Proceedings of the 23rd XXIII International Congress on Public and Nonprofit Marketing

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Preface

It is with great joy and a profound sense of hope and optimism that we present the Proceedings of the 23rd International Congress on Public and Nonprofit Marketing. This year's congress is a testament to the dedication and innovative spirit of researchers and practitioners in the field, all committed to taking advantage of the power of marketing to create a positive societal impact.

The diverse array of contributions in this volume highlights the multifaceted nature of public and nonprofit marketing. From exploring strategic marketing value orientations to examining consumer behaviours and societal influences, the papers reflect a deep engagement with contemporary issues. Each study offers unique insights and practical implications, demonstrating the field's potential to drive meaningful changes in communities around the world.

The exploration of post-pandemic realities, the engagement of younger generations in prosocial behaviours, and the adaptation of marketing strategies to diverse cultural contexts are recurring themes in this year's proceedings. These topics underscore the dynamic and evolving nature of marketing practices, as well as their capacity to foster sustainable and ethical consumption.

The proceedings also address the critical intersection of digitalization and sustainability, showcasing how technological advancements can be leveraged to create more resilient communities. From smart city initiatives to digital communication strategies, these studies highlight the innovative approaches that can be employed to promote sustainability and enhance quality of life.

As we look toward the future, the insights and findings presented in these proceedings serve as an inspiration for hope. They remind us that through collaborative effort and innovative thinking, the field of public and nonprofit marketing can significantly contribute to a better and more equitable society.

We extend our heartfelt gratitude to all the contributors, reviewers, and organizers who have made this congress and its proceedings possible. May the knowledge shared within these pages inspire continued progress and positive change in the years to come.

With hope and anticipation for the future,

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Strategic Marketing Value Orientation for the Consumer and Society

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Keywords: Strategic marketing orientation; value for the consumer and society; innovation; ethics in marketing.

Introduction

Historical debates often highlighted trade-offs among economic, social, and environmental concerns; however, the increasing interdisciplinarity of these themes, including the incorporation of societal culture into sustainability discussions, signifies a paradigm shift (Scoones et al., 2020). The rise of social enterprises that blend profit motives with social objectives (Bandyopadhyay & Ray, 2020) underscores the need for a strategic marketing orientation that accommodates the interests of for-profit organizations.

Accordingly, this study aims to establish a new model of strategic marketing orientation, termed the strategic value orientation for the consumer and society. Specifically, it endeavors to (i) formulate the concept of Consumer-Society Value Orientation, (ii) elucidate its core principles and boundaries, and (iii) identify indicators of a company's strategic alignment with delivering concurrent value to consumers and society.

The theoretical justification for this study lies in its proposal of a novel strategic marketing orientation that enhances companies' societal engagement, as highlighted by Bandyopadhyay and Ray (2020). It aims to forge a new marketing vision grounded in contemporary social science theories, including corporate social responsibility (Purvis et al., 2019), value co-creation and service-dominant logic (Vargo & Lusch, 2004), social value in marketing (Sinkovics et al., 2014), and strategic customer value orientation (Oliveira & Roth, 2012). This involves developing a fresh concept, delineating its principles and boundaries, and showcasing its application within organizations and the broader market.

Practically, this study offers novel guidance for marketing strategies more attuned to current societal expectations, providing insights for both individual and social advancement. By adopting this innovative approach, professionals can enhance value for consumers, markets, and society at large, fostering heightened awareness and collective responsibility.

Theoretical background

Recent perceptions indicate that organizations have begun to focus their efforts not only on consumers but also on their societal impacts (Schaltegger et al., 2016; Uhlig et al., 2020), given that their customers are attentive to what the company does beyond the business environment (Fatma et al., 2018). Thus, the emergence of a new business strategy inspired by four theoretical perspectives: Corporate Social Responsibility (CSR), value co-creation (based on Service-Dominant Logic – S-D Logic), social value in marketing, and strategic marketing orientations.

Methods

We used an exploratory and qualitative research approach, conducting semi-structured interviews between May and June of 2023. These interviews grounded themselves in the theoretical frameworks that support this study, aiming to structure and highlight the new concept (Chaney et al., 2019). The target population included (i) managers and business owners (coded G1 to G17), (ii) employees (E1 to E5), (iii) consumers (C1 to C5), and (iv) other stakeholders (S1 to S5), reaching theoretical saturation after 32 interviews. We analyzed the data using coding, categorization, and content analysis techniques (Braun & Clarke, 2006).

