly different idea addressing the measure of brand awareness, brand association, perceived quality and brand loyalty for brand equity. Among these elements, brand loyalty was identified as the most important item to determine brand equity. Brand loyalty is differentiated from repurchasing and work as an entry barrier, price premium and competing tool. Brand awareness is the customers' ability to recall the brand name relevant to certain product category and brand association is linking a brand to something in customers' memory. Perceived quality has been identified as the overall impression of product or services come under a brand(Aaker, 1991).

e) Purchase Intention

Purchase intention can be defined in different terms. It can be identified as "consumers' willingness to consider buying', "buying intention in future" and "decision repurchase." In addition to that, it can be defined as the degree of conviction that consumers have to purchase a product or service. Ultimately it is a subjective judgment of customers after evaluating a product or service to buy(Balakrishnan, Dahnil, & Yi, 2014).

f) Facebook Marketing and Brand Equity

Social media has a direct link to the brand equity rather than traditional media which focus on improving brand awareness. This relationship has been proven in the study of (Godey, Manthioua, Pederzoli, Rokka, & Aiello, 2016). In that study, Keller's brand equity dimensions which are brand awareness and brand image has been tested. This research invites future researchers to incorporate other dimensions of brand equity as well for the study. The social media components such as entertainment, interaction and

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trendiness have been identified as the main factors that have an impact on brand equity (Godey, et al, 2016).

g) Facebook Marketing and Purchase Intention

Some elements of Facebook marketing have been identified as the factors which impact on purchase intention. Those elements are entertainment, interaction and word of mouth (Kim & Ko, 2010). However, the study of (Bruhn, Schoenmueller, & Schäfer, 2012)presents a different result proving a weak relationship between SMM and PI. Further, the study of Dehghani & Tumer, (2015) found that Facebook leads to enhance the brand value and then the purchase intention. They conclude that FBM should not intend the sales but the brand value.

h) Brand Equity and Purchase Intention

Brand equity has been identified for its positive impact on purchase intention. The study of Vihn & Huy, (2016), provide empirical evidence that even in service or product category, high brand equity generates high purchase intention. Customers tend to defend their purchase intention based on the brand name (Pütter, 2017). Further, the studies of that Moradi & Zarei, (2011), Chang & Liu, (2009), Chen & Chang, (2008) also prove the strong relationship between brand equity and purchase intention.

III. Research Design

The study focus on identifying the impact of Facebook Marketing on customer-based brand equity and purchase intention. As the study focus on Facebook marketing, components have been selected based on the Honeycomb model. Two other components as entertainment and eWoM have been added based on the findings of past literature.

The questionnaire comprising profile questions and items for each construct in the conceptual model. Accordingly, it was organized by the five areas as Facebook marketing, customer-based brand equity, purchase intention, an open question, and personal data. Items have been developed referring the past literature and reviewed by industry experts for clarity and accuracy. A 5-point Likert scale is used, where a value of 1 indicates disagreement, while a value of 5 indicates agreement to the statement. In total, the questionnaire was contained 55 Likert scale questions and one open-ended question.

Since this study focuses on identifying the impact of Facebook marketing, sample unit of the study was the Facebook fans of Fashion-wear retailers in Sri Lanka. Hence the pilot study was conducted among 60 Facebook fans of leading Fashion-wear retailers who have been active in the Facebook. The questionnaires were sent as a link via the messenger, and altogether 40 participants joined the survey voluntarily and filled the questionnaire. By giving priority to the respondents' privacy, contact details and emails have been eliminated. Further, assurance has been given that information is exclusively used for academic purpose.

The collected data was analyzed using SPSS 21 version. The Cronbach's alpha method was used to check the internal consistency of the data set. To consider the internal consistency of the data set the Cronbach Alpha needs to be greater than 0.70. Further, the correlation was tested to check the construct validity. The correlation value needs to be between 0.3, and 0.9 and the minimum correlation value need to be greater than 0.30 (Sekaran & Bougie, 2016).

IV. Results

The profile of the selected sample for the pilot survey is presented in Table 1.

Table 1: Demographic Profile of the Respondents

Measure	Item	Frequency	Percentage
Gender	Female	28	70
	Male	12	30
Age	Under 23	7	17.5
	24 – 29	17	42.5
	30 – 34	10	25.0
	35 – 39	5	12.5
	45 – 50	1	2.5
	50 above	0	0
Occupation	Senior manager	6	15.8
	Manager	6	15.8
	Executive	8	21.1
	Entry level employee	3	7.9
	Non-administrative employee	2	5.3
	Self-employed	1	2.6
	Student	11	28.9

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	Unemployed	1	2.6
Education	High School	3	7.5
	Diploma	5	12.5
	Degree	15	37.5
	Professional qualification	2	5.0
	Master degree	15	37.5
	Doctorate degree	0	0

Source: Pilot Survey

As expected, the majority of participates are female (70%) and age 24 – 29 (42.5%). The remainder respondents are at age between 30 -34 (25.0%), 35 – 39 (12.5%) and under 23 17.5%.Regardingoccupation-wise, the majority of respondents were executed grade (21.1%), senior manager level (15.8%), manager (15.8%), entry-level employees (7.9%) and non-administrative employee (5.3%) (Table 1).

a) Facebook Marketing

There were 34 items under the six components of Facebook Marketing. When considering them separately, the reliability results are as follows.

In brand identity (BI), according to descriptive statistics and intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9. Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.725. Hence, disclosing the brand identity information such as corporate name, logo, slogan, and colour can be identified as elements in developing a brand identity (Hamzah, Alwi, & Othman, 2014). In addition to that, contents that they shared on the Facebook page and brands that they represent also contribute to generating a brand identity (Tresna & Wijaya, 2015).

In conversation (CV), according to descriptive statistics and intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.828, which is more than 0.7. The minimum corrected item total is 0.566. Conversation reflects the communication between a brand and customers as well as between consumers themselves (Kaplan & Haenlein, 2010).This finding validates the study of (Schmitt, 1999), which tells generating an affective brand experience will be an effective motivator for customers.

In reputation (RP), according to descriptive statistics and intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.831, which is more than 0.7. The minimum corrected item total is 0.531. This finding agrees with the study of (Veloutsou,Cleopatra; Moutinho, 2009)stating that reputation is significant to be a successful and profitable brand.

In Relationship (RL), according to descriptive statistics and intercorrelation values for the test of reliability, is not within the range of 0.3 to 0.9. The Cronbach's alpha value is 0.529, which is less than 0.7. Furthermore, the minimum corrected item-total correlation is 0.115. Hence, these five items have been removed. The relationship in the honeycomb model can be identified as the relationship between individuals (Babac, 2011). It includes the relationship retailer has with other retailers and with customers. However, it seems customers do not much worry about the retailer's relationship with other relevant organizations as well as with other customers. Sharing pictures of customers is not considered as a sign of a good relationship in this context.

In Entertainment (En), according to descriptive statistics and intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.844, which is more than 0.7. The minimum corrected item total is 0.624. Entertainment is not a honeycomb component. However, it indicates a high level of importance as a Facebook marketing component. Entertainment is the result of the fun, excitement, cool and plays in social media. When considering Facebook, it is an entertainment medium. Therefore, customers visit Facebook with the purpose of exposing to entertaining contents(Godey et al., 2016).

In e-Word of Mouth (WOM), according to descriptive statistics and intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.846, which is more than 0.7. The minimum corrected item total is 0.622. e-WOM represent any positive or negative comment made by the existing, potential or past customer about a brand(Park & Lee, 2009). Sometimes it may happen between totally unknown people. Still, e-WOM has been identified as a high credible and believable medium among customers(Kapoor, Jayasimha, & Sadh, 2013).

In Sales Promotion (SP), according to descriptive statistics and intercorrelation values for the test of reliability, is not within the range of 0.3 to 0.9.

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Hence, these items are not correlated adequately in this construct. The Cronbach's alpha value is 0.830, which is more than 0.7. If SP1,SP2 are dropped, intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.826, which is more than 0.7. The minimum corrected item total is 0.466.

b) Customer-based Brand Equity

There were 16 items under the four components of customer-based brand equity. When considering them separately, the reliability results are as follows.

In Brand Awareness (BA), according to descriptive statistics and intercorrelation values for the test of reliability, is not within the range of 0.3 to 0.9. Hence, these items are not correlated adequately in this construct. If BA3 is dropped, intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.818, which is more than 0.7. The minimum corrected item total is 0.723.In Brand Association (BS), according to descriptive statistics and intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9. Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.786, which is more than 0.7. If BS3 is dropped, the minimum corrected item total is 0.725, and the Cronbach's alpha value will be 0.837. In Perceived Quality (PQ), according to descriptive statistics and intercorrelation values for the test of reliability, is not within the range of 0.3 to 0.9. Hence, these items are not correlated adequately in this construct. If PQ1 is dropped, intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3, and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.884, which is more than 0.7. The minimum corrected item total is 0.732.In Brand Loyalty (BL), according to descriptive statistics and intercorrelation values for the test of reliability, is not within the range of 0.3 to 0.9. Hence, these items are not correlated adequately in this construct. If BL5 and BL6 are dropped, intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3 and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.853, which is more than 0.7. The minimum corrected item total is 0.639. All these components adequately represent the customer-based brand equity. This finding is in line with the theory developed by (Aaker, 1991). He has identified the components of customer-based brand equity as brand awareness, brand association, perceived quality, and brand loyalty. The same components have been considered here and the pilot study found out items tested under these components are reliable.

c) Purchase Intention

In Purchase Intention (PI), according to descriptive statistics and intercorrelation values for the test of reliability, is not within the range of 0.3 to 0.9. Hence, these items are not correlated adequately in this construct. If PI8 is dropped, intercorrelation values for the test of reliability, the highest correlation for each item with at least one other item in the construct is between 0.3 and 0.9.Hence, all the items correlate adequately in this construct. The Cronbach's alpha value is 0.880, which is more than 0.7. The minimum corrected item total is 0.598.

Purchase intention can be identified as the possibility to purchase in the future (Kim & Ko, 2010). It can be considered as customers' action according to the brand value chain. As it predicts the future willingness of customers to relate to a brand, most of the studies consider purchase intention as an indicator or market success. As the forecasting customer value become one of an important factor in the business field, purchase intention can be identified as a critical element to study punctually (Park, Ko, & Kim, 2010).

The overall model contains three constructs. According to descriptive statistics and intercorrelation values for the test of reliability, is within the range of 0.3 to 0.9. Hence, these items are correlated adequately in this construct. The Cronbach's alpha value is 0.855, which is more than 0.7. The minimum corrected item total is .710. Table 2 summarises the results of the pilot test.

Table 2: Summary of the Results

Constructs	No. of Items		
	Initial	Final	Cronbach's Alpha
Facebook Marketing	31	21	0.894
Customer-based Brand Equity	16	11	0.925
Purchase Intention	8	7	0.780
Entire Framework	55	39	0.949

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V. Conclusion and Future Research

Three constructs were identified based on literature and expert opinion. Cronbach Alpha was used to test the reliability of these constructs. All three constructs have a reliability value of 0.7 and greater. Hence the internal consistency of these constructs has been achieved.

The inter-item correlation value of each construct was studied to test the discriminant validity. Accordingly, the components such as conversation (Kaplan & Haenlein, 2010), brand identity ((Tresna & Wijaya, 2015)), entertainment(Godey et al., 2016), reputation (Veloutsou & Moutinho, 2009) brand identity(Tresna & Wijaya, 2015) and e-WOM (Park & Lee, 2009)and sales promotions have been identified as the components of Facebook Marketing. In the construct measuring FBM, the five items of the component relationship have to be removed as there is no correlation among these items. It means customers are not aware or interested to know about the relationships that their fashion-wear retailer has with other relevant businesses. In the component of sales promotion, SP1 and SP2 havethe highest correlation <0.30. Hence these items were dropped from that component and tested for reliability and validity. It indicates that customers do not experience frequent price discounts of their fashion-wear retailer and they do not believe that the price deals of their retailers are reasonable. It validates the findings of Chandon, Wansink, & Laurent, (2000).

In the construct of customer-based brand equity, under the construct of brand awareness, BA3 has the highest correlation <0.30. Hence this item was dropped from that component. It indicates that identifying brand separately from competitors brand do not contribute for the brand awareness. In the perceived quality, the item PQ1 was dropped as the highest correlation <0.30. It indicates that customer service of the retailers does not have an impact on the perceived quality. However, in online context service quality is very much important. Still, retailers provide low-quality service to the customers (Parasuraman, Zeithaml, & Malhotra, 2005).

In the component of brand loyalty, BL5 and BL6 were dropped as the highest correlation <0.30. It means that selection of that particular retailer while other retailers available and being the first choice in the future do not reflect the brand loyalty of that retailer.

In the construct of purchase intention, PI8 has the highest correlation <0.30. Hence this item was dropped from that component. This means that intention to replace the service provider with other brands does not have an impact on the purchase intention of the customers.

All three constructs comprise of valid items to measure these variables. The removed items are marked with (R) in the appendix. To summarize, all three constructs fulfill the requirement of reliability. Out of 55, 16 items have been removed.

This pilot study attempts to identify the Facebook marketing activities and develop appropriate measures for Facebook marketing, customer-based brand equity and purchase intention. At the end of the reliability of a construct validity test, the items representing three constructs have been identified. Then these items can be used to test these constructs with a larger sample.

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Global Journal of Management and Business Research: E Marketing
Volume 18 Issue 7 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Perception-Awareness Model with Respect to Green Marketing Practices-A Study in Kolkata and its Suburbs

By Dr. Dipa Mitra, Mr. Jayjit Chakraborty & Mr. Shantanu. P. Chakraborty
University of Calcutta

Abstract- Green Marketing is considered as one of the major trends in modern businesses. Today, green marketing is a one of the main focal points in business endeavours to gain competitive advantage. Consumers are becoming more sensitive in their environmental attitudes, preferences and purchases. In this regard an extensive study has been undertaken to investigate the awareness and perception level of the consumers of Kolkata and suburbs. The main purpose of the present study is to investigate the Awareness & Perception of the consumers towards green marketing practices. A descriptive research has been conducted with the help of primary data collected from 197 respondents with the help of personal interview and questionnaire survey. CHI-SQUARE ANALYSIS is used to check the influence of consumers' demographics on Awareness & Perception towards Green Marketing Practices. RELIABILITY TEST has been done to check the internal consistency of data, PRINCIPAL COMPONENT ANALYSIS, MULTIPLE REGRESSION ANALYSIS and CONFIRMATORY FACTOR ANALYSIS are performed to identify major factors contributing towards Awareness & Perception of the consumers; to investigate their influence level and to frame an equation on the basis of the same; and to ensure whether hypothesised model is a perfect fit with the original model. Finally a STRUCTURAL EQUATION MODELING has been framed.

Keywords: *green marketing, awareness, perception, consumers, model.*

GJMBR-E Classification: *JEL Code: M39*



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Perception-Awareness Model with Respect to Green Marketing Practices-A Study in Kolkata and its Suburbs

Dr. Dipa Mitra [α], Mr. Jayjit Chakraborty [σ] & Mr. Shantanu. P. Chakraborty [ρ]

Abstract- Green Marketing is considered as one of the major trends in modern businesses. Today, green marketing is a one of the main focal points in business endeavours to gain competitive advantage. Consumers are becoming more sensitive in their environmental attitudes, preferences and purchases. In this regard an extensive study has been undertaken to investigate the awareness and perception level of the consumers of Kolkata and suburbs. The main purpose of the present study is to investigate the Awareness & Perception of the consumers towards green marketing practices. A descriptive research has been conducted with the help of primary data collected from 197 respondents with the help of personal interview and questionnaire survey. CHI-SQUARE ANALYSIS is used to check the influence of consumers' demographics on Awareness & Perception towards Green Marketing Practices. RELIABILITY TEST has been done to check the internal consistency of data, PRINCIPAL COMPONENT ANALYSIS, MULTIPLE REGRESSION ANALYSIS and CONFIRMATORY FACTOR ANALYSIS are performed to identify major factors contributing towards Awareness & Perception of the consumers; to investigate their influence level and to frame an equation on the basis of the same; and to ensure whether hypothesised model is a perfect fit with the original model. Finally a STRUCTURAL EQUATION MODELING has been framed. This model may help the policy makers of the Indian green marketers to strengthen their marketing strategy and to improve their eco friendly performance, if required, to promote a green lifestyle.

Keywords: green marketing, awareness, perception, consumers, model.

I. Introduction

Green marketing is an emerging concept, which deals with practicing safe practices such that people are aware about their surroundings and the problem, while purchasing a product and disposing it off after use. It has environmental impact, as it is about increasing the awareness to consumer and making them sensitive, such that they switch to green product and services.

Green marketing is gaining popularity and success because of its environmental friendly approach. Green products are easy to use and dispose off as they can be recycled and reused. This concept is becoming a trendsetter as it is allowing most of the consumer about environmental issues and helping them to become selective in using green products. Consumers nowadays are becoming more and more sensitive and selective in their approach for green products.

Customer satisfaction plays a very important role as far as green marketing is concerned. There is lot of pressure to the manufacturers politically, socially and ethically, in manufacturing of green product, that is economical and suits consumer needs. Companies are becoming more and more competitive in manufacturing of green products, as most of the manufacturers are profit driven, and are motivated to embrace changes. Purchasing behaviour of the customer is changing from traditional product to green products as they are nowadays much more aware of the environment and its surrounding. The packaging, advertising, and marketing of green products have gone through sea change in recent years, but the problem these firms are facing is the cost in the production and manufacturing of green products and making it available for the masses.

In this respect an empirical study has been undertaken to understand the Awareness & Perception of the consumers of Kolkata and its suburbs towards green marketing practices; to investigate the major factors and their influencing level on Awareness and Perception towards green marketing practices; and finally to frame a model on the same to facilitate the policy decision of the green marketers.

II. Literature Review

Follows, S.B and Jobber, D. (2000) have worked in creating values and specific attitudes. They tried to analyze consumer behaviour in purchase intention and the consequences that leads to ease of disposal of green products. Authors have tried to identify the results of using green products and had provided a background in analyzing the attitude of the consumers using green products.

Laroche et al. (2001) have suggested in their study that, consumers are ready to pay high cost while purchasing a green product, as they find that, there lies an opportunity for big company and businesses in investing in eco friendly products. Manufacturers are

Author α: Associate Professor & Coordinator, M. Phil. & Ph.D. Programme, Indian Institute of Social Welfare and Business Management.
Author σ ρ: Full Time Lecturer, The Bhawanipur Education Society College. e-mail: jcjit21@gmail.com

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making green products, as they find it profitable for the companies and businesses to invest in green products.

Hartmann et al. (2005) have worked on and have come up with a strategy that is attracting lot of attention from manufacturers and consumers, both in marketing and branding green products. It assumes emotional and economic benefits in marketing green products, both for businesses and consumers as a whole. The study focuses on branding and marketing green products.

D'Souza et al. (2006) have found that, there is a lot of expectation of the consumers regarding high quality green products, which are environmentally user friendly and can be recycled, as well as cost effective. To market green product quality, cost and awareness among the consumer play a very important and vital role.

Clem (2008) has emphasized that, consumers nowadays are becoming more concerned about the environment and there is an urge among consumers to use green products and adopt green practices. The continuous effort by government and other political sources have positive impact in increasing consumer awareness. The socio, economic and political scenario had been responsible for the change in attitude and purchase of green products.

Singh, S.P (2008) has highlighted the problems associated with green products. Green marketing can be applied to consumer goods, services, industrial goods, eco tourism and other related areas. Companies manufacturing and green products, keeping in mind the consequences of producing green products, are able to venture into new markets and are able to generate profits as compared to the companies, that lack vision in manufacturing green products.

Andrews, C. and Devault, D. (2009) have been able to explain the correlation between government policy, business strategy, that is responsible to develop a market for green product. Businesses have encouraged innovation and adopted new technology, that is promoting the production of green products. Consumer behaviour has undergone a paradigm shift and is acting as a key driver in promoting green products.

Mishra, P. and Sharma, P. (2010) in their work, have tried to understand the impact of green marketing in Indian Context and suggested the ways that can be adopted to promote green marketing in future. As per the authors, green marketing is sure and certain to grow in future. However, there are challenges in implementing green strategies in Indian context, such as lack of awareness, standardization and authenticity.

Drozdenko et al. (2011) have highlighted some of the very important and critical areas, that are related to pricing, distribution and marketing strategy for green products. It was found that there are gender differences for the product categories, but there were no differences, that were observed with respect to education and family income. It was found that, consumers are ready to pay higher prices for purchase of green products.

Dey, P. (2015) has discussed the characteristics of Indian consumers such as demographic factors such as age, qualification and income, that play a vital role for the companies and the manufacturers in formulating green marketing strategies, that are impacting consumer behaviour in use and purchase of green products. Indian consumers in general, lack awareness and interest in purchase of green products.

Rahman et al. (2017) have been able to focus on the advertising and promotional strategy, that is increasing the awareness about green products among consumers. A strong correlation was found between the consumer perception and green marketing strategies opted by the manufacturers. The study emphasizes the use of marketing, and selling green products that are environment friendly.

III. Research Objectives

The main purpose of the present study is to investigate the *Awareness & Perception* of the people of Kolkata and its suburbs *towards green marketing practices, to point out the* most significant factors influencing respondents *Awareness & Perception towards Green Marketing Practices*, and to identify the impact of those factors on Consumer *Awareness & Perception* and finally to established a model to facilitate the policy decision of the green marketers regarding this issue checking the model fit.

IV. Research Methodology

A descriptive research has been conducted with the help of primary data collected from the respondents by personal interview and close ended questionnaire. After collecting data from 197 respondents through questionnaire survey from Kolkata and its suburbs, CHI-SQUARE ANALYSIS is used to check the influence of consumer demographics on *Awareness & Perception towards Green Marketing Practices*. RELIABILITY TEST has been done to check the internal consistency of the data. PRINCIPAL COMPONENT ANALYSIS is performed to identify major factors. MULTIPLE REGRESSION ANALYSIS is used on the major factors identified to investigate their influence level and to frame an equation on the basis of the same. Confirmatory Factor Analysis is applied to ensure whether hypothesised model is a perfect fit with the original model or not. Finally a STRUCTURAL EQUATION MODELING has been framed to confirm all the paths of the model are associated with statistically significant coefficients and the model is a perfect fit.

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V. Analysis and Discussion

a) *Chi-Square Analysis*

Table 1: Chi-Square Analysis

DEMOGRAPHICS OF THE RESPONDENTS		AWARENESS & PERCEPTION TOWARDS GREEN MARKETING PRACTICES		CHI-SQUARE VALUE	SIGNIFICANCE LEVEL
		LOW	HIGH		
GENDER	Male	57.1	42.9	3.541	.344
	Female	52.2	47.8		
AGE GROUP	18-25	64.6	35.4	43.125	.002*
	26-35	51.5	48.5		
	36-45	25.3	74.7		
	46-55	36.2	63.8		
	56-66	40.7	59.3		
INCOME LEVEL	Low	82.6	17.4	18.287	.001*
	Medium	68.1	31.9		
	High	30.9	69.1		
RESIDENTIAL AREA	Main City	36.4	63.6	31.653	.000*
	Suburb	74.3	25.7		

Chi-Square analysis depicts that, consumer demographics like *Age, Income Level* and *Residential Area* play significant role in *Awareness & Perception towards Green Marketing Practices*. Only *Gender* has no influence on the same.

The result also reveals that these three has significant influence (0.002, 0.001 and 0.000 respectively) on awareness & perception level towards green marketing practices whereas though female respondents are more aware than male, but as a whole the result of the test shows that Gender doesn't have significance influence (0.344) on awareness & perception towards green marketing practices.

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b) Principle Component Analysis

Table 2: Summary Table of Principle Component Analysis

Reliability Statistics			
Cronbach's Alpha	.834		N of Items 18
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.855
Bartlett's Test of Sphericity Approx. Chi-Square			2213.65
Degree of freedom	188	Significance Level	.002

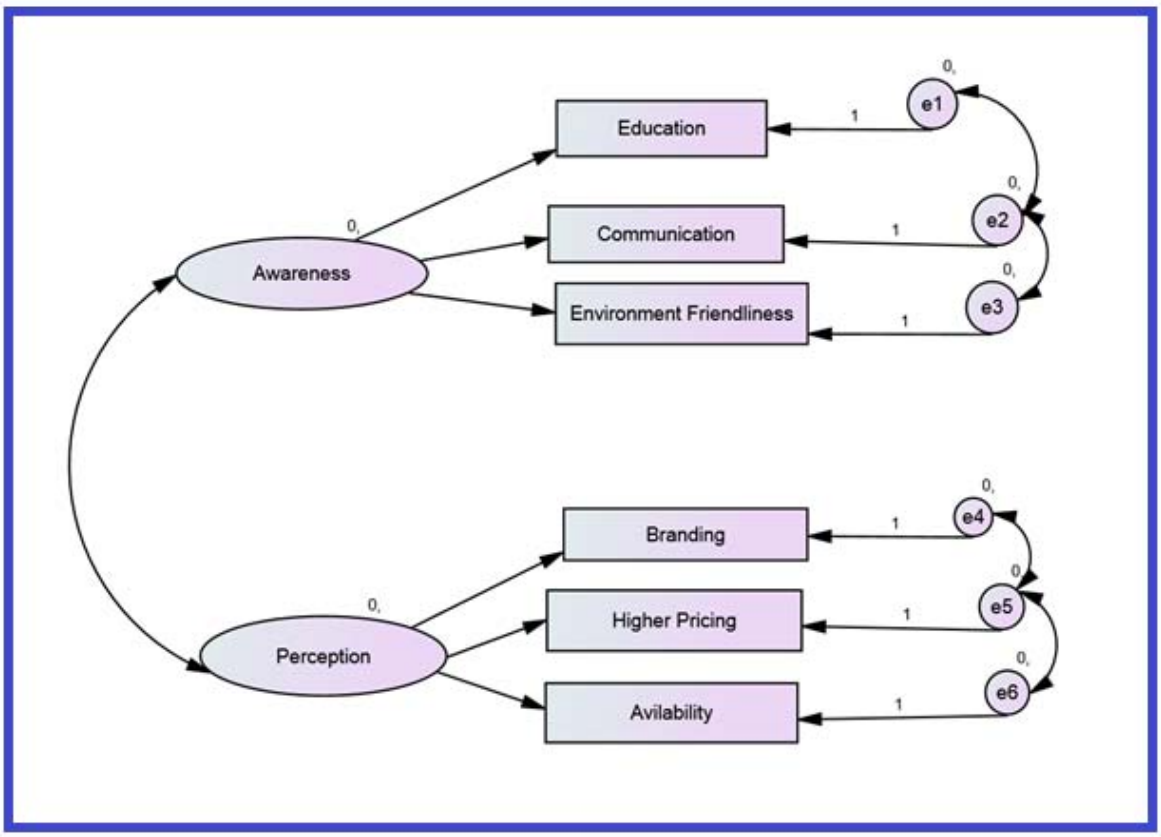
MAJOR FACTORS EXTRACTED	CRONBACH ALPHA VALUE	RESPECTIVE COEFFICIENTS	CUMULATIVE VARIANCE
Communication about the green product	.806	.744	17.278
Education & Knowledge about green product	.797	.807	32.326
Environment friendliness of green product	.767	.756	45.571
Higher price of green product	.799	.883	56.020
Green Product Branding	.761	.761	64.46
Availability of green products	.781	.814	72.34

Reliability Statistics shows Cronbach's Alpha value for all 18 items is .834. The KMO value is .855 and Bartlett's test of sphericity being statistically significant (.002) shows the adequacy of data to perform factor analysis. The value of more than .8 is meritorious. In the above table six major factors (eigen values more than 1) are extracted whose values are between .7 and .8. All the extracted components explain 72.34 % variance.

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c) Confirmatory Factor Analysis

Table 3: Confirmatory Factor Analysis Framework



Chi-square = 2.164, Degrees of freedom = 4 and Probability level = .706

Confirmatory factor analysis (CFA) is a special form of factor analysis, most commonly used in research.

The factors contributing Awareness and Perception are segregated to establish a hypothesised model.

The chi-squared test value is 2 which is nearer to zero, which indicates a superb fit of data. The RMSEA ranges from 0 to 1, the value of .000 indicates a superb fit of the model in this case..Values for both the NFI and NNFI range between 0 and 1, with a cut off of .95 or greater indicating a good model fit. CFI values range from 0 to 1, here the value of 1 indicates the perfect fit. So by CFA it can be predicted that the hypothesised model is a perfect fit with the original model.

d) Multiple Regression Analysis

Table 4: Multiple Regression Analysis[1]

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.589[a]	.439	.190	.743	.239	4.825	12	184	.000	1.000

a. Predictors: (Constant), Envimpact, GMPeducation, ENVprotection, GMPcommu, , GMPenvsfriendly, GMPbranding,, Pricemorethanconventional

b. Dependent Variable: Awareness

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The R value represents the simple correlation and it is 0.589.The R2 value indicates the total variation in the dependent variable. In this case, 44% variance can be explained. ANOVA indicates the statistical significance of the regression model. In ANOVA, the significance value is .000, which indicates that; the regression model is statistically significant and it predicts the awareness about the green product. This represents an overall good fit for the data. Hence the regression equation can be

AWARENESS = 2.750+ (.286 * Communication) + (.105* Education) + (.172 * Environment friendliness)

Table 5: Multiple Regression Analysis$_2$

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.646[a]	.512	.223	..655	.208	4.073	12	184	.003	1.000

a. Predictors: (Constant), Envimpact, GMPeducation, ENVprotection, GMPcommu, , GMPenvsfriendly, GMPbranding, , Pricemorethanconventional

b. Dependent Variable: Customer Perception

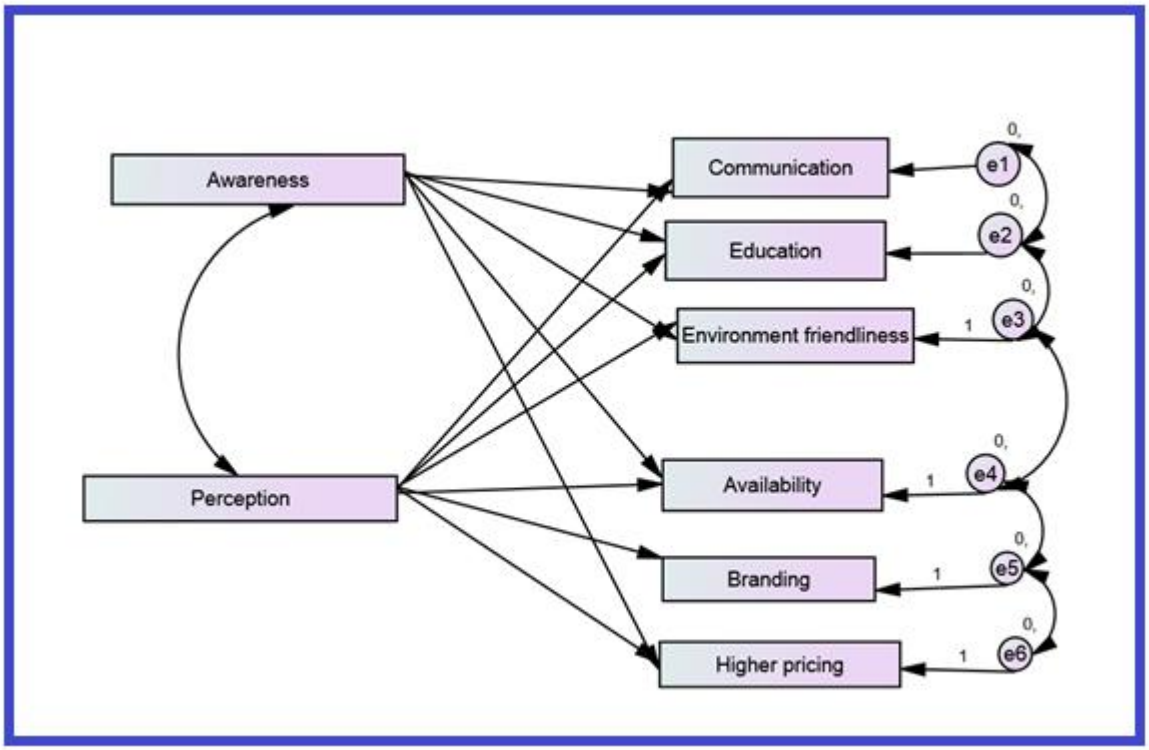
The R value represents the simple correlation and is 0.646. The R2 value indicates the total variation in the dependent variable. In this case, 51% variance can be explained. .ANOVA indicates the statistical significance of the regression model. In ANOVA, the significance value is .003, which indicates that; the regression model is statistically significant and it predicts the Perception about the green product. This represents an overall good fit for the data.

The regression equation is

PERCEPTION= 3.248+ (.302 * Branding) + (.221* Higher Pricing) + (.175 * Availability)

e) Structural Equation Modelling

Table 6: Structural Equation Modelling (Sem)



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Chi-square = 3.293, Degrees of freedom = 3 and Probability level = .000

f) Model Fit Summary

Structural Equation Modelling estimates the degree to which a hypothesized model fits the data. The chi-squared test value is 3 which is closer to zero i.e., indicates a better fit. The RMSEA ranges from 0 to 1, again confirms better model fit. The significance value of .000 indicates a superb fit of the model in this case. Values for both the NFI and NNFI range between 0 and 1, with a cut off of .95 or greater indicating a good model fit. CFI values is 1 that again ensures the perfect fit. All the paths are associated with statistically significant coefficients and the standardised path coefficients are acceptable. So this can be concluded that this model depicts a superb fit.

VI. Conclusion

The above analyses confirm the influence of consumer demographics on *Awareness & Perception Level towards Green Marketing Practices. It portrays that this trend* varies from age group, other than very young respondents, most of the age groups have high awareness & perception level towards green marketing practices. Again in terms income level, higher income group has the highest level of awareness & perception level than the middle and lower income group. On the other hand respondents residing in Kolkata have higher level of awareness & perception level comparing to the suburbs respondents.

Secondly, the most influencing factors in this case is *Communication about the green product* followed by *Educational Knowledge about green product, Environment friendliness about green product, Higher pricing of green product, Green Product Branding and Availability of green products.*

Further the analysis indicates a good model fit and ensures the hypothesised model is a perfect fit with the original model where *communication, education and environment friendliness* are established as the significant predictors of *Awareness;* whereas *Higher pricing, Green Product Branding and Availability* are recognised as the major influencing factors of *Perception.*

Finally Structural Equation Modelling (SEM) estimates the degree to which a hypothesized model fits the data. It confirms that all the paths related to *Awareness* and its components along with *Consumer perception* and its components are associated with are statistically significant coefficients and the standardised path coefficients are acceptable. So this can be concluded that this model depicts a superb fit.

VII. Future Scope

This research may be extended to investigate the global awareness & perception level *towards Green Marketing Practices* to improve their eco friendly performance, if required, to promote a green lifestyle. This study may also be segregated to compare the current scenario with respect to green acceptance breaking East-West dichotomy. In this respect Nadler-Tushman's congruence model may be used to identify the performance gaps, Data Envelopment Analysis may be applied for efficiency-productivity study and Sensitivity Analysis in linear programming may be performed to calculate the range of optimality. R programming and Python may be incorporated. to establish a general *Model* using a *Nested Loop* by which the green marketers of any small or large nation across the globe may attempt to reinforce their green brand and to revitalise their strategies whenever required.

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Global Journal of Management and Business Research: E Marketing
Volume 18 Issue 7 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

L'Effet Médiateur De La Satisfaction Sur Les Liens Relationnels Et La Fidélité L'application De La Méthode De Barron Kenny 1986

By Jamila Jouali & Ibtissam Abarar
Université Hasssan 2, Ecole Supérieure de Technologie

Abstract- Les relations dans le contexte professionnel représentent un domaine d'intérêt au milieu des universitaires et des praticiens du monde entier. Les entreprises développent de plus en plus des liens avec d'autres organisations afin de créer un avantage concurrentiel. Notre recherche propose d'étudier l'effet médiateur de la satisfaction sur la relation entre les liens relationnels et la fidélité. La recherche est à situer dans le contexte de service aux entreprises au Maroc. Les données collectées sont à la base des clients des prestataires de service situés dans la zone de Casablanca. Les résultats montrent en effet que la satisfaction joue un rôle médiateur dans la relation entre les liens relationnels et la fidélité à l'égard de son prestataire. Elle y participe néanmoins, via son rôle de conception de la qualité relationnelle.