Results

In general, all groups recognize a societal shift towards greater economic and social responsibility of companies, a hallmark of generational change. They view it as "a new look at the world in socio-environmental responsibility" (as stated by E1). Moreover, they stated that, given equal conditions, choosing a sustainable product becomes the consumer's first option, as "ESG will become the differentiator for companies at the time of choice" (as stated by G7).

The research data also allowed the CSVO definition, predicated on value propositions to both consumers and society that ensure a mutually beneficial relationship among stakeholders, fostering economic, social & environmental growth, and personal satisfaction. CSVO thus embodies a suite of business actions and strategies focused on delivering simultaneous value to the consumer and society, leveraging innovation to align profit with social value, and securing differentiation and a competitive edge. CSVO emerges as a multidimensional strategic marketing orientation aimed at attracting and retaining consumers through ethically and socio-environmentally conscious value propositions. Its goal is to provide consumers with a value-laden experience that inherently includes a societal purpose. This holistic approach not only marks it as a marketing-focused strategic orientation but also integrates various business functions, qualifying it as a management philosophy.

It was defined the concept as six proposals: (i) company purpose; (ii) business sustainability; (iii) company size; (iv) employee policies; (v) organizational culture, and (vi) perception of value by investors and consumers. The evidence of CSVO was identified in seven: (i) innovation in products and services; (ii) relationship with clients and consumers; (iii) integrated marketing communication; (iv) marketing ethics; (v) internal marketing; (vi) corporate social responsibility practices; and (vii) marketing activities.

Conclusions

This study broadens the literature on the significance of merging CSR practices with marketing strategies to achieve business success (Lučić, 2020). It surpasses known traditional models, such as market orientation or brand orientation, by introducing new insights. This study stands as the inaugural exploration into a strategic marketing orientation that melds individual and collective value, positioning companies as entities that transform reality without sacrificing profitability. CSVO research offers practical recommendations for immediate implementation to deliver simultaneous value to consumers and society. Companies might, for instance, opt for more sustainable suppliers, embrace net zero strategies, or support social causes that resonate with their target audience. Moreover, acknowledging generational disparities and their unique value perceptions can enhance communication and consumer segmentation, fostering loyalty among existing customers while attracting new ones, thus securing business continuity.

Despite aiming for comprehensiveness, the CSVO study was conducted in a country with vast territorial expanses, a significant population, and notable socio-environmental challenges. Diverse results might emerge in countries with varying economies, incomes, and cultural backgrounds due to the subjective nature of value propositions. The extensive scope of CSVO also opens up various avenues for future research. Longitudinal studies, for example, could provide deeper insights into consumer behavior changes following the implementation of sustainability-based marketing strategies. Finally, developing scales to assess CSVO implementation, grounded in the suggested theoretical framework, could help verify marketing strategy orientation elements and create a tool for measuring CSVO efficacy.

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Explorando la nueva normalidad turística: un análisis post-covid de percepciones, actitudes y comportamientos

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Palabras clave: Comportamiento turístico, sostenibilidad, investigación cualitativa, Covid19, saturación turística.

Introducción

El sector turístico lleva décadas siendo un importante motor económico en España. No obstante, Organismos internacionales del turismo como la Organización Mundial del Turismo (OMT) (2021) y el World Travel and Tourism Council (WTTC) (2020), indicaban que los efectos de la pandemia Covid-19 supondrían una serie de cambios en las actitudes y el comportamiento de los turistas en el futuro, para los que los destinos españoles deben estar preparados si quieren seguir siendo competitivos. Además, varios estudios del sector turístico del año 2020, ya mostraron cambios en las preferencias de destinos turísticos relacionados con la movilidad y medidas sanitarias (Bloom Consulting, 2020; Matiza, 2020; OECD, 2020). Se considera que una de las expectativas del sector turístico para los próximos años consiste en la adopción de comportamientos más sostenibles a la hora de viajar (Han, 2021; Kişla et al., 2023; Marques Santos et al., 2020; Miao et al., 2021; Wang et al., 2020).