GJMBR-E Classification: *JEL Code: M31*

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L'Effet Médiateur De La Satisfaction Sur Les Liens Relationnels Et La Fidélité L'application De La Méthode De Barron Kenny 1986

Jamila Jouali [α] & Ibtissam Abarar [σ]

Abstract- **Les relations dans le contexte professionnel représentent un domaine d'intérêt au milieu des universitaires et des praticiens du monde entier. Les entreprises développent de plus en plus des liens avec d'autres organisations afin de créer un avantage concurrentiel. Notre recherche propose d'étudier l'effet médiateur de la satisfaction sur la relation entre les liens relationnels et la fidélité. La recherche est à situer dans le contexte de service aux entreprises au Maroc. Les données collectées sont à la base des clients des prestataires de service situés dans la zone de Casablanca. Les résultats montrent en effet que la satisfaction joue un rôle médiateur dans la relation entre les liens relationnels et la fidélité à l'égard de son prestataire. Elle y participe néanmoins, via son rôle de conception de la qualité relationnelle.**

I. Introduction

L'intérêt croissant porté au contexte du marketing industriel a conduit les chercheurs à approfondir leurs recherches sur la satisfaction du client particulièrement dans les services aux entreprises Homburg et Rudolf, (2001). Les récents travaux de Caceres et Paparoidamis, (2007), dans le contexte inter-organisationnel, montre la complexité des produits et le risque perçu d'achat. Cela démontre que les relations efficaces et durables sont essentielles pour créer une valeur mutuelle et donc améliorer la performance des entreprises. La littérature porte plus sur les pratiques relationnelles adoptées par les fournisseurs et les avantages potentiels tirés de l'approche relationnelle. Gronroos (1994) soutient que ce type de marketing "sert à 'établir, maintenir et améliorer les relations avec les clients et d'autres partenaires, afin que les objectifs des parties concernées soient réussis. Ceci est réalisé par un échange mutuel et la réalisation des promesses ". Les principes sur lesquels se base le marketing relationnel incluent la confiance, l'engagement et la satisfaction du client Gil-Saura et al, (2009). D'autres facteurs clés sont liés au succès de la collaboration de la relation dans le contexte B2B. Selon Ruokonen et al, (2008), une stratégie relationnelle efficace permet au fournisseur en termes de coopération accrue, une meilleure compréhension des besoins des clients menant à l'élaboration de produits et de services plus personnalisés. Les avantages financiers comprennent les coûts dus à la rétention plus élevé des clients, et les bénéfices accrus en raison de la fidélité des clients et la réduction des prix de la sensibilité Gronroos, 1994; Reichheld et Sasser, (1990). Les aspects des défenseurs de la théorie relationnelle et le développement à long terme des relations commercialement viables avec les clients passent par l'écoute de leur exigences et la satisfaction de leur besoins afin de les fidéliser à une forte valeur ajoutée Reichheld et Sasser, (1990).A ce jour, une grande partie de l'activité de recherche en marketing relationnel confirme que la présence de la confiance et de l'engagement a un impact positif sur les relations *Barry et* al, (2008). Selon Morgan et Hunt (1994), la confiance existe lorsque les parties envisage le partenaire de l'échange à travers ses indicateurs" fiabilité, crédibilité et intégrité ". L'engagement de la relation est défini «comme un désir durable à maintenir une relation privilégiée" Moorman et al, (1992). La confiance et l'engagement sont fondés sur la communication régulière dans une relation. Nous cherchons dans ce travail de monter l'importance de la satisfaction comme une variable médiatrice entre les liens relationnels et la fidélité.

II. Définition Du Marketing Relationnel

L'examen de la littérature sur le marketing relationnel montre une diversité des définitions de la relation. Les définitions exposées dans la littérature dépendent de la nature et du contexte de l'étude. Nous présentons dans ce qui suit une synthèse des principaux résultats théoriques. Voir le tableau ci-dessous.

Author α: Université Hasssan 2, Ecole Supérieure de Technologie Route d'Eljadida, KM 7, CASABLANCA, Marocco.
e-mail: j.jouali@gmail.com
Author σ: Laboratoire de Recherche en Management des Organisations (LAREMO).

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Table 1

Auteurs	Definitions
Van de Ven (1976)	"Une relation inter-organisationnelle exhibe les propriétés de base de toute forme organisée de comportement collectif : les comportements sont orientés vers des objectifs. Une interdépendance existe entre les membres et elle peut agir comme une unité ayant une identité distincte de celle de ses membres".
Anderson et Narus (1990)	Un partenariat reflète "le degré avec lequel il y a une reconnaissance et une compréhension que le succès de chacune des firmes dépend en partie l'une de l'autre. Chacune effectuant des actions afin de fournir un effort coordonné orienté vers la satisfaction conjointe des besoins du marché".
Seabright, Levinthal et Fichman (1992)	"Une relation d'échange consiste en un ensemble d'arrangements formels ou informels entre organisations indépendantes impliquant le transfert de ressources ou de services".
Han, Wilson et Dant (1993)	Une relation client/fournisseur de long terme permet d'obtenir certains bénéfices qui ne seraient pas réalisables au travers du modèle concurrentiel traditionnel".
Mohr et Spekman (1994)	''Les partenariats sont définis comme des relations stratégiques délibérées entre des firmes indépendantes qui ont en commun des buts compatibles, essayent d'obtenir des bénéfices mutuels, et partagent un niveau élevé d'interdépendance mutuel''.
Håkansson et Snehota (1995)	"Une relation est un espace où des interactions prennent place, et où quelque chose est produit ; où des liens d'activités, de ressources et d'acteurs sont établis".
Barnes (1997)	"Pour qu'une relation existe, […] il faut un contact continu avec l'entreprise et les interactions doivent impliquer davantage que de simples transactions".
Bendapudi et Berry (1997)	"Une relation existe dès lors qu'un échange individuel est évalué, non pas de manière isolée, mais dans la continuité des échanges passés et censés perdurer dans le futur".
Holmlund et Törnroos (1997)	''Une relation est définie comme un processus interdépendant d'interactions et d'échanges continus entre au moins deux acteurs, dans un contexte de réseau commercial".
Holmlund et Törnroos (1997)	"Les relations commerciales constituent l'aspect central qui connecte des acteurs, des ressources et des activités dans un réseau commercial"
Marion (2001)	"La relation est considérée comme un processus d'interaction étendue et durable".
Tähtinen (2001a)	"Une relation […] est composée de processus d'interaction produisant des liens en termes d'activité, de ressource et d'acteur entre les entreprises".
Johnson et Selnes (2004)	"Nous définissons une relation d'échange comme un mécanisme permettant la création de valeur au travers de la coordination de la production, de la consommation et des activités économiques reliées entre un client et un fournisseur".
Grégoire et Fisher (2006)	Une relation correspond à "une connexion psychologique entre un consommateur et une firme, une marque ou un employé du fournisseur".

Source : David Vidal 2009

Le tableau.1 présente, les différentes tentatives de catégorisation des fondements théoriques du marketing relationnel. Ainsi, nous remarquons la diversité des théories et des cadres d'analyse mobilisés et qui renvoient chacun à une réflexion bien spécifique. Malgré l'apparente diversité des définitions présentées dans le tableau 1, un certain consentement sur la définition du marketing relationnel peut être observé autour des dimensions clés: une relation étroite, des liens entre acteurs, des bénéfices mutuels….

III. Liens Relationnels Dans Le Contexte Inter-Organisationnel

En raison de l'importance accrue des relations inter-organisationnelles, les liens relationnels sont un atout intéressant dans le cadre de la collaboration entre les organisations. Cela est dû au fait que les liens sont la base des constructions des relations stables. Ces travaux conduisent toutefois unanimement à démontrer que si les relations entre les entreprises sont fortes, ils peuvent agir comme un signe que les entreprises vont coopérer durant une longue période et affecter positivement la force concurrentielle et financière des entreprises Storbacka, Strandvik et Grönroos (1994). Bliemel & Eggert (1997) soutiennent que les membres d'un réseau doivent développer des liens relationnels pour s'assurer, entre autres, contre les comportements opportunistes. La relation entre les fournisseurs et les clients dans le contexte inter-organisationnel doit changer parce que la stabilité de la relation entre clients/fournisseurs est une condition préalable à un bon climat des affaires. Les demandes des baisses du prix, les augmentations des bénéfices, les cycles de production plus courts et la concurrence mondiale sont une partie des forces qui affectent les fournisseurs et les clients dans le marché de B to B. Ces paramètres les incitent à développer des relations plus fortes Holmlund et Kock (1995). De fait, les entreprises ont réduit leurs nombre de fournisseurs et ont commencé à plus coopérer avec les fournisseurs restants. La force des liens impacte la force de la relation. Ce qui affecte la cessation de la relation, même si les partenaires ne sont pas satisfaits de la coopération. Cela peut être vu

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comme une perception négative des liens. D'autre part, les liens affectent à la fois la poursuite de la relation et également la force de la relation d'une manière positive et conduisent au renforcement de la relation, qui va générer une rentabilité accrue Wendelin (2007).

a) Liens temporels issus du marketing relationnel

Les liens temporels, ils expriment en termes dynamiques les interactions, les investissements, l'engagement, l'échange, la coordination, les processus d'adaptation, l'attraction et la confiance. En d'autres termes, les concepts sont dynamiques dans leur nature et sont définis en termes temporels de passé, présent et futur. Toutes ces caractéristiques de relations varient au fil du temps. La construction de la relation est généralement caractérisée par l'incertitude. La confiance semble être essentiellement un moyen pour gérer les interactions entre les entreprises et faire face à l'incertitude quant à l'avenir de la relation. Ruohomaa et Kutvonen, (2005). Suh et al (2006) soulignent que les attentes sont toujours associées à des résultats comportementaux positifs. Cowles (1996) affirme que la confiance se produit lorsque l'une des parties, cherche à mettre quelque chose de précieux pour lui / elle, suppose qu'il peut être compté sur les connaissances, les compétences et les motifs, de l'autre partie ce qui encourage la collaboration. Cette dernière est basée sur la perception de l'échange d'informations et des caractéristiques majeures de l'interaction de partenaire. Ainsi, dés le début de la relation, la confiance et la transparence revêtent une grande signification dans la finalité de surmonter l'incertitude.

Les liens temporels sont appelés également « de planification, électronique, de logistique, administratif, informationnel ou bien organisationnel ». Entre ces différents liens identifiés, il ya une faible différence. Par exemple Roeckl (1996) affirme que les liens électroniques permettent aux prestataires de services de voir les informations concernant les commandes des clients utilisant l'EDI ''échange de données informatisées''. Les liens logistiques sont représentés par l'ajustement et l'adaptation de la fonction logistique lors des transferts physiques des produits Easton (1992). Les liens administratifs sont représentés par des systèmes administratifs où les entreprises peuvent créer des interfaces similaires ou bien adapter les interfaces l'une à l'autre ; de telle manière que l'information puisse circuler et les tâches être effectuées entre les entreprises.

b) Liens sociaux issus du marketing relationnel

La relation qui se développe entre client fournisseur représente un intérêt particulier dans le domaine de marketing des services. La vente d'un produit immatériel comme le service se manifeste généralement comme un phénomène tangible Kotler et Armstrong, (1994). Par conséquent, en matière de marketing de services, l'interaction personnelle devient elle-même un critère important que les clients utilisent pour déterminer leur degré de satisfaction par rapport à l'offre, et savoir s'ils vont continuer à faire des affaires avec ce prestataire Solomon et al, (1985). Les liens sociaux sont des liens personnels qui mettent l'accent sur les dimensions de service pour développer des relations clients fournisseurs au moyen des interactions interpersonnelles Berry, (1995); Wilson, (1995), de l'identification Smith, (1998); Turner, (1970), de l'empathie, de l'affiliation, de l'attachement à l'organisation, de l'expérience partagée au travers des conseils fournis Sharp et Sharp, (1997). Ils font référence à l'attachement psychosocial unissant l'entreprise à son client Han, (1991). Ils sont représentés par la familiarité, la confiance qui se construisent à travers l'échange interpersonnel qui renforce la relation personnelle et peut amener à un lien personnel de proximité. Les liens sociaux se maintiennent avec des clients et fournisseurs en étroite collaboration Han, (1993), et représentent le degré mutuel d'amitié et le goût du partage dans la relation client et fournisseur Wilson, (1995).

c) Liens structurels issus du marketing relationnel

Les liens structurels sont la multiplicité des facteurs économiques, stratégiques et techniques qui se développent au cours d'une relation impliquant des avantages économiques explicites grâce à la technologie et aux marchés. Ces liens sont les investissements irréversibles, qui représentent les barrières contractuelles pour maintenir la relation. Elle est liée essentiellement à l'échange économique et définie par les transactions négociées Emerson (1981). Les liens structurels contiennent des liens économiques et fonctionnels de l'échange. Les liens personnels englobent des ressources de nature émotionnelle ou affective Emerson 1972; Turner (1970). Le contenu de ces liens est de deux types : structurel et social. Williams et al. (1993) ont souligné que, lorsque les partenaires n'ont pas de confiance, les uns envers les autres, il n'y a pas de mobilisation de ressource dans cette relation. Pour construire une relation basée sur la confiance, les liens cognitifs et émotionnels doivent être soutenus et développés Lewis et Wiegert (1985).

IV. Satisfaction

La satisfaction du client a été longuement débattue comme un concept central du marketing au cours de ces dernières années Anderson Narus al (1998). Dans une étude menée par Garbarino E, Johnson 1999 sur la tendance de conceptualisation des mesures de la satisfaction, les chercheurs adoptent une vision cumulative de satisfaction. A ce titre, ils se basant sur le niveau général de satisfaction, ainsi que sur toutes les expériences passées avec l'entreprise. Oliver (1999) propose trois dimensions de satisfaction:

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cognitive, affective et conative. Il conclue que la fidélité est une action répétitive de l'utilisation de même produit ou service. Plusieurs recherches empiriques témoignent du lien entre la satisfaction et la fidélité des clients. Les premiers travaux de Dwyer (1980) ont souligné que la satisfaction est essentielle dans la compréhension des chaines de relations et à leur viabilité. La satisfaction est le résultat d'évaluation des interactions de la relation. De ce fait, il est susceptible d'être un indicateur de renouvellement de la relation Sheth et Parvatiyar, (1995). La satisfaction, selon Parsons (2002), se réfère au degré de performance de la réponse aux attentes des clients. Des études antérieures sur la fidélisation des clients ont exploré la satisfaction en tant que facteur déterminant dans les décisions des clients de conserver ou de déposer un produit ou un service dans une relation donnée Lemon et al, (2002). En marketing, la satisfaction contribue à travers l'intention comportementale et de rachat à la fidélité des clients Bitner, (1992); Oliver, (1999); Selnes, (1993); Dick and Basu (1994) suggèrent que la satisfaction est un antécédent affectif de la fidélité. Par ailleurs, les chercheurs considèrent souvent la satisfaction comme un élément affectant la probabilité de rachat ou la réutilisation du service par un même prestataire

V. La Fidélité

La fidélité est perçue comme un construit a deux dimensions comportementale et attitudinale Lam et Burton, (2006); Est et al, (2000); Dick et Basu, (1994). Le degré de fidélité est souvent mesuré par le comportement tel que la fréquence d'achat ou le bouche à oreille Lam et Burton, (2006). Dekimpe, et al, (1997). L'objet principal de la relation client est « d'obtenir et garder les clients Grönroos, (1995). Peng et Wang (2006) définisse le marketing relationnel comme toutes activités marketing orientées vers la fidélité des clients créant une valeur pour toutes les parties impliquées dans l'échange relationnel ". Des études antérieures confirment que les entreprises de service reçoivent plus d'avantages auprès des clients fidèles Bagherzad, Chavosh et Hosseinikhah, (2011). Le porte feuille clients fidèles, dans le contexte de B to B n'est pas uniquement le fait de maintenir un nombre de client au fil du temps, mais surtout d'entretenir des relations à long terme avec les clients pour encourager leur futur achat. Les fournisseurs ont compris l'importance de la fidélité et que le maintien de bonnes relations contribue à une rentabilité supérieure. Plusieurs recherches dans ce cadre ont montré l'importance de la fidélité dans la performance de l'entreprise. Les travaux de Rust et al., (2000); Lam et al., (2004;) supposent que les clients fidèles offrent un flux régulier de revenu pour une entreprise, en restant avec la même marque et en rejetant l'ouverture aux autre concurrent.

a) Cadre méthodologique

Au niveau de ce travail de recherche, nous avons eu recours aux différentes échelles présentées dans des travaux antérieurs. Ces échelles possèdent de bonnes qualités psychométriques et sa fiabilité a été justifiée. Se sont des échelles unidimensionnelle qui se compose de 16 items représentés come suit 4 items pour les liens temporels, En nous basant sur les travaux de Kumar et al (1995) Gundlach et al. (1995). 4 items pour les Liens sociaux ; 4 items pour les liens structurels ; 3 pour la satisfaction en enfin deux items pour la fidélité Toutes les variables de notre modèle sont des variables métriques. Pour les mesurer, nous utilisons dans notre questionnaire des échelles ordinales de Likert à 5 point. Nous avons cherché à minimiser le nombre d'échelons pour éviter de nous rapprocher des propriétés des échelles d'intervalles. En effet, plus le nombre d'échelons augmente, plus la variance des réponses est importante et par conséquent, l'échelle peut se rapprocher des échelles d'intervalles. Le choix de cinq points est motivé aussi par la recherche d'un équilibre entre le besoin en information pertinente et approfondie et le risque de lassitude du répondant. Nous détaillons à présent le contenu de notre questionnaire. Ce contenu est le résultat de la revue de littérature et des travaux empiriques antérieurs ainsi que les résultats de l'étude qualitative exploratoire effectuée. Tous les items générés durant cette phase seront testés sur notre échantillon pour s'assurer de la fiabilité et de la validité des instruments de mesure. La génération des items (indicateurs de mesure des concepts) est la deuxième étape du paradigme de Churchill. Cette étape contribue à l'élaboration de l'échelle de mesure. Le principe sert à générer les différentes dimensions du concept et les différents indicateurs permettant sa mesure.

i. *Test des effets médiateurs*

Baron et Kenny (1986) et Kenny et al., (1998) présente une série de quatre tests successifs et nécessaires pour tester l'effet médiateur d'une variable XM dans le processus d'impact de la variable indépendante XP sur la variable dépendante Y (Figure):

b) L'effet médiateur XM

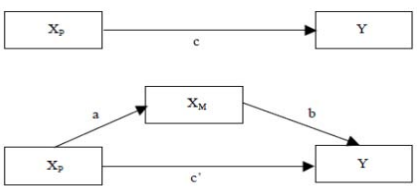


Figure 1: Effet mediateur de Baron et Kenny 1986

Étape 1: Montrer que le lien entre la variable indépendante XP sur la variable dépendante Y est significatif afin de s'assurer de l'existence d'un impact à

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médiatiser. Dans la régression de Y sur XP, le coefficient (c) doit être donc significatif (Test de Student [3] 1,96 ; p = 0,05).*. En contrôlant XP, le coefficient (b) entre XM et Y doit rester significatif.

Étape 4: Pour établir l'existence d'une médiation complète par XM, le coefficient (c') liant XP et Y devenir nul, en contrôlant XM. Il s'agit de vérifier que c'=0 en présence de XM, sinon la médiation est partielle.

L'application des quatre étapes du modèle de Baron et Kenny (1986), une série de régressions est réalisée sous PLS.

i. *Effet médiateur de la satisfaction entre la relation Lien temporel- - fidélité*

Étape 1: Tester la relation entre d'une part de la variable indépendante lien temporel et d'autre part la variable dépendante la fidélité.

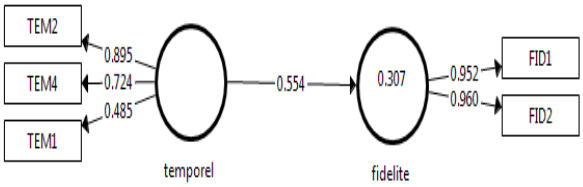


Figure 2: Test d'hypothèse entre lien temporel et fidélité

Les résultats de cette première analyse montrent que les liens temporels influencent positivement la fidélité (Coefficient non standardisé Lamda 0,554 ; T de Student= 7,549). Cette relation est significative. La valeur de R2 associé à la variable endogène affiche un niveau suffisant R2 =30,7.

Étape 2: Tester la relation entre d'une part la variable lien temporel, et la variable médiatrice la satisfaction. Les résultats de cette deuxième analyse montrent que la satisfaction est positivement et significativement influencée par les liens temporels. (lamda =0,448 ; T de Student= 5,284) Les résultats des analyses précédentes peuvent être mobilisés pour répondre aux exigences de cette étape.

Étape 3: Tester la relation entre le lien temporel et la fidélité, en ajoutant la variable médiatrice la satisfaction. Egalement durant cette étape nous pouvons mobiliser les résultats des analyses précédentes du modèle structurel. Les résultats du modèle structurel montrent que la variable indépendante lien temporel influence positivement la variable médiatrice la satisfaction (lamda =0,448 ; T de Student=5,284). La satisfaction influence positivement à son tour la fidélité (lamda=0,234 ; T de Studen= 5,611).

Étape 4: La dernière étape de la démarche de Baron et Kenny

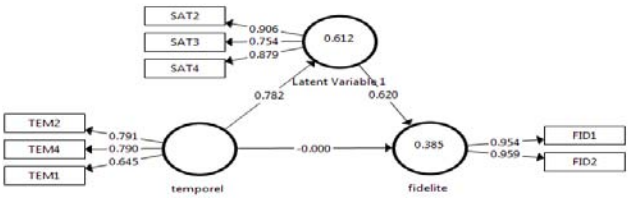


Figure 3: Effet global du lien temporel sur la fidélité

La figure montre que le lien entre lien temporel et la fidélité n'est plus significatif après l'introduction de la variable médiatrice alors qu'il l'était lors de la première étape de la démarche de Kenny et Baron (lamda= 0,554 ; T de Student= 7,549).). La médiation par la satisfaction est donc parfaite entre Le lien temporel et la fidélité avec c'=0).

ii. *Lien social- Satisfaction – fidélité*

Etape 1: Tester la relation entre le lien social et la fidélité.

Les résultats de l'analyse montrent que les liens sociaux influencent positivement la fidélité (lamda= 0,587; T de Student= 7,816). Cette relation est significative. La valeur de R2 associé à la variable endogène affiche un niveau suffisant R2 =34.5

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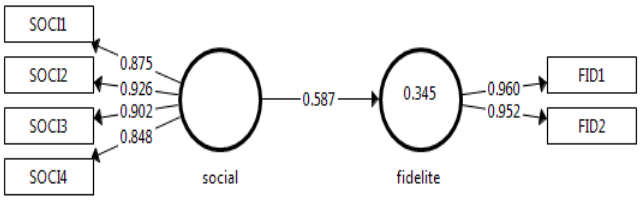


Figure 4: Test d'hypothèse entre lien social et fidélité

Etape 2: Tester la relation entre la variable lien social, et la variable médiatrice satisfaction. Les résultats de cette deuxième analyse montrent que la satisfaction est positivement et significativement influencée par les liens sociaux. (Lamda est de 0,109 ; T de Student= 1.986).

Etape 3: Tester la relation entre le lien social et la fidélité, en ajoutant la variable médiatrice la satisfaction. Les résultats de cette troisième analyse sont significatifs en se basant sur les résultats du modèle structurel. Les résultats montrent que la variable indépendante lien social influence positivement la variable médiatrice la satisfaction (Lamda est de 0,109 ; T de Student= 1.986). La satisfaction influence positivement à son tour la fidélité (lamda=0,234 ; T de Student=5,611). Etape 4) nous vérifions dans cette étape la nature de la médiation en examinant la significativité des liens directs Entre le lien social et la fidélité. Il faut aussi s'assurer de la significativité de l'effet médiateur en utilisant le test de Sobel.

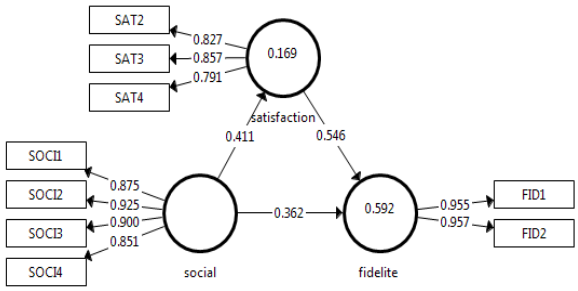


Figure 5: Effet global du lien social sur la fidélité

La figure montre que le lien entre lien social et la fidélité est diminué après l'introduction de la variable médiatrice .La médiation par la satisfaction est donc partielle entre Le lien social et la fidélité car c'≠ 0.

C= 0,587

C'=0,362 C – C' = a * b > 0 Médiation partielle: c≠ 0 et c > c' (Si la médiation est partielle (MacKinnon et al. 1995), l'effet (c') doit être inférieur à l'effet initial (c) obtenu en l'absence de la variable médiatrice:

iii. *Lien structurel- Satisfaction- Fidélité*

1) Tester la relation entre d'une part de la variable indépendante lien temporel et d'autre part la variable dépendante la fidélité.

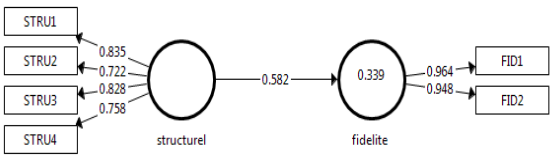


Figure 6: Test d'hypothèse entre lien structurel et fidélité

Les résultats de cette première analyse montrent que les liens structurels influencent positivement la fidélité (lamda= 0,582 T de Student= 7,801). Cette relation est significative. La valeur de R2 associé à la variable endogène affiche un niveau suffisant R2 =33,9.

2) Tester la relation entre lien structurel, et satisfaction. Les résultats de cette deuxième analyse montrent que la satisfaction est positivement et significativement influencée par les liens structurels. (lamda= 0,106 ; T de Student= 2,283) nous avons mobilisé les résultats du modèle structurel.

3) Tester la relation entre le lien structurel et la fidélité, en ajoutant la variable médiatrice la satisfaction. Les résultats de cette troisième analyse sont à la base des résultats du modèle structurel.

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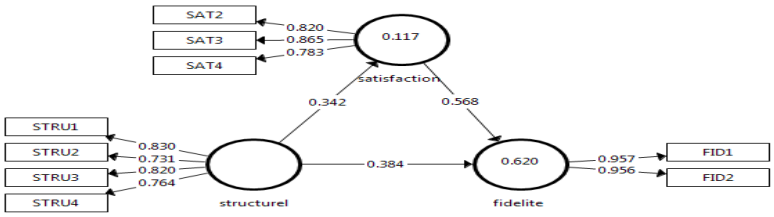


Figure 7: Effet global du lien structurel sur la fidélité

Les résultats montrent que la variable lien structurel influence positivement la satisfaction (lamda =0,106; T de Student=2,283) Et la satisfaction influence positivement à son tour la fidélité (lamda=0,234 ; T de Student= 5,611).

4) La dernière étape de la démarche de Baron et Kenny permet de vérifier

la nature partielle ou complète de la médiation en examinant la significativité des liens directs entre la variable indépendante lien structurel et celle dépendante la fidélité. Il faut aussi s'assurer de la significativité de l'effet médiateur en utilisant le test de Sobel.

La figure montre que le lien entre lien structurel et la fidélité est diminué après l'introduction de la variable médiatrice. La médiation par la satisfaction est donc partielle entre le lien structurel et la fidélité.

C= 0,582 C'= 0,384

C – C' = a * b =0,194.> 0 Médiation partielle: c'≠ 0 et c > c' (Si la médiation est partielle (MacKinnon et al. 1995), l'effet (c') doit être inférieur à l'effet initial (c) obtenu en l'absence de la variable médiatrice:

Le test de Sobel a été calculé pour tester la significativité de l'effet médiateur de la satisfaction. En utilisant les coefficients de régression et les termes d'erreurs, les résultats du test indiquent que l'effet médiateur de la satisfaction est statistiquement significatif pour la relation entre les lien structurels et la fidélité (Z= 3.895> 1,96 ; p= 0.000).

VI. Conclusion

Notre modèle propose d'étudier l'impact de ces trois liens, sur la construction de la satisfaction des clients. Notre premier apport de ce travail est l'intégration des liens relationnels dans le modèle traditionnel du marketing. Les résultats de test des hypothèses liées aux relations entre les liens relationnels (temporels, sociaux et structurels) et la satisfaction du client. En effet le lien relationnel peut être décris comme un processus itératif, qui peut être subir un changement continuellement et successivement à chaque expérience. En outre, à travers chaque interaction successive, le client dispose des atouts pour évaluer le service. Et par conséquent, Le résultat peut subir une altération dans le niveau de satisfaction. En outre, ces liens peuvent avoir un effet positif ou négatif, en fonction de la situation (Liljander, 2000). Dans le contexte de notre recherche nous avons présumé l'effet positif des liens relationnels, l'objectif étant d'encourager les clients à poursuivre leurs relations d'échanges. Même dans la présence de possibilité de changement de prestataire. Les trois hypothèses ont considéré les liens « temporels, sociaux, structurels » comme la base de compréhension de la satisfaction des clients Garbarino et Johnson, (1999) ; Wang et al, (2006). Les résultats empiriques, montrent l'impact positif des liens relationnels sur la satisfaction, fournissant un soutien pour les trois hypothèses H1, H2 et H3. Tout d'abord, il semble que les clients ont tendance à compter sur les liens temporels, telles que le partage des informations confidentielle, en fonction de leurs besoins concernant des informations relatives au marché, à l'état de la concurrence, ainsi que par avoir alloué plus de moyens dans l'avenir. Tous ces éléments augmentent positivement le niveau de satisfaction du client. De cette étude, il est clair que les entreprises marocaines à tisser des liens structurels via des interactions avec leurs clients. Ces interactions engendrent des liens psychologiques, juridiques et physiques qui attachent le client à son fournisseur dans une relation (Lin et al., 2003). Les entreprises marocaines considèrent les liens sociaux comme un facteur important pour établir des relations avec leurs prestataires de services; ces liens renforcent également leur niveau de satisfaction.

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Global Journal of Management and Business Research: E Marketing
Volume 18 Issue 7 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Challenges of Supply Chain Integration: The Case of Soap and Detergent Manufacturing Companies in Ethiopia

By Mr. Daniel Atnafu
Arsi University

Abstract- The main objective of this study was to investigate the challenges of supply chain integration in Ethiopia soap and detergent manufacturing companies. To address the research objective, the quantitative survey approach was followed, and target unit of analysis of the study was 25 soap and detergent manufacturing companies. The questionnaire was administered to 75 target respondents to collect the primary data (each company represented by three informants). To analyze the data obtained from respondents' simple descriptive statistics were applied. Finally, the study found that inflexible organization system, lack of channel trust and commitment, resistance to change and lack of top management commitment were found as supply chain integration challenges in soap and detergent manufacturing firms. In general, the conclusion obtained from this study may not be used to generalize to overall supply chain network performance since its focus is only from the manufacturer's points of view.

Keywords: *supply chain integration, internal and external integration, challenges.*

GJMBR-E Classification: *JEL Code: L61*



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I. Introduction

The current business environment is often described as intensely competitive, increasingly dynamic and globalized in. To remain competitive in such a challenging environment, organizations should not only continue to leverage their internal sources of competitive advantage but also should strive to tap into the synergies across the multiple supply chains that they are part of(Natour, et al, 2011). Many authors agree that integrative practices and a high level of integration have a positive impact on corporate and supply chain performance. Recent empirical work (Frohlich and Westbrook, 2001; Vickery et al., 2003; Childer house and Towill, 2003) shows convincing empirical evidence for the relationship between integration and performance.

On the other hand; Van Donk & Van der Vaart (2005) disagrees with the assumption that more integration is always better. Based on both theoretical perspective and empirical evidence they show that it is significant to understand the influence of business conditions on the level of integration and integrative activities implemented. The main factor is the influence of demand characteristics or uncertainty on the type of practices employed: an issue also addressed by Fisher (1997), Mason-Jones and Towill (1998) and Childer house and Towill (2002). This argument indicates the need for more research to empirically test how supply chain integration affects business performance in a different business scenario. For that reason, the researcher of this study interested to examine the effect from the context of developing countries which is surrounded by different market challenges specifically on Soap and detergent manufacturing firms found in Ethiopian.

As to the knowledge of the researcher in Ethiopia, there are few papers that are conducted on supply chain management which only assess the practice in different sub-sectors. For instance, a study made by Berhane (2007) to model supply chain management system in Ethiopian manufacturing industry indicate different problems such as Poor strategic alliance, longer lead times (procurement, conversion, distribution) which results in unnecessary inventory and more value is not given to increase customer service level and product expectation, which result in loss of customers that have large economic impact on the organization. The same author concludes that one of the problems which contributed a lot towards the above limitations and backwardness of the sector could be the lack of conceptual framework and basic knowledge of supply chain management amongst the business practitioners. A study conducted by Asfaw (2012)also concludes that modern supply chain management theories and practices are not well understood and practiced as a means of improving organizational performance. Therefore, the study aimed to investigate challenges of supply chain integration in soap and detergent manufacturing firms' in Ethiopia. Based on the gap identified and discussions made on empirical and theoretical evidence, the following basic research questions were formulated.

- To what extent Ethiopian Soap and detergent manufacturing firms integrate with their supply chain partners (supplier & customer).
- What are the challenges that affect the supply chain integration of Ethiopian Soap and Detergent Manufacturing firms.

Author: Department of Logistics and Supply Chain Management, Arsi University, Ethiopia. e-mail: dannat27@gmail.com

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II. Literature Review

a) The Concept of Supply Chain Integration

In a supply chain context, integration is defined as a process of interaction and collaboration in which companies in a particular supply chain work together to arrive at mutually acceptable outcomes (Pagell, 2004). Most supply chain literature considers supply chain integration as the collaborative effort in linking functions and supply chain networks in terms of process, information and physical flow (Sabath, 1995; Lambert et al. 1998; Frohlich and Westbrook, 2001; Mentzer et al. 2001; Fawcett and Magnan, 2002; Romano, 2003; Pagell, 2004; Zailani and Rajagopal, 2005). Mentzer et al. (2008) concluded that coordination and collaboration with suppliers and customers is the key element of supply chain integration. Therefore, coordination, collaboration, interaction, information flow linkage and business process linkage become the key components of supply chain integration for this research. The supply chain literature seems to have arrived at an agreement that supply chain integration is required internally within and across functions, as well as externally across suppliers and customers (Steven, 1989; Morash and Clinton, 1998; Frohlich and Westbrook, 2001).

i. *Internal integration*

Internal integration is defined as a process of inter-departmental interaction and collaboration that brings departments together into a cohesive organization (Kahn and Mentzer, 1996). Moreover, to achieve greater customer satisfaction, II is characterized by full system visibility within an organization from the point of purchasing through to distribution. In practice, special attention must be given to the interactions between functional areas such as procurement, production, logistics, marketing, sales and distribution (Steven, 1989; Morash and Clinton, 1998; Birou et al., 1998). An organization is considered to have a high level of integration when the information systems used by different functions are linked together with all functions able to access accurate and real-time information from other functions, and there are also effective means of communication across functions (Sabath, 1995; Frohlich and Westbrook, S. Boon-itt 2001). Furthermore, there should be seamless links between functions regarding business processes as well as strong relationships which support interaction and collaboration across the functions (Steven, 1989; Morash and Clinton, 1998).

ii. *Supplier integration*

Supplier integration refers to the process of interaction and collaboration between an organization and its suppliers to ensure an effective flow of supplies. It is also called 'backward' integration (Froehlich and Westbrook, 2001). An organization is considered to have a high level of SI when its information systems are linked with those of the suppliers, both parties can access accurate and real-time information, and there are effective means of communication between the two parties (Liker et al., 1996; Ragatz et al., 2002; Koufteros et al., 2005). Furthermore, there should be seamless links between them regarding business processes as well as the strong supplier-customer relationships which support interaction and collaboration (Handfield, 1993; Gilbert and Ballou, 1999). Integration with suppliers represents a change from an adversarial to a cooperative attitude, commencing with product development, the supply of high-quality products, the processing and incorporation of changes in specifications, technology exchange and design support.

iii. *Customer integration*

Customer integration refers to the process of interaction and collaboration between an organization and its customers to ensure an effective flow of supplies. To achieve a high level of CI, a company needs to penetrate deep into the customer organization to understand its products, culture, market and organization, so that it can respond rapidly to the customer's needs and requirements. Another important goal of CI is the improvement of demand planning and visibility in supply chains (Fisher et al., 1994); without information sharing from one end of the supply chain to the other, tremendous inefficiencies in customer service may occur (Lee et al., 1997).

b) Challenges and Obstacles of Supply Chain Integration

To achieve efficient supply chain integration for the processes or activities; organizations should recognize and understand all the integration challenges of supply chain. Awad & Nassar (2010b) explained that neither it was easy to integrate the supply chain strategies among organizations and nor it was easy to integrate the supply chain strategy of an organization with its corporate strategy. The following are major challenges that associate with supply chain integration explained by different authors;

Change and Culture: Karkkainen & Ala-risku (2003) argued that every organization had an organizational culture that defined its values, mission, structure, and strategy. Organizational culture was unique for every organization. The most difficult challenge that confronts the corporations is the culture and change because culture defines the relationships within an organization such as relationships among suppliers, customers, employees and other stakeholders. Therefore, an organization might need a cultural change to integrate its supply chain strategy with another organization. Cultural change is not an easy task at it changes everything such as values, mission, structure, strategy and relationships and it the biggest challenge faced by organizations while integrating their supply chains (Cited in Awad & Nassar, 2010b).

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Globalization: Awad & Nassar (2010b) argued that world markets were moving towards globalization and commoditization. Therefore, different challenges were raised by these factors as it became difficult for organizations to cut costs and integrate their business processes internationally. They further stated that companies look for new markets and production processes during the industrial age but now they looked for economies of scale. It was difficult for organizations to rely solely on supply chain integration to cut costs and it was not easy to integrate different supply chains systems globally or internationally. Thus, globalization is another challenge for supply chain integration.

Business process integration: Awad & Nassar (2010b) argued that there was a need to coordinate business processes in such a way that they should improve performance and service. They further exclaimed that the modern e-commerce practices had enabled the organizations to link their internal processes with those of external stakeholders. But, there were certain compatibility challenges among organizations such as technical, operational, strategic and political/legal challenges that could become an obstacle in business process integration among different organizations.

Transaction costs: Awad & Nassar (2010b) described that integration of supply chain sometimes required outsourcing of certain activities that would involve uncertainty and risk (such as revelation of trade secrets and performance breakdowns). There is a transaction cost involved in outsourcing certain activities. These transaction costs could become a challenge for supply chain integration.

Strategy and Planning: McDermott & Chan (1996) argued that strategy and planning itself became a challenge for supply chain integration among different organizations. It was because different organizations had different organizational or corporate objectives for which they strategize and plan. Supply chain strategy of an organization is integrated with its corporate strategy to reach its corporate goals and objectives.