Marco teórico

En general, el estudio del consumidor sostenible es un área de investigación relevante en la literatura de marketing (Demeter et al., 2023; Mondal & Samaddar, 2021; Sharma, 2021; Sheoran & Kumar, 2022) y un tema de creciente importancia en el sector turístico, debido a los múltiples efectos económicos, medioambientales y sociales que lleva asociada esta actividad económica (Budeanu, 2007; MacInnes et al., 2022). Sin embargo, todavía queda mucho por explorar en relación con los factores determinantes del comportamiento sostenible de los turistas ya que, como señala Tölkes

(2020), a pesar de las declaraciones sostenibles de muchos viajeros, las reservas de servicios turísticos sostenibles son todavía limitadas.

El presente estudio pretende avanzar en la comprensión de este fenómeno, analizando, una vez finalizado el covid, la percepción de saturación (crowding) de los destinos y los cambios en el comportamiento de los turistas en relación con la sostenibilidad. Adicionalmente, se analiza el caso de la ciudad de Valencia como destino turístico, con el fin de conocer cómo perciben los turistas la sostenibilidad y la saturación turística de dicho destino.

Metodología

Se ha llevado a cabo una investigación cualitativa, a través de la realización de seis dinámicas de grupo o focus groups. La muestra la componen un total de 44 turistas, de edades comprendidas entre los 21 y 42 años, de 14 nacionalidades diferentes.

La entrevista realizada en las dinámicas abordó los siguientes temas:

1. Cambio del comportamiento de los turistas después de la pandemia Covid-19.
2. Cambio de las exigencias hacia las empresas y los destinos turísticos.
3. Preocupación por los temas de sostenibilidad a lo largo de la pandemia.
4. Impacto (económico, social y medioambiental) del turismo en las ciudades tras la pandemia.
5. Sentimientos y percepción en un destino saturado antes de la pandemia Covid-19.
6. Sentimientos y percepción en un destino saturado después de la pandemia Covid-19.
7. Percepción de la ciudad de Valencia como destino turístico saturado y como destino sostenible.
8. Propuesta de medidas para aumentar la sostenibilidad y evitar las aglomeraciones en la ciudad de Valencia.

Para el análisis de contenido de los focus groups se ha utilizado el software NVIVO, en el que las dinámicas fueron transcritas y codificadas, pudiendo así identificar los temas más relevantes dentro de cada pregunta. Este software es uno de los más utilizados para analizar datos relacionados con investigaciones cualitativas y métodos mixtos (NVivo, 2024).

Resultados

En relación a los comportamiento y exigencias de los turistas después de la pandemia, los resultados muestran que, mientras que antes de la pandemia existía una preferencia por los destinos grandes y con mucha gente, en la actualidad se opta por destinos rurales, de naturaleza, en los que no se producen aglomeraciones y ofrecen una mayor tranquilidad y, sobretodo, seguridad al visitante.

Junto a la seguridad, aspecto más importante para el turista, se destacan como nuevos requisitos exigidos a la hora de viajar: las medidas de higiene y limpieza o evitar aglomeraciones. También son requisitos importantes la sostenibilidad, el precio y la disposición de canales online para consultas y reservas.

Respecto a la sostenibilidad, los resultados de las dinámicas han evidenciado una preocupación por esta temática, ya que ha influido en las necesidades de los turistas, obligando a los destinos a ser más sostenibles para ajustarse mejor a las nuevas necesidades existentes. No obstante, esta preocupación ha sido mucho mayor al principio de la pandemia ya que, una vez terminadas las restricciones, se ha retomado el turismo que existía con anterioridad a la pandemia.

La falta de prácticas turísticas durante la pandemia ha permitido ser más conscientes del impacto que el turismo tiene en el ámbito social, ambiental y económico. Este impacto se considera positivo en las dimensiones social y económica, pero negativo en la medioambiental.

En relación con la saturación turística, tanto antes como después de la pandemia, la mayoría de los participantes en las dinámicas han considerado las aglomeraciones como algo negativo que ha conducido a una mala experiencia, lo que evidencia un rechazo generalizado de las aglomeraciones ya desde antes del Covid-19.

La ciudad de Valencia, contexto del estudio, es percibida como un destino saturado, aunque las aglomeraciones no afecten a toda la ciudad sino a determinadas zonas y en momentos puntuales. En cuanto a la sostenibilidad, de forma general se considera que la ciudad está yendo por muy buen camino para lograrla, llevando a cabo muchas medidas en ese sentido y habiendo obtenido ya varios reconocimientos.

Conclusiones

El presente estudio permite concluir que ha habido numerosos cambios en las actitudes y comportamientos de los turistas tras el covid19, observándose que estos cambios han tenido lugar al principio