Thus, supply chain integration means integration of corporate strategies among different organizations which is a challenge because corporate goals and objectives of different organizations are different and unique. It is not easy or possible to integrate corporate strategies of two different organizations. (Cited in Awad & Nassar, 2010b)

Customer order management: Boxall (1992) explained that customers were becoming more demanding and their needs and wants had changed in the modern world. Needs and wants of customers had become dynamic as well as diverse. The basic purpose of supply chain strategy was to identify and satisfy the needs and wants of customers effectively and efficiently. But, when needs and wants are changing, it was not possible to integrate supply chains for a longer period of time as market dynamics used to change rapidly. Therefore, it seems that supply chain integration was a short term orientation. (Cited in Awad & Nassar, 2010b)

Operations Management: Awad & Nassar (2010b) different operations' strategies were employed by different organizations to satisfy the needs and wants of target customers. Supply chain was a part of operations strategy. Another challenge for supply chain integration arises in operations as it is important for different organizations to integrate their supply chain management only if their operations are flexible enough to allow this integration.

Business standards: Finally, business or trade standards for operating in different industries are different. Sometime, the value chain for a specific product or service is scattered across different industries. Therefore, in such case, it becomes difficult to integrate supply chains because of the difference in industry or business standards. (Awad & Nassar, 2010b).According to R. Shukla& D. Garg & A. Agarwal (2012), there are barriers which affect not only coordination in the supply chain, but also influence one another. It is, therefore, important to understand their mutual relationship so that those barriers that are at the root (called driving barriers) and those which are most influenced by others (called driven barriers) are identified, so that management can take appropriate action.

III. Methodology

This study fall under quantitative survey research design that focus on examine challenges of supply chain integration in Soup and Detergent Manufacturing firms in Ethiopia. A total of 25 companies have been selected as a target unit of analysis for this study. To obtain list of manufacturing companies, the researcher used ECSA 2010 report and data on lists of manufacturing firm which obtained from ministry industry. After selecting the target companies questionnaire was distributed to the 75 respondents (three from each company) who typically have a title such as SC (supply chain) manager, CEO/president, vice president or director, and knowledgeable about the company's SC processes. For this study as a primary data questionnaire has been designed and distributed to collect information from selected sample respondents. A set of questions on each aspect of the supply chain integration have been derived from extensive literature review and almost majority of instruments that measure Supply chain integration were adopted from Baofeng Huo, (2012). All questions have been organized of using Likert scale ranging from 1 to 5. The perceived operational performance also addressed through questionnaire. Moreover, items related to supply chain integration challenges have been objectively organized based key measures obtained from SCM literatures (e.g R. Shukla& D. Garg & A.

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Agarwal (2012)). After collecting the relevant data for the study, Statistical Package for Social Science (SPSS-20) software was used for input/output analysis of descriptive statistics.

IV. Result and Discussion

a) Intensity towards Supply Chain Integration

This section focus on the intensity of Ethiopian soap and detergent manufacturing firm's towards supply chain integration and associated challenges. Therefore, data related to each of the of supply chain integration dimensions: Internal integration, customer integration, and supplier integration are summarized and the results are presented below.

Table 2: Internal Integration

		Responses	
		N	Percentage
Internal Integration	Strongly Disagree	6	1.1%
	Disagree	32	6.1%
	Neutral	112	21.4%
	Agree	228	43.6%
	Strongly Agree	145	27.7%
Total		523	100.0%
N=75			

Table 2 indicate the summary frequency distribution that the internal integration of firms based on the intensity of respondents toward their respective judgement about their company. Therefore, the majority of respondents responses reflect that (43.6% agree and 27% strong agree) on the reliable items that measure Internal Integration that takes place in their organizations. This shows there is somewhat good internal integration of major functional units within the organization such as procurement, production, marketing, inventory management and distribution. Others around 22% remain neutral and small percentage of respondents responses (7.2%) indicate that they disagree on the measurement items provided. These indicate non-existence a perfect internal integration and timely exchange of information between functional units or departments within the organizations.

Table 3: Customer Integration

		Responses	
		N	Percentage
Customer Integration	Strongly disagree	20	9.2%
	Disagree	10	4.6%
	Neutral	57	26.3%
	Agree	82	37.8%
	Strongly agree	48	22.1%
Total		217	100.0%

Like that of internal integration, Table 3 show the summary frequency distribution of respondents' response toward firms' intensity in working with major customers in an integrated manner. As it is exhibited in the above table 37% agree plus 22.1% strongly agree on the measurement that evaluates the existence of external relationships with major customers. These shows that soap and detergent manufacturing companies have to some extent good communication with their customers on research activities and new product development, they have transparent information exchange with their customers about their inventory status, they exchange production plan information with their customers, they collaborate with their customers" development program, they are aware of their customers medium and long-term policies and strategies, they share technical information with their customers, they have long term relationship with their customers. However, around 13.8% of respondents' responses shows disagree and strongly disagree on the issue of customer integration. This shows the availability of some gaps in achieving better customer integration with downstream partners. Finally, the remaining 26.3% found to be neutral concerning to the measurement items.

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Table 4: Supplier Integration

		Responses	
		N	Percentage
Supplier Integration	Strongly Disagree	19	2.9%
	Disagree	36	5.5%
	Neutral	129	19.8%
	Agree	290	44.5%
	Strongly Agree	177	27.2%
Total		651	100.0%

As we can see in Table 4, more than 70% (27.2%+44.5%) agree and strong agree on major items that measure supplier integration process in Ethiopia Soap and detergent manufacturing firms. This figure indicates that these companies have somewhat good communication with their suppliers on research activities and new product development; they have transparent information exchange with their suppliers. On the other hand, around 8% of respondents' response failed to agree on the existence of an outstanding relationship between their company and its suppliers while 19.8% remain neutral. This lead the research to reconsider that major technological issues like implementation of ERP system and development of webpage or other IT infrastructures in collaboration with suppliers might not be as such good. Even the results obtained from independent item response also indicate this gap.

Yet, based on the majority of respondents response it is possible to say Ethiopia soap and detergent firms are aware of their supplier's medium and long-term policies and strategies, they share technical information with their suppliers, they have long term relationship with their suppliers, and they also help their suppliers for best performance.

Generally, based on this result it is difficult to generalize that Ethiopian Soap and detergent manufacturing firms have outstanding supply chain integration with both up and down steam supply chain network members. Because achieving outstanding supply chain integration is not as such easy task even in developed or industrialized courtiers.

b) Supply chain integration challenges

As it is mentioned in the literature Awad & Nassar (2010), explained that neither it was easy to integrate the supply chain strategies among organizations and nor it was easy to integrate the supply chain strategy of an organization with its corporate strategy. According to R. Shukla & D. Garg & A. Agarwal (2012), there are barriers which affect not only coordination in the supply chain, but also influence one another. It is, therefore, important to understand those challenges so that management can take appropriate action. The researcher of this study identified twelve supply chain integration barriers from literatures and asked respondents to rank the identified challenges based on their observation from the context of their own organization. Their response ranked on the basis of the mean score of each challenges & it's presented in the following table 5.

Table 5: Supply Chain Integration Challenges

Challenges	Mean	Rank
Inflexible organizational systems and process	8.5161	1
Lack of channel trust and commitment	8.3226	2
Resistance to change and adopt innovation	8.1613	3
Lack of top management commitment	7.4839	4
Cross functional conflict	7.0000	5
Resistance to share information	6.6774	6
Difference in organizational culture	6.45	7
Lack of clear alliance guidelines	6.4194	8
Poor supply chain planning	6.0968	9
IT deficiency	5.9032	10
Lack of coherent contract	4.5806	11
Lack of meeting, cooperation and technical assistant	4.1935	12
N=75		

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As we can see from table 5, the major top challenges that hinder the supply chain integration process ranked by respondents based on their degree of severity. Rank 1 indicates very critical challenge and rank 12 represent very less critical challenge. As shown in the table the barriers were identified on the basis of their mean score. Basically, respondent who represent Ethiopian Soap and detergent manufacturing firms identified inflexible organization system and process, lack of channel trust and commitment, resistance to change and adopt innovation, lack of top level management commitment and cross functional conflicts were identified as the top five critical challenges for adopting and implementing supply chain integration process. On the other hand respondents ranked information technology deficiency, lack of coherent contract and lack of meeting, cooperation and technical assistant as the least critical challenges for integration. In a USA based study, the continual existence of functional silos, resistance to change, and poor communication are identified as barriers to adopting collaborative relationships between supply chain partners (Mentzer et al., 2001). Here there is one thing that surprise the researcher of this study IT deficiency is taken as the least challenging which is far from truth on the context of Ethiopia because IT infrastructure is poor and it is nationwide problem.

V. Conclusion

This empirical study was conducted in Ethiopia Soap and detergent manufacturing firms to investigate the challenges of supply chain integration. The challenges with internal and external integration, the researcher adopt twelve critical challenges from literature and asked respondents to rank in accordance with their degree of effect. To begin with extent of firms' intensity towards supply chain integration, the study found that Ethiopian Soap and detergent manufacturing firms are somewhat in a good position. However, their internal integration or collaboration of each departmental unit within the organization is better than external integration with customers and suppliers. Yet, in terms of information technology usage it was found weak in the firms under the study. Finally, the study find that inflexible organization system and process, lack of channel trust and commitment, resistance to change and adopt innovation, lack of top level management commitment and cross functional conflicts were identified as the top five critical challenges for adopting and implementing supply chain integration process in the manufacturing firms under the study. To this end, reducing the extent of such challenges and implementing supply chain integration expected from managers of each company to enhance their competitiveness. In this study data were collected from manufactures, not include supplier and customer. The study validly generalizability only from manufacturers point of view. Hence, it is highly desirable in the future research to have more than one respondent and consider it to incorporate customers and suppliers.

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Global Journal of Management and Business Research: E Marketing
Volume 18 Issue 7 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Effects of Brand Experience on Consumer Brand Loyalty in Fashion Retail Industry: Moderating the Role of Gender

By Fernando H.S.M, Kumara H.H.S.N., Mendis H.I.A., Wettawa W.M.B.S. & Samarasinghe H.M.U.S.R

Abstract- The Intensity of the competition in the fashion retail industry is becoming notable where customers have left with the many purchasing alternatives than before. Fashion retail industry in a developing country such as Sri Lanka, encounter to threats from international level more frequently. Organizations are often adapting the brand strategies in order to remain their relationship between the customer and their brand. Since the fast fashion concept emerged it is no longer sufficient to provide a product solely to satisfy their customers, exceptionally in the fashion industry where local and international organizations have started to provide affordable luxury products. Eventually, brand loyalty has become more significance to maintain the image of the fashion retail industry which can be predicted that consumer expects intangible benefits to improve their lifestyles along with products.

The paper aims to understand the effect of brand experience on brand loyalty in the fashion retail industry of Sri Lanka moderating the role of consumer gender. It is a fact that basic segmentation in the fashion industry is based on the gender.

Keywords: *brand experience, brand loyalty, fashion retail industry, consumer gender.*

GJMBR-E Classification: *JEL Code: M37, M30*



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Effects of Brand Experience on Consumer Brand Loyalty in Fashion Retail Industry: Moderating the Role of Gender

Fernando H.S.M [α], Kumara H.H.S.N. [σ], Mendis H.I.A. [ρ], Wettawa W.M.B.S. [Ω] & Samarasinghe H.M.U.S.R [¥]

Abstract- The Intensity of the competition in the fashion retail industry is becoming notable where customers have left with the many purchasing alternatives than before. Fashion retail industry in a developing country such as Sri Lanka, encounter to threats from international level more frequently. Organizations are often adapting the brand strategies in order to remain their relationship between the customer and their brand. Since the fast fashion concept emerged it is no longer sufficient to provide a product solely to satisfy their customers, exceptionally in the fashion industry where local and international organizations have started to provide affordable luxury products. Eventually, brand loyalty has become more significance to maintain the image of the fashion retail industry which can be predicted that consumer expects intangible benefits to improve their lifestyles along with products.

The paper aims to understand the effect of brand experience on brand loyalty in the fashion retail industry of Sri Lanka moderating the role of consumer gender. It is a fact that basic segmentation in the fashion industry is based on the gender.

Hence this study attempts to understand the gender moderation in aforementioned relationship. The objectives of the study focused on determining the relationship between brand experience and loyalty and to examine the gender moderation within aforementioned the relationship. A structured questionnaire and an online survey utilized to gather both qualitative and quantitative data from 266 respondents who selected through convenient sampling method. The research indicates that brand experience has strong positive effect on brand loyalty where sensory dimension has higher influence in brand loyalty than other dimensions in the four factor model of brand experience. Further the brand loyalty consumers in Sri Lankan market are found to be moderate based on their gender which considering significance in factor of high quality.

Keywords: brand experience, brand loyalty, fashion retail industry, consumer gender.

I. Introduction

With the agile business practices, fashions have simultaneously changed from time to time to the point to labels clothes with the name of centuries such as 90's trousers and blouses. Fashion retail sector today too has shown significant market growth. Local retailers are expanding their scale and scope whilst global retailers continued to enter. In this context, the purpose of this study was to investigate, to what extend Sri Lankan fashion retail sector has grasped tourism market opportunities fashion retail sector today too has shown significant market growth. Local retailers are expanding their scale and scope whilst global retailers continued to enter. In this context, the purpose of this study was to investigate, to what extend Sri Lankan fashion retail sector has grasped tourism market opportunities fashion retail sector today too has shown significant market growth. Local retailers are expanding their scale and scope whilst global retailers continued to enter. In this context, the purpose of this study was to investigate, to what extend Sri Lankan fashion retail sector has grasped tourism market opportunities fashion retail sector today too has shown significant market growth. Local retailers are expanding their scale and scope whilst global retailers continued to enter. In this context, the purpose of this study was to investigate, to what extend Sri Lankan fashion retail sector has grasped tourism market opportunities Fashion retail industry is a novel and emerging sector in Sri Lanka. It was almost non-existent about three years ago while today it is estimated that local retailers are earning over 10 million US dollars annually (Dias, 2011). Moreover, they have the potential to reach up to US$500 million in the next few years (Dias, 2011). "In witnessing the growth of the fashion industry, the retail market is likely to grow by 50% of the number of pieces made or displayed and sold" (Dias, 2011). Prior to the 1990s, Sri Lanka was a closed economy. The retail sector majorly consisted of small privately owned single stores that did not have corporate management and were known as traditional retailers (Linage and Jayewardene, 2013). However, over the past few years especially after war conflicts, Sri Lankan fashion retail sector have rapidly expanded and the number of retailers have increased. This positive macro environment background has not only benefited domestic retailers but also has attracted international retailers. As to 2013 Global retail development index, Sri Lanka titled as "Sri Lanka, thriving with fresh investment ranks fifteenth with a market attractiveness of 16.6%" (Kearney, 2013). In essence, fashion retail industry today is at a forefront of success due to the positive macro environment changes such as post -war economic developments, growing

Author α σ ρ Ω ¥: Faculty of Business, Sri Lanka institute of Information Technology, Malabe, Sri Lanka. e-mails: sachinthafdo06@gmail.com, nuwansajith64@gmail.com, isuruanjana1@gmail.com, samanthiwettewa@gmail.com, udanee.s@sliit.lk

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middle class, changing consumer demands mainly due to the western cultural influences, improvement of infrastructural facilities, technological advancements etc. Fashion retail industry is a renewed and imaging sector has performed significant market growth in Sri Lanka. It was almost non – existent about three years ago while today it is estimated that local retailers are receiving over 10 million us dollars annually. Though over the past few years, especially after war struggle, Sri Lankan fashion retail sector have promptly extended the number of retailers have improved. According to, 2003 global retail development index Sri Lanka titled as "Sri Lanka thriving with fresh investment" rank fifteenth with investment ranks fifteenth with market attractiveness of 16. 6%. In spirit fashion retail industry today is at a forefront of success due to the grabbed tourism market opportunities as well.

Since, the country classification of Clothing Exports, there is a high demand for Sri Lankan apparels to export in European countries including Netherlands, United Kingdom, Germany, Italy, Belgian, Australia, etc. and also similar demand in United Status America as well. Hong Kong, Canada, China, United Arab Emirates, Japan and are also the buyers of Sri Lankan apparels overseas who transport export pays to the country (Central Bank of Sri Lanka, 2017).

With the reputation of being a leading country that satisfy the world's apparel needs, Sri Lankan garment industry proved that they satisfied the local market with their ability. When focus on the local markets there are some leading brands that concur the Sri Lankan fashion industry. Consider the local market there are some leading brands both international and local. Hence, in this study focus on the relationship between consumer brand experience and brand loyalty towards fashion retail industry according to the Sri Lankan concept.

Developing a strong brand identity and developing a memorable image is the key factors that maintain a company success. Effective branding builds a better reputation, quickly identifying over competitors and improve value of the organization (Workhouse, 2018). It is positively influence the customers purchasing decisions. So branding is the significant aspect in the marketing world but it may be happening many challenges. Even the most tailored brands face lot of troubles to change the market place and industry. In order to truly be a success, a brand wants to have its very own special niche or subcategory inside its industry. This does not definitely need to be another product or service, yet simply something that makes it emerge from different rivals in the commercial center. An organization could tailor their products and services and marketing strategies toward a specific niche.

Today brand experience has turned into a vital factor for the achievement of organizations. Business associations have started to consider customer experience with their brands beyond customer satisfaction. In marketing literature, the notion of experience has been examined from contrasting frame of references such as situations where customer experience on consumption, product, aesthetic, service and shopping. One more research area was brand experience (Baser, Cintamur, Arslan, 2015).

For confirmatory factors of brand experiences, many researchers follow the four-factor model which is considered as the best model with correlated factors. Based on Brakus, Schmitt & Zarantonello research in 2009, they have examined six studies to prove the reliability, validity, and distinctiveness of the four-factor model. Therefore, sensory, effective intellectual and behavioral responses awaken by brands formulated the entire concept of brand experience. The four-factor model focuses the situation where consumers search, shop and consume the product due to the fact that experiences are tend to enter one's mind while connecting with the brand itself. Further brand experience directly affects to consumer's brand trust and loyalty to build the emotional bond between consumer and brand.

II. Literature Review

Business and marketing practices have attracted by the concept of brand experience remarkably within recent period of time. Marketing practitioners have come to perceive that awareness that seeing how customers encounter brands are in the balance for expanding marketing procedures for good and services. (Brakus, Schmitt and Zarantonello, 2009). Moreover, researches have shown that Brand Experience as very pinnacle of fundamental factor in maintaining the brand within the customer mind.

In order to cater to the changing culture of the market environments, traditional marketing is no longer a solution. Hence the businesses achieve the opportunity to act on a far broader context with the shift of experiential marketing. Theoretically, experiential marketing is the contradictory side of traditional marketing. While experiential showcasing considers customers as a judicious and passionate being who take interest in accomplishing pleasurable experiences, conventional marketers understands buyers as balanced leaders who concerned practical highlights and advantages (Schmitt B., 1999).

According to the Schmitt B. (1999) contemplate on experiential marketing, there are five distinct kinds of experience modules that organization can create including; 'sensory experience, affective experience, creative cognitive experience, physical experience (behavior and lifestyle) and social-identity experience'. (p. 62).

As for the brand concerns, with greater extension of brands, it has no longer 'just' a product or

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service but a mean of providing the customer experience.

As the principal scholastics to conceptualize and measure the experiential elements of brand, in Brakus, Schmitt and Zarantonello's examination, hey have characterized brand experience as the personalized internal reactions of customers evoked by stimuluses related to a brand. Further, they demonstrate that bran encounter comprised of four measurements; sensory experience, affective experience, intellectual experience, and behavioral experience. Therefore, within a holistic view of experiential marketing, it is evidential that marketers provide the majority of experience to their customer through their brands.

III. Dimension of Brand Experience

a) Sensory Experience

It simply refers to the senses evoked by the brand itself, whereas outlook, colors, texture, design can be considering as stimuli in the apparel industry. This aesthetics of the products and brand make customer interested and influence to their purchase decision. 'Brand experience related sensory organs can be identify as sensation induced by brand associated stimuli that are part of a brand's design and identity, packaging, communications, and surrounding' (Hepola, et al., 2017: p.285). As a loyal customer involve and contact with the brand at every moment. It is the first time when the customer involves towards the brand that are created by the sensory organs.

'Consumers can easier to store visual stimuli in their minds due to the catching images as information and data about related products. Experience related to human sense organize individuals' beliefs, their feelings, and opinions about the brand which allows consumers to form mental formations and consumer's perceptions of applicable brand communications and inputs' (Huang, et al., 2015: p.132).

'Most academic research has found that variance of sensory information and data affect customer behavior and perception, feelings towards goods and services. Sight is the most influential human sense for discovering changes and differences in the human surrounding and is the most powerful and major sense type in perceiving goods and services' (Hulten, 2010: p.259).

b) Affective Experience

This dimension considers the customers' emotion and the association with the brand. Zarantonello and Schmitt (2010) mentioned that affective dimension includes the feelings generated by the brand and its emotional bond with the customer. 'Mostly high end shopping of fashion products can gain high consumer engagement towards themselves and it tend to have a desire to demonstrate positive affective consumer experience such as cheerfulness, contentment or relaxation'(Huong, Hong and Khai, 2015). 'Effective experience, which is deeply concentrated and embedded in consumers' minds automatically, is able to cause consumers' feelings and emotions' (Huang, et al.,2015: p.132). It can be generated during product and services consumption stage. Through the encouraging of emotional and effective experiences, the consumer brand relationship can be strengthened. Because stronger emotions towards product or service are resistant to change towards the opposite end of the emotion continuum, such as changing from positive to negative or from negative to positive (Huang, et al., 2015: p.132). Effective experience replicate consumers brand estimation and result in strong consumer relationship towards the brands. 'As highlighted of marketing has moved from deals to consumer relationships it is natural that effective commitment, being an emotional element, has received more consideration from researches than continues commitment has in recent years.

c) Intellectual Experience

Generally, the intellectual dimension involves the 'ability of the brand to engage consumers' convergent and divergent thinking' (Baser, Cintamur, and Arslan, 2015: p. 106). Pham Thi Lan Huong et al. (2015) have mentioned that intellectual experience as a mean of learning orientation. Besides in the fashion retail industry, it is observed as that shopping background allowed buyers to shape the unmistakable impression of the brand.

In Schmitt B. (1999) experiential marketing perspective, marketers appeal to reason with the goal of making subjective, critical thinking knowledge that draws in client inventively through surprise, intriguer and provocation. Solely depending on the emotional factors will not prevail customer from the competition. The methods of reaching information are far more beyond imagination which has to create highly knowledgeable customers. Further intellectual thinking is known to common for new technology products, yet it has also used from the product design to retailing and communication in other industries.

d) Behavioral Experience

As it names behavioral dimension concerns with the customers' reaction and behaviors towards a particular brand including physical expressions, lifestyle, and interaction with the brand. (Baser, Cintamur, and Arslan, 2015). The experience can be either generated when a person shops or use a product or services. Based on the Plam Thi Lan Hong et al. (2015) study, in the context of foreign research, this dimension has gained less attention compared to others. On top of that relating to the fashion industry, the researchers noted that high-class outfits explore both worthy conduct of the wearer and his or her correspondence style inspect by others.

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In other perspective, marketers try to adhere to this experience by targeting customers' lives through physical experience with the alternative lifestyle. Business use of the rational approach to change how the customer behaves is one of many paths. 'Changes in lifestyle and behaviors are often more motivational, inspirational and emotional in nature and often motivated by role models' (Schmitt, 1999: p.62).

e) Consumer Brand Loyalty

Corporations use attractive marketing tactics, such as loyalty or rewards programs, trials, incentives like free samples to build brand loyalty and brand ambassadors. Hänninen et al. paper on '' the effect of marketing communication on business relationship loyalty" (Hänninen, Nora; Karjaluoto and Heikki, 2017) discusses how the communication channels effect the customer brand loyalty. The consequence was the communication channel efficiency had better importance as a mediator between loyalty and perceived value.

Brand loyalty refers to a strong internal attitude toward a mark which adds to buyers' mental connections toward the brand and the organization. The type of behavioral loyalty is a consumer's response expressed over time with some decision-making process involved (Ran Huang Stacy H Lee HaeJung Kim Leslie Evans, 2015).

Most researchers concur that brand loyalty can make firm advantages, for example, diminished advertising costs (Chaudhuri and Holbrook, 2001) and when the company has a good brand name with loyal customers help to gain the competitive advantage in the market. Brand experience is considered as a measure of brand loyalty, like a superior brand experience of a customer will lead the customer to prefer this brand in the future (Brakus et al., 2009), where the brand would have deposited in the mind of the customer. The literature has also shown that brand experience can be seen as a two-way influence which is direct and indirect influence on loyalty, and the brand engagement has been described as an intermediary between experience and loyalty.

f) Consumers' Gender

Considering about the gender as a moderating variable, this has a crucial part in the behavior of the consumers. As stated by Jin, Koh, and Lee(2015) study, male and female purchasers experience distinctive arrangement process when creating reliability towards attire brands. Gender is considered as a social identify construct and it is known to influence men and female with specific characteristics such as roles, values, attitudes, perception, preferences, and behaviors (Chung K., Yu J., Kim W., and Shin J., 2015). In other perspective, gender differences exist due to the biological, cognitive, behavioral and social cause; thus it becomes a notable influencing variable.

Generally, the cultural and growing background variances form the different characteristics associated with male and female. For example, Females age more than 60, stay at home looking for their grandchildren may be a similar scenario for Southern Asian countries. Contrary to the same demographic category in European country might be very outgoing and sociable. Therefore, the issue addressed by the Schmitt B. can be related to the gender differences in a nation in relation to the experience as well. As stated by Sivaraj and Sritharan (2014) Females involve greatly and vigorously in recall process of emotional events, real-world experiences and involved more in purchasing activities than males. Further stated that women tend to have more loyalty to service performances while men considered having more loyalty to product performance.

The connection is observed to be more grounded for guys when contrasted with females. As such, if guys get great e-tail brand understanding, they turned out to be more brand loyal than females. Consequently, analysts infer that as a vital discovering which features the significance of brand understanding and trust in internet retailing.

Based on a study conducted by Clef et al. (2013); The correlation between intellectual and behavioral dimension and consumer loyalty could not be verified. The empirical study was directed towards the Adidas sportswear brand, and they conclude that a positive relationship between experience and satisfaction is coming from sensory and affective dimensions while intellectual and behavioral elements represent lower significance.

It can be stated that eventually this result directly affects the brand experience and brand loyalty relationship since buyers' satisfaction is manipulated between brand experience and consumer brand loyalty in the study.

On account of the results from previous studies, it is evidential that the four-factor model proposed by Brakus et al. (2009) may differ from industry to industry.

IV. Problem Statement and Conceptualization

In the commercial center, brands are exceedingly critical because of the reason it speaks to the associations' responsibilities to their clients. As a result of in the most recent decade, advertisers have understood the significance of making a solid brand to have the capacity to separate in a forceful market. Be that as it may, having a solid brand is not anymore enough to make due over the long haul and gain an extensive customer base. Particularly in the fashion retail industry where numerous items satisfy a similar requirement of the customer, made it necessary for organizations to adjust to changes in the market and reach the attention of the market. The circumstance has

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prompted a wide assortment of brands that can be found and expanded rivalry.

Practically the number of international brands within the country is increasing day by day while providing consumers with more brand choices. Eventually it has become far more difficult to gain customer loyalty towards one preferred brand specifically for a long time.

Consequently, the customer-brand relationship has become a key factor for building a continuing relationship in the commercial world. Nowadays the marketers often well-structured to provide customers with a superior experience, in the expectation of affecting the customers' choices and give them a rich client experience to reinforce the estimation of the brand.

Specifically moderating factor as gender is one of the most significant elements for fashion marketers due to its role in segmenting the whole market environment. With the intention of facing the intense competition, effective differentiation is essential in targeting consumers. Hence, to establish a long-term relationship with these factors that are important for marketers that are directing at understanding market preferences and gaining brand loyalty from their customers.

a) Research Objectives

The following objectives are expected to achieve within the research findings.

1. *To determine the relationship between brand experience and customer loyalty in the fashion retail industry.*

The supporting sub-objectives will be addressed under the first main objective.

- *To determine the relationship of sensory experience towards the brand loyalty.*
- *To determine the relationship of affective experience towards the brand loyalty.*
- *To determine the relationship of intellectual experience towards the brand loyalty.*
- *To determine the relationship of behavioral experience towards the brand loyalty.*

2. *To examine the gender moderation within the relationship between brand experience and consumer brand loyalty in the fashion retail industry.*

b) Conceptual Framework

The frame of the study shows in Figure 1 illustrate the variables and relationship between the variables and outlined by the hypothesis developed in the preceding research.

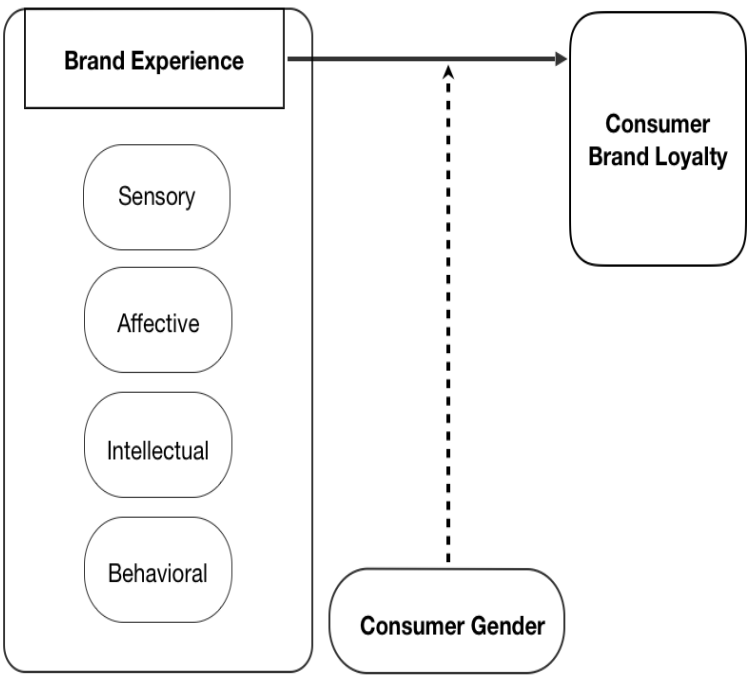


Figure 1

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H1: There is a relationship between Brand Experience and Consumer Brand Loyalty.

H2: Sensory brand experience has an influences Consumer Brand Loyalty.

H3: Affective brand experience has an influence on Consumer Brand Loyalty.

H4: Intellectual Experience has an influence on Consumer Brand Loyalty.

H5: Behavioral Experience has an influence on Consumer Brand Loyalty.

H6: Consumers' gender moderates the relationship between Brand Experience and Consumer Brand Loyalty.

V. Data and Methodology

a) Data and Sample

The researchers gathered both first hand and secondary source of information yet primary source will be the data that collected from Sri Lankan consumer at a micro level to increase the validity of the study. The focus of the research is in the urban area of the country where the fashion retail industry is more competitive. With the purpose of improving the reliability and the validity of the study towards the research setting, the research will be used both quantitative and qualitative data which will be analyzed respectively. Based on the theoretical definition of the population, researches plan to focus on the female and male consumers who engaged with fashion brands within Colombo district in Sri Lanka. Further, a sample is defined as a subset of the population which generalize and represent the characteristics of the population. To accomplish the target of the examination, researchers embraced both a subjective and quantitative methodology as the exploration system for the investigation. The information for the investigation will be gathered through a pilot survey and well-developed questionnaire. This study which is on Fashion Retail industry is bound to complete within several months hence it is short-term research. Hence the researchers chosen cross-sectional examination to directing the exploration.To proceed with the research, convenient sampling method will be selected, because considering the huge customers base of fashion retail industry, it is not that easy to get information from each customer. In order to gather adequate information from such a vast population within a short time period, research sample should be easily reachable. During the research, relevant details will be gathered from around 250 participants out of the focused population.

b) Method of Data Collection

During the pre-study of the research, 20 participants were selected accordingly ten from each gender. The pre-study was used to identify the most popular brand among the different age groups. In order to complete the pre-study, explanation on research study and concept was given by researchers to the participants. Odel, Levis, Gflock, Boss and Fashion Bug were selected from the list of 10 fashion brands since researchers cannot afford to cover all fashion brands available in Colombo district.

A survey is scheduled to conduct in two stages including a pilot questionnaire and revised questionnaire during the research. The first stage is completed by using 30 participants consisting of 15 males and 15 females. Further the results generated from pre-study was used as input to the pilot survey questionnaire. Popular brands among customers and the reliability of the questionnaire is confirmed during the pilot survey. The revised questionnaire will be used to examine the connection between brand experience and loyalty of consumers by directing variable of buyers' gender.

The questionnaire will contain with descriptive and relational questions to find customer engagement and responses towards the brands. By considering the demographic factor of gender difference, the questionnaire will be distributed among 250 participants with the intention of covering at least 50 customers from each brand. The face validity of questions included in the questionnaire was checked, and following questions are subjective covers the concepts proposed to measure.

VI. Result and Discussion

a) Descriptive analysis

As highlighted by Khan I. and Rahman Z. (2016), Nunnally (1978) stated that the construct of the study builds to cover the theories are reliable if The Cronbach's α estimations of each develop item extended from 0.78 to 0.84, which is well over the prescribed dimension of 0.70.

Since the relative results of the study by displaying the constructive items are over the .84 except for the brand loyalty construct which resulted as .83. Hence the study has resulted beyond the recommended level that confirms the reliability of the research.

Majority of customers resulting 53%, do not ready to spent more than 10 000 Sri Lankan Rupees on fashion brands. In different point, customers seek the premium quality as characteristics but for the affordable price ranges. In addition, the customers who claimed that willingness to pay more than 20 000 Sri Lankan Rupees resulted only 2.63%.

Besides considerably higher proportion of participants resulting 33%, were ready to spend within the price range of less than 5000 Sri Lankan Rupees where we can conclude that willingness to invest is at the lower level compared to the customer expectations.

Table 1 represent the details of construct and measurements items along with the descriptive of the

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study, including Independent variable of Brand Experience and Dependent variable of Brand Loyalty.

Table 1

Construct and Measurement Items	Mean	SD	Cronbach's*a*
			0.865
This brand makes a strong impression on my visual	1.85	0.660	
sense or other senses	2.14	0.642	
I find this brand interesting in a sensory way	2.11	0.740	
This brand induces feelings and sentiments	2.44	0.859	
I do not have strong emotions for this brand	2.90	0.960	
This brand is an emotional brand	2.85	0.957	
I engage in a lot of thinking when I encounter this brand	2.47	0.865	
This brand makes me think	2.69	0.934	
This brand stimulate my curiosity and problem solving	2.87	1.098	
I engage in physical actions and behaviors when I use this brand	2.62	0.861	
This brand results in bodily experiences	2.40	0.919	
This brand is action oriented	2.57	0.836	

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b) Brand Loyalty

I consider myself to be loyal to this brand	2.04	0.835
This brand would be my first choice.	2.44	0.828
I will not buy other brands if this brand is available at the store.	3.03	1.107
I buy this brand whenever I can	2.37	0.895
I would go out of my way to buy this brand	2.68	0.951
I really love this brand	1.90	0.814

c) Correlation analysis

According to the first research question researchers can interpret the correlation table to find out the relationship between consumer brand experience and brand loyalty. Referring to above correlation table shows that the significant level of the relationship is 0.689. Therefore, this ($p<0.001$) probability, meaning that there was in strong positive relationship between consumer brand experiences towards the brand loyalty. From the past research finding showed that, 'the null hypotheses that were rejected in this Pearson correlation analysis, with a $p < 0.001$ chance, means that there was in facts a statically substantial relationship between consumer brand experience towards brand loyalty' (Maheshwari, et al., 2014).

According to the second research question of, which dimensions of brand experience influence on gender in creating customer brand loyalty, Pearson correlation signifies the level of relationship of consumer's sensory brand experience and brand loyalty is 0.558. Thus, ($p< 0.001$) probability means that there was a moderate positive relationship.

The relationship between affective experience dimension and brand loyalty has a significant level of the relationship of 0.533. Since the p value is < than 0.001 probability means that there was a moderate positive relationship between these variables.

As above mentioned Pearson's correlation table demonstrates that the relationship between consumer's intellectual experience and consumer brand loyalty. The significant level of these relationship is 0.539. According to that this value confirmed that there is a moderate positive relationship between consumer intellectual experiences towards brand loyalty.

Above Pearson correlation table presence, the relationship between consumer behavioral experience and brand loyalty is 0.535. Thus, ($p<0.001$) likelihood means that there was a moderate positive relationship between these two factors.

Follow the second research question based on the Pearson correlation, want to find out which dimension of brand experience influence on brand loyalty. Therefore, constructed on the correlation test values, we can figure out consumer sensory experience toward the fashion brands can have the highest influence on creating brand loyalty. Because, the significant between the sensory experience and brand loyalty (0.558) was the highest significant level compared other experience dimensions.

Moreover, rendering to the above Pearson correlation test confirmed that the significant level between the consumer's gender and brand loyalty is 0.105. According to the outcomes presets that there is a weak positive relationship between consumers' gender and brand loyalty. Constructed on that findings we can confirmed the sixth research hypotheses as.

d) Regression Analysis

The analysis explains the variation in one variable by using another variable. Accordingly, the coefficient of determination or the R Square describes the percentage of the changes occurs in dependent variable based on the independent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689[a]	.475	.473	.48683

a. Predictors: (Constant), Brand_Experience

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Therefore 48% of variation occurs in Brand Loyalty which can explained by Brand experience of consumers. Due to the fact that the percentage is below the 50%, the relationship is moderately strengthen.

$$Y = b0 + b1\,x1 + b0 + b1\,x2 \ldots b0 \ldots b1\,xn.$$

Brand Loyalty= f (Sensory, Affective, Intellectual, Behavioral).

Brand Loyalty *(Y) = .241 + .304 (SE) + .251 (AE) + .123 (IE) + .213 (BE) + e*

Accordingly, the Sensory experience on brands results p= 0.000, Affective experience on brands gained p= 0.000, Intellectual experience on Brands gained p= 0.008 and Behavioral Experience on brands showed p = 0.000. Comparatively the mentioned four results are more than 0.050 which indicate the collective influence of brand loyalty.

e) ANOVA analysis

To monitor the whether Consumers' gender moderates the relationship between Brand Experience and Consumer Brand Loyalty, research hypothesis was formulated that there is a significant due to consumer's gender on the brand experience and brand loyalty parallel to which a null hypothesis was formulated that stated the opposite of the hypotheses.

Consumers' gender moderates the relationship between Brand Experience and Consumer Brand Loyalty. The p value (denoted by "*Sig.*") is .000 in both Anova tables. Because of P value is lower than significant value of 0.05 there for, Consumers' gender moderates the relationship between Brand Experience and Consumer Brand Loyalty.

There is a relationship between brand experience and consumer brand loyalty	Positively Accepted
Sensory brand experience has an influence on a consumer brand loyalty	Positively Accepted
Affective brand experience has an influence on consumer brand loyalty	Positively Accepted
Intellectual experience has an influence on consumer brand loyalty	Positively Accepted
Behavioral experience has an influence on consumer brand loyalty	Positively Accepted
Consumers gender moderates the relationship between brand experience and consumer brand loyalty	Accepted



Figure 2

f) Word Cloud

Based on the qualitative results the word cloud depicts the participants' opinions with relating to the selecting brands of their choice. The size of the words included in the Figure explain the frequency of the worlds utilized to shows the experiences of the consumers. Besides the size, thickness and colors of the words represent the words according to the majority. Hence the 'High Quality' can be identify as a main significance factor for customer to remain with the brand and creating long term relationships.

VII. Conclusion

This study provides empirical evidence on the relationship among consumer brand experience and brand loyalty in Sri Lankan fashion retail industry. This study also attempt to determine the moderating role of gender on the relationship that consumer brand experience and brand loyalty. To achieve the above mentioned research objectives, the study proposed six hypotheses and empirically examined them. Findings of the study suggest a significant impact of consumer brand experience on brand loyalty. The study also confirmed that gender acts as a moderator in the relationship that consumer brand experience and brand loyalty in fashion retail industry.

Nevertheless, the study has some limitations which give important directions for future research. First, the study considered that sample size of the study which comparatively small with the other related literature studies. Further the sample only focus on the urban area of Colombo which is one of main city. Even sample of 266 participant was not sufficient to reach every area of Colombo City. Furthermore the study utilized the convenient sampling technique to gather relevant data pertaining only the most reachable participants. Researchers considered the mentioned method was appropriated for the study due to the time limitation. However in order to develop more generalizable research study Random sampling would be more applicable in collecting the data. The study

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contains only five fashion brands in the Sri Lankan market to understand the customer perception on the research problem. The brands were examined through cross sectional study where the effect on brand experience and brand loyalty was analyzed within short time period. It will be appropriate to consider more brands to gain deeper understanding on customers' behavior towards brand.

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Global Journal of Management and Business Research: E Marketing
Volume 18 Issue 7 Version 1.0 Year 2018
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Halal Food Awareness of Young Adult Muslim Consumer's: Comparative Study between Bangladesh and Philippines

By Abdur Rakib Nayeem
Times University Bangladesh

Abstract- Every religion represents a symbolic meaning to food and drinks by having rules to regulate their consumption. This is why certain religions forbid and restrict the consumption of certain food completely or at certain time. Like Islam, there are two terms that denote Islamic prohibitions and restrictions on food, which are 'Haram' means unlawful or prohibited and 'Halal' means lawful or permitted. In Bangladesh Muslims comprise 90.4% of the POPULATION and peoples are used to take Halal foods because they know about the benefits of Halal foods especially young Bangladeshi compare to the non-Muslim. However, Philippine Muslims only comprise of 14% from the population, which those are practicing Islam, most of the people of Philippines are Christians. Despite of cultural barrier, Muslims in Philippines have the potential to maximize their contribution if only the uniqueness that they have could be seriously utilized about the benifits of having halal foods.

Keywords: *islamic, halal foods, young generation, religious, bangladesh, philippines.*

GJMBR-E Classification: *JEL Code: D11*



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Halal Food Awareness of Young Adult Muslim Consumer's: Comparative Study between Bangladesh and Philippines

Abdur Rakib Nayeem

Abstract- **Every religion represents a symbolic meaning to food and drinks by having rules to regulate their consumption. This is why certain religions forbid and restrict the consumption of certain food completely or at certain time. Like Islam, there are two terms that denote Islamic prohibitions and restrictions on food, which are 'Haram' means unlawful or prohibited and 'Halal' means lawful or permitted. In Bangladesh Muslims comprise 90.4% of the POPULATION and peoples are used to take Halal foods because they know about the benefits of Halal foods especially young Bangladeshi compare to the non-Muslim. However, Philippine Muslims only comprise of 14% from the population, which those are practicing Islam, most of the people of Philippines are Christians. Despite of cultural barrier, Muslims in Philippines have the potential to maximize their contribution if only the uniqueness that they have could be seriously utilized about the benifits of having halal foods.**

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I. Introduction

Every major religion represents a symbolic meaning to food and drinks by having rules to regulate their consumption, and sometimes include religious rituals. This is the reason why certain religions forbid and restrict the consumption of certain food completely, or at certain specific time (Aliman and Othman, 2007). In Islam, there are two terms that denote Islamic prohibitions and restrictions on food, which are 'Haram' which means unlawful or prohibited and 'Halal' which means lawful or permitted. The word 'Halal' is derived from the word 'Halla' which the meaning is lawful, legal, legitimate and permitted for Muslims .In reality, Halal is one of the crucial aspect of spiritual needs for the Muslim consumers which plays a vital role in their life by guiding them to purchase and consume the Halal product (Alserhan, 2010).

Islam is the largest religion of Bangladesh as it is known as a Muslim country. Muslims comprise 90.4% of the population, followed by Hindus, who constitute 8.2%, and Buddhists, Christians, those who practice others religions and those who do not are the remainders.[1]. Usually Bangladesh peoples are used to take Halal foods because they know the rules of Islam and grown up with the Islamic teachings. They are more aware about the benefits of halal foods compare to the non-Muslim countries. Besides, the Bangladesh people including young people are conscious about the Halal foods.

On the other hand, the total population in Philippines was last recorded at 97.4 million people in 2013. However, Philippine Muslims people only comprise of 14% from the population, which those are practicing Islam. Because Philippines are a non Muslim country, most of the people of Philippines are Christians and it is almost 86.5%.[2] . So the Muslims population in Philippines constitutes as the minority. Despite of cultural barrier, Muslims in Philippines have the potential to maximize their contribution if only the uniqueness that they have could be seriously utilized. Numerous approaches had been done and programs had been designed. In the Philippines, the Halal Standard had been designed for the advantage of all. However, along the way there were hurdles have had encountered that caused the realization of Halal declined.

II. Research Background

The purpose of the study is to investigate the awareness and perception of young Muslims consumer in Bangladesh and Philippine in relation to the Halal foods. Consumer perception and behavior towards halal food consumption in this both country is vital because it takes a serious role in monitoring and checking the halal food and products. Nowadays, Muslim consumers as well as other non-Muslim consumers demand healthy and good quality food. For Muslims, it must conform to the Shariah requirements. Therefore, it is worthwhile for companies and industries to take a closer look at consumer intention to offer good quality halal products and that can be used to predict and satisfy customers and company objectives. In addition with the diiference culture, where Bangladesh is major Muslims country and Philippines is minority Muslims country, perhaps the marketer need to take consideration in offering of their products.

Author: Lecturer, Times University Bangladesh, Faridpur, 7800, Bangladesh. e-mail: rakib.iium@gmail.com

[1] Data.worldbank.org/country/bangladesh

[2] www.tradingeconomics.com/philippines/population

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III. Problem Statement

It is statistically proven that demand for Halal products and services are increasing and the development of Halal food marketing is rapidly expanding in the global market. World Halal food industry had increase from US$635 billion in 2009 to US$765 billion in 2013. In 2014, Muslim population in the world is estimated to be 2.04 billion people. It has been estimated that 70 percent of Muslim engaged in Halal Food consumption (Halal Journal, 2012).

However, a fundamental challenge to spread the Halal foods benefit through the young people in the world although all of them are not Muslim. As for the Muslims country would not be that much hurdles and difficulties, however the one from the minority Muslims country need more attention. Therefore in such situations, this study sought to examine the awareness of two country which is from the major Muslims country and minority Muslims country namely, Bangladesh and Philippines. This will probably be helpful in providing improved facts and information particularly in the Islamic Marketing research area.

IV. Objective of the Study

The objective of this study is to know the level of awareness of using halal foods to the young peoples. The study also extends to measure the various impacts of issues, which is directly involved for using halal foods. To investigate the factors that influenced the level of halal foods awareness of the young Muslims consumer. To study the awareness level of Muslim consumers in Bangladesh and Philippine. To investigate the differences of halal awareness level between Bangladesh and Philippines young Muslims consumer.

V. Significance of the Study

The primary drive for choosing this research topic is to fill the gap in the research field relating to Halal foods awareness to the young Muslims consumers of Bangladesh and Philippine. In addition, this study focused on Bangladesh and Philippine youths who are from 18 to 30. Past research, which had been done, focused on the Malaysian consumers in general or those targeted on specific geographic regions. This can be seen from a study conducted by Shaari and Shahira (2010), which focus on respondents from geographical area of Kota Samarahan. In the study, it shows that religiosity, halal awareness and halal certification have an impact on the Muslim consumer purchase intention. On the other hand, study made by Salman and Siddiqui (2011) also shows that self-identity is one of the dimensions, which affect the Halal food consumption.

Moreover, the previous research theme measures the perceptions, behaviors and importance of halal logo and so on. Not many research focus on young people about awareness of Halal foods in Bangladesh and Philippine and how the youngsters are aware of the Halal products. These are the major significance of the study.

V. Literature Review

The proposed model is designed with the awareness on halal food as the dependent variable with four dimensions of independent variables, which are: religious belief, religious commitment, attitude, and halal logo certification. Religious belief and religious commitment play roles as it was found to provide an improved explanation of unprocessed food choices and shopping styles (Mizerski & Muhammad, 2010).

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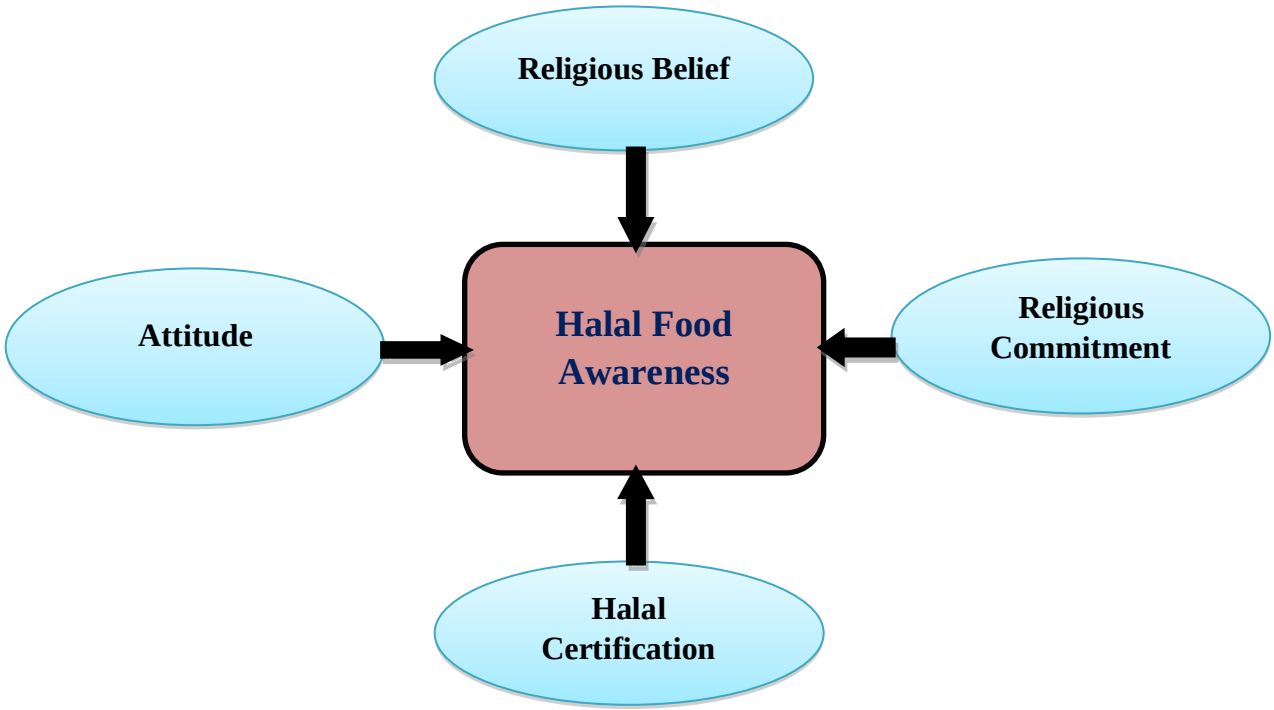


Figure 1: Research Framework

Whereas is attitude is an independent variabls which is categorized by religious' based evaluation on the awareness on variable which is also characterized by religious' based evaluation on the awareness on consuming and choosing halal food for Muslims. In addition, equally important is the fourth independent variable, halal logo certification that also contributes to the awareness on halal food among the young teenagers. The following discussion provides an overview of variables.

H1: Halal Awareness

The term "awareness" means the knowledge or understanding of particular subject or situation. However, the terms "awareness' in the context of halal literally means having a special interest in or experience of something and/or being well well-versed of what is happening at the present time on halal foods, drinks and products (Bakar & Ambali, 2012). Subjectively speaking, awareness is one concept where a person may be partially aware, subconsciously aware or may be acute aware of an issues relating to halal aspect of what is permitted by Allah (Nizam, 2006). Therefore, awareness is something that is a basic part of human existence. So, awareness in the context of halal can be referred as the informing process to increasing the levels of consciousness toward what is permitted for Muslims to eat, drink and use (Bakar & Ambali, 2012) .

H2: Religious Belief

Religion is a system of beliefs and practices that commands individual response and interpretations regarding what are supernatural and sacred those are tangled with rational elements, which requires the basis of knowledge that control and justify people attitudes and behavior (Mukhtar & Butt, 2012). Literature had suggest that religion has the powerful impact on ones consumption especially Muslim consumption behavior. According to Salman and Siddiqui (2011), religion is the guidelines for not only Muslim consumers but also the behavior of non-Muslims consumers; in fact religious impact is greater on the Asian consumer as compared to British counterparts. Thus we can say that the ones belief on religion has impact on an internal influence on the lives of individuals. In addition it is also had be found as one of the important determinant that affect the consumer behavior (Mokhlis, 2009). Besides, according to the research of Alam, Mohd, & Hisham (2011), Islam is the religion that had great influenced on the purchase decision of Muslim consumers. Therefore, religious commitment plays as the most important role in Muslims' lifestyle. Which can affect the purchase intention, perception and consumption behavior of the Muslim consumers amongst Malaysians?

H3: Religious Commitment

The most universal and prominent societies that can strongly influence on one's behavior, decision, values and attitudes is the society that hold to religion and that is why religious commitment is an important and cultural factor. Based on the previous studies, Mizerski and Muhammad (2010) found that the consumers' commitment in performing religious

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activities, rather than their beliefs in religious doctrines, have an effect in their responses in regards to their behaviors in the marketplace. The way to measure for religious commitment would be a single item measure. Basically, consumers who rated themselves as being more religious followers tended to report being more offended by the advertising of "controversial" products such as liquor among Muslim consumers (Fam et al., 2004). In order words, we could say that, religious commitment is the degree of ones being religious.

H4: Attitude

All cultures have different value system that shape people's norms and standards on halal food awareness among young group. These norms influence people's attitude accordingly. We have chosen Bangladesh and Philippines as it has wide opposite elements on both countries. The Philippines country with total population of 74,480,848 has significantly increased the Muslim population to 10,427,319 equivalent of 14% compared to past years according to Islamic web. com. Whereas, in a late survey 2010[3], Bangladesh is known with Muslim majority consist of 90.4% Muslim population. Surprisingly, Dr. Khan (2013) mentioned that in Muslim Pakistani/Bangladeshi young generation, 50% under age of 25 years old doesn't favor cold meats palate due to generation changing[4]. Whereas in the Philippines, most of consumers have the attitude towards halal food is always with religious point of view.

H5: Halal Certification

Currently, the global Halal market specifically for food has gained its attention from the trade merchant world. In the Philippines, non-Muslims also tend to prefer foodstuffs stamped with the Halal logo for health reasons (Golnaz, R., *Zainalabidin, M., Mad Nasir, S. and Eddie Chiew, F.C., 2010)[5]. According to Muhammad (2007)[6], as he quoted,

"The public relations office of Victoria Foods Corporation – one of the many firms with Halal certification –claimed that an increasing number of Filipinos are becoming health-conscious. Filipinos are now looking for Halal products, which they believe to be safe, healthy and good to be consumed".

The Halal food chain is therefore adapting to newly emerging consumer interests like food safety, animal welfare and convenience in cooking and eating (Bonne and Verbeke, 2006).[7] Also, the Halal Research Council (2014), mentioned that the Trade Commissioner of Malaysia External Trade Development Corp., Mr. Ahmad quoted, "he believed that the Philippines have a competitive advantage in cosmetics, food supplements, and food seasoning ingredients. There are a lot of potentials (for these products). Just by having a small halal seal will bring big difference to your products being exported abroad," he said.[8] Conversely, as the most populous religion in Bangladesh is Islam, both non-Muslims and Muslims are aware of halal logo or certification.

VI. Methodology

The general purpose of the study is to identify the halal Awareness of the young teenagers in two country namely Bangladesh and Philippines toward halal food. The design of this research is survey research that uses four variables. This study is a quantitative study and Cooper and Emory (1995) stated that the explanative study used to test the hypothesis and also explain the relationship and the underlying influence of these variables. This research used questionnaires as the methods for data collection. Basically, questionnaire is being use to measure the variables of interest. Several questions have been adapted and modified by previous study to search the answer for respondents' background and understanding of halal concepts in Malaysia. The questionnaire contains six main sections: 1) demographic 2) religious belief 3) Religious Commitment 4) Awareness 5) Halal certification 6) Attitude. A total 71 respondents were randomly selected from the Bangladesh and Philippines young teenager. Survey questionnaires were distributed online to the respondents and the questionnaires are filled up by online through Google document form. This research is meant for a mini research and thus, the range of sample size should be from 60–150 so that it will not be too small size nor too big and also the best sample size which can give the recommendable findings and can help to get the clear analysis. The sample size of this research is chosen to be 71 respondents. Those respondents are chosen from young adult o from Bangladesh and Philippines. The age ranges of the respondents are from 18 and above, which includes both male and female.

[3] Bangladesh - The Future of the Global Muslim Population Pew Forum. Miller, Tracy, ed. (October 2009), *Mapping the Global Muslim Population: A Report on the Size and Distribution of the World's Muslim Population* (PDF),Pew Research Center, retrieved 2009-10-08[dead link]"2001 Bangladesh Census" (PDF). Bangladesh Census. Retrieved 2001.

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[5] http://thehalalfood.info/upload/market/MY_nonMuslim.pdf

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[8] January 28, 2014, retrieved from: http://halalrc.blogspot.com/2014_01_01_archive.html

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VI. Data Measurement Scale (Nominal, Ordinal or Likert Scale)

The questionnaire used the five-point Likert scale of 1 to 5 (1 representing strongly agree and 5 strongly not agree) to measure the consumers awareness of halal food. Based on the understandings from previous studies, questionnaire was adapted for the religiousity and halal certification (zainal et al; 2008). Besides, the halal awareness and attitude the questionnaire was also adapted from previous studies to collect information. In addition, consumers' demographic and social-economic backgrounds were also collected.

VII. Analyzing Procedure

SPSS analysis was used to run the raw data in order to proceed with data analysis. Both descriptive and factor analysis was used to analyzed the information collected from the questionnaire. Descriptive analysis was used to analyzed respondents' demographic and social-economic, however the factor analysis is being used as a statistical technique which the objective to indicate the underlying factors that might have impact on consumer awarenes on halal food. In addition, reliability analysis and Annova (degree of relationship) analysis also was done for this research in order to proceed with data analysis. As for the analysis of the comparison study, the T-test had been done.

VIII. Hypothesis Development

Different hypothesis has been developed after going through past studies and the data collection stage. The different hypotheses are religious belief, religious commitment, halal certification, and attitude. H1: There is a positive relationship between religious belief and halal awareness of young Muslim consumers in consuming halal food. H2: There is a positive relationship between religious commitment and halal awareness of young Muslim consumers in consuming halal food. H3: There is a positive relationship between , halal certification and halal awareness of young Muslim consumers in consuming halal food. H4: There is a positive relationship between attitude and halal awareness of young Muslim consumers in consuming halal food. H5: There is differences between young Muslims consumer in Bangladesh and Philippines on the Halal food awareness.

IX. Analysis and Results

The result of this study showed that out of 71 respondents there were 44 male respondents and 27 females. Among the respondents up to from 24-26 years old were 40.8% followed by 27 and above years old were 29.6%. The respondents are commonly single with 59.2% and only 38% is married. Among the respondents are from Philippines and Bangladesh. For Philippines there were 32 respondents and 39 respondents from Bangladesh.

Table 1: Table Demographic

Items	Frequency	Percentage
AGE:		
18-20(years)	12	16.9%
21-23(years)	9	12.7%
24-26(years)	29	40.8%
27 and above	21	29.6%
GENDER:		
Male	44	62%
Female	27	38%
MARITAL SATTUS:		
Single	42	59.2%
Married	27	38%
Others	2	2.8%
COUNTRY:		
Philippines	32	45.1%
Bangladesh	39	54.9%

a) Reliability Analysis

By applying IBM SPSS 20.0 version, this kind of analysis can help the researchers to the internal consistency of the data for analysis. The most common type of statistics is the reliability analysis which is called Cronbach's coefficient alpha. From the table 2 belowshowed the Cronbach's Alpha according to our independent variables, we have done one by one in order to get the accurate figure of the Cronbach's Alpha.The Reliability Statistics as shown below table 2 are on standardized items from.719 to .718 accordingly, which simply means that our measuring on each independent variable is very reliable.

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Table 2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.719	.860	19
.786	.786	4
.729	.725	3
.718	.734	3

b) Factor Analysis

To assess the dimensionality of the"Halal Food Consciousness Among Young Adult: Comparative Study among Bangladesh and Philippines'. Factor analysis wereperformed using the principal factor/ component(PF) method, followed by the varimax rotation.Table 3 shows the results of the factor analysis testfor the variables. The Kaiser –Meyer-Olkin (KMO)value which is a measure of sampling adequacy.

The results of the Bartletts Test of Sphericity were also significant, which indicatesthat the factor analysis processes were correct andsuitable for testing multidimensionality. Fifteen items of these questionnaires werefactor analyzed using principal component extraction with an orthogonal (Varimax) rotation according to each variable. The number of factors wereunconstrained. For thesake of convergent validity, 0.5 was used as afactor loading cut-off point. Inour case we rotated two times to get the significantvariables under four factors and these are Religious Belief, Religious Commitment, Attitude which divided into Environment and Halal and lastly is Logo. We have done the factor analysis two times on each variables in order to get the accurate measurement for extraction method, principal component analysis From the Table 3, ithas revealed that Kaiser-Meyer-Olkin (KMO)Measures of sampling Adequacy in our study is according to each variable as mentioned-above are these: Religious Belief, the KMO & Bartlett's Test is 0.479, as for Religious Commitment is 0.811, Attitude 0.563 and followed by Logo is 0.515. This is somehow could say a good result as it exceeds 0.5 Bartlett'sTest of Sphericity is 0.000suggesting that the factoranalysis had proceeded correctly and that samples were adequate execpt for religious belief which is below 0.5.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811*
Bartlett's Test of Sphericity	Approx. Chi-Square	110.616
	Df	6
	Sig.	.000

**Sample for FACRELCOMITMENT (religious commitment)*

c) Degree of Relationship

The proposed model (Table 4) consists of one exogenous variable (Awareness) and four endogenous variables(religious belief, religious commitment, attitude "environment and halal" and logo). In our research, the over all value is .964. This R Square value is very important because it reveals how well the striaght-line model fits the scatter of points. Since our R Square is quite high, the better is the stright-line's fit to the points.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964[a]	.930	.925	.77482206
a Predictors 1, REGR factor score 1 for analysis 1, REG R factor score 1 for analysis 1, REGR factor score 1 for analysis 1, REGR factor score for analysis 1				

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Table 5: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.098	5	13.020	170.301	.000[a]
	Residual	4.893	64	.076		
	Total	69.991	69			

a. Predictors: (Constant), REGR factor score 1 for analysis, REGR factor score 1 for analysis 1, REGR factor score 1 for analysis 1, REGR factor score for analysis 1
b. Dependent Variable: REGR factor 1 for analysis 1

To express as percentage, this means that 65.09% of model explains the halal awareness among young adult between Philippines and Bangladesh. However, to understand more about statistical significance of this result, it is very necessary to look at the ANOVA Table 5. Next, the SPSS provides an Analysis of Variance (ANOVA) section; with this information, it is necessary to understand that regression is related to analysis of variance. This tests the null hypothesis that multiple R in the population equals 0. The model in this mini thesis research reaches statistical significance (sig. = .000; this really means $p<.0005$, meaning that there is at least one significant difference. In the SPSS coefficients table 6, look at the Sig. Level for the t value for the constant. Because the determination of the significance of the intercept and the slope are so vital to vicariate regression analysis, we simply computed the values because the two values must be tested for statistical significance. From the result of the table 6 labeled as Coefficients, this is where the slope and intercept t test results are seen. Since our tests have significance levels of 0.000 which is Logo and the rest are above the 0.000, which are above our standard significance level cutoff of .05, so our computed (alpha) and (beta). The other value given is the VIF (Variance Inflation Factor), which is just the inverse of the tolerance value (1 divided by tolerance). VIF values above 10 would be a concern here, indicating multicolinearity. In our mini thesis research, the tolerance value of independent variables is from 2.363 to 1.359 which is not less than .10. Therefore, we can say that we didn't violate the assumption of multicollinearity. Furthermore, it support the VIF are also less than 10. The next thing we want to know is which of the variables included in the model contributed to the prediction of the dependent variable.

Subsequently, there is one negative sign which is halal under attitude -0.12 in the data analysis found, the largest beta coefficient in the table is .862, which is for logo. This simply means that this variable makes the significant or unique contribution to explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. The other beta values for religious belief and religious commitment and attitude (Halal) of Halal awareness are accordingly, 0.57, 0.127 and 0.57 these made less of a contribution. From the coefficient matrix table we can generate the calculation of probability of halal awareness among young adult(Y) = a + b1x1 (religiosity belief) + b2 x2(religiosity commitment) + b3 x3 (halal) b4 x4 (logo).

d) Test of Hypothesis

H1. Religious belief is positively related to the halal awareness among young adult. According to the table 6, the factor H1 independent variable in standardized coefficient is .057, meaning not supported and it's insignificant as it has the third highest .256. The H2 which is the religious commitment based on awareness towards Halal products will positively influence the Filipinos and Bangladeshi on halal products, it supported and has significant of awareness among young adult in halal product so as the H4, Halal logo s will positively aware of Halal products and has the highest standardized coefficient beta of .862.

Furthermore, for the significance test of each variable, from the Table 6, we have checked the value in the column marked sig. This tells whether the variable is making a statistically significant unique contribution to the equation or not. According to the research, P value of Religiosity belief is .256 means $P>0.05$. Thus, the religiosity belief is merely precluded which means that awareness in halal product among young adult in comparison of Philippines and Bangladesh doesn't have significant relationship with awareness. The P value of religiosity commitment, is .016 means $P<0.05$. Thus, it is strongly rejected which means that the awareness of Philippines and Bangladesh have a significant relationship with awareness on halal product. The P value of environment under attitude, the third variable (H3), is 0.00 means $P<0.05$. Thus H3 is also rejected which means that truthfulness appeal in the advertising message does have a significant relationship with effectiveness of purchase intention.

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e) T-Test Hypothesis

Table 7: Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
REGR factor score 1 for analysis 1	Phillippines	32	.0739692	.89253988	.15778025
	Bangladesh	39	-.0606927	1.08804270	.17422627
REGR factor score 1 for analysis 2	Phillippines	32	.1617414	.96430734	.17046706
	Bangladesh	39	-.1327109	1.02147273	.16356654
REGR factor score 1 for analysis 1	Phillippines	32	-.0927063	.78833269	.13935885
	Bangladesh	39	.0760667	1.14975737	.18410852
REGR factor score 1 for analysis 1	Phillippines	31	.0990231	.76933552	.13817674
	Bangladesh	39	-.0787107	1.15505859	.18495740

To test whether a true difference exists between the 2 countries Philippines and Bangladesh, we tested the null hypothesis which is equal to zero. If the null hypothesis was true, then 95% of the differences would fall within +1.96 to -1.96 standard errors of zero.

Table 8: Sample Independent t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
REGR factor score 1 for analysis 1	Equal variances assumed	.106	.746	.562	69	.576	.13466194	.23969298	-.34351247	.61283635
	Equal variances not assumed			.573	69.000	.569	.13466194	.23505191	-.33425385	.60357773
REGR factor score 1 for analysis 2	Equal variances assumed	.612	.437	1.239	69	.219	.29445224	.23761099	-.17956871	.76847319
	Equal variances not assumed			1.246	67.608	.217	.29445224	.23624782	-.17702245	.76592692
REGR factor score 1 for analysis 1	Equal variances assumed	1.923	.170	-.705	69	.483	-.16877309	.23937986	-.64632284	.30877666
	Equal variances not assumed			-.731	67.041	.467	-.16877309	.23090439	-.62965495	.29210877
REGR factor score 1 for analysis 1	Equal variances assumed	6.897	.011	.736	68	.464	.17773381	.24142493	-.30402214	.65948977
	Equal variances not assumed			.770	66.153	.444	.17773381	.23087237	-.28319790	.63866553

The annotated output from our table 8, we have done one by one on each variable. The first table reveals that the mean of the 32 Philippines is .073 and the mean for the 39 Bangladesh is -.060.

The SPSS computes the results two different ways. One is identified as so called "equal variance assumed", and the other one is the "equal variances not assumed." In our case, our output, the F value is identified from .106 to 6.897 with a Sig. (probability) of .746, the least is .011. The probability reported here is the probability that the variance line on the output. If the probability associated with the F value is small, say 0.05 or less, and then the variances null hypothesis is not supported. Using the equal variance estimate information, we computed t value is .562 from the first independent variable religious belief, and the associated probability of support for the null hypothesis of no difference between Philippines' awareness and Bangladesh' awareness towards halal product among young adults. And same goes to the rest independent variables. In other words, Philippines and Bangladesh from young adults are aware of halal products based on the knowledge we have done the hypothesis.

X. Conclusion

Universities students are very conscious about Halal purchase intention. Therefore, the 3 variables (religiosity, self-identity and halal certificate) are affected to its dependent variable.

Firms/organizations must comply with the Islamic point of view. Muslim population 1.8 Billion with majority is adult age. Therefore, Halal products must be labeled accordingly as it may affect the purchase intention of each individual especially new generation. For further information, future researchers may continue to evaluate this study whether the universities students in Malaysia are aware of Islamic products that are offered widely around the globe by penetrating marketing strategies in some part of the world like in Arab Golf or Europe or in West. Thus, the marketing approach requires managers of any industry related to Halal to perform their work efficiently by being honest, well informed with customers

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about the product and being alert to how their services can meet customers' needs. Importantly, corporate image describes the picture an organization presents to the public.

Nowadays, young generations can check further information about certain product whether it is genuine or not. Furthermore, the students are smart enough to differentiate the product and service via internet, the widely common users everywhere in the world.

XI. Further Research Scope

Further research should be considered to gather more information regarding the service quality and customers' satisfaction dimensions in context of the local and international students in Malaysia. Also, the limitation of this study was the difficulty in approaching wide variety of universities across Malaysia. This is due to time limitation and cost. For further research, the researchers need to increase the number of respondents involved in the research study to get enough result and the analysis will be as accurate as possible.

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The IFOARS institution is entitled to form a Board comprised of one Chairperson and three to five board members preferably from different streams. The Board will be recognized as "Institutional Board of Open Association of Research Society"-(IBOARS).

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The IBOARS can initially review research papers of their institute and recommend them to publish with respective journal of Global Journals. It can also review the papers of other institutions after obtaining our consent. The second review will be done by peer reviewer of Global Journals Incorporation (USA) The Board is at liberty to appoint a peer reviewer with the approval of chairperson after consulting us.

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We shall provide you intimation regarding launching of e-version of journal of your stream time to time. This may be utilized in your library for the enrichment of knowledge of your students as well as it can also be helpful for the concerned faculty members.



After nomination of your institution as "Institutional Fellow" and constantly functioning successfully for one year, we can consider giving recognition to your institute to function as Regional/Zonal office on our behalf.
The board can also take up the additional allied activities for betterment after our consultation.

The following entitlements are applicable to individual Fellows:



Open Association of Research Society, U.S.A (OARS) By-laws states that an individual Fellow may use the designations as applicable, or the corresponding initials. The Credentials of individual Fellow and Associate designations signify that the individual has gained knowledge of the fundamental concepts. One is magnanimous and proficient in an expertise course covering the professional code of conduct, and follows recognized standards of practice.

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We shall provide print version of 12 issues of any three journals [as per your requirement] out of our 38 journals worth $ 2376 USD.

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- • This individual has learned the basic methods of applying those concepts and techniques to common challenging situations. This individual has further demonstrated an in–depth understanding of the application of suitable techniques to a particular area of research practice.

Note :

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- In future, if the board feels the necessity to change any board member, the same can be done with the consent of the chairperson along with anyone board member without our approval.
- In case, the chairperson needs to be replaced then consent of 2/3rd board members are required and they are also required to jointly pass the resolution copy of which should be sent to us. In such case, it will be compulsory to obtain our approval before replacement.
- In case of "Difference of Opinion [if any]" among the Board members, our decision will be final and binding to everyone.

"

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Acknowledgments

Contributors to the research other than authors credited should be mentioned in Acknowledgments. The source of funding for the research can be included. Suppliers of resources may be mentioned along with their addresses.

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Manuscript Style Instruction (Optional)

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- Font type of all text should be Swis721 Lt BT.
- Page size: 8.27" x 11'", left margin: 0.65, right margin: 0.65, bottom margin: 0.75.
- Paper title should be in one column of font size 24.
- Author name in font size of 11 in one column.
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- Main text: font size 10 with two justified columns.
- Two columns with equal column width of 3.38 and spacing of 0.2.
- First character must be three lines drop-capped.
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- Line spacing of 1 pt.
- Large images must be in one column.
- The names of first main headings (Heading 1) must be in Roman font, capital letters, and font size of 10.
- The names of second main headings (Heading 2) must not include numbers and must be in italics with a font size of 10.

Structure and Format of Manuscript

The recommended size of an original research paper is under 15,000 words and review papers under 7,000 words. Research articles should be less than 10,000 words. Research papers are usually longer than review papers. Review papers are reports of significant research (typically less than 7,000 words, including tables, figures, and references)

A research paper must include:

a) A title which should be relevant to the theme of the paper.
b) A summary, known as an abstract (less than 150 words), containing the major results and conclusions.
c) Up to 10 keywords that precisely identify the paper's subject, purpose, and focus.
d) An introduction, giving fundamental background objectives.
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f) Results which should be presented concisely by well-designed tables and figures.
g) Suitable statistical data should also be given.
h) All data must have been gathered with attention to numerical detail in the planning stage.

Design has been recognized to be essential to experiments for a considerable time, and the editor has decided that any paper that appears not to have adequate numerical treatments of the data will be returned unrefereed.

i) Discussion should cover implications and consequences and not just recapitulate the results; conclusions should also be summarized.
j) There should be brief acknowledgments.
k) There ought to be references in the conventional format. Global Journals recommends APA format.

Authors should carefully consider the preparation of papers to ensure that they communicate effectively. Papers are much more likely to be accepted if they are carefully designed and laid out, contain few or no errors, are summarizing, and follow instructions. They will also be published with much fewer delays than those that require much technical and editorial correction.

The Editorial Board reserves the right to make literary corrections and suggestions to improve brevity.



Format Structure

It is necessary that authors take care in submitting a manuscript that is written in simple language and adheres to published guidelines.

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The title page must carry an informative title that reflects the content, a running title (less than 45 characters together with spaces), names of the authors and co-authors, and the place(s) where the work was carried out.

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The abstract is the foundation of the research paper. It should be clear and concise and must contain the objective of the paper and inferences drawn. It is advised to not include big mathematical equations or complicated jargon.

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A major lynchpin of research work for the writing of research papers is the keyword search, which one will employ to find both library and internet resources. Up to eleven keywords or very brief phrases have to be given to help data retrieval, mining, and indexing.

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It may take the discovery of only one important paper to steer in the right keyword direction because, in most databases, the keywords under which a research paper is abstracted are listed with the paper.

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Authors are advised to submit any mathematical equation using either MathJax, KaTeX, or LaTeX, or in a very high-quality image.

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Tables: Tables should be cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g., Table 4, a self-explanatory caption, and be on a separate sheet. Authors must submit tables in an editable format and not as images. References to these tables (if any) must be mentioned accurately.

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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.

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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.

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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:

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- 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.



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- Use paragraphs to split each significant point (excluding the abstract).
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- Use present tense to report well-accepted matters.
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- 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.

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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:

- Single section and succinct.
- An outline of the job done is always written in past tense.
- Concentrate on shortening results—limit background information to a verdict or two.
- 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.

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

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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.
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- 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:

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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.

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Content:

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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

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ISSN 9755853

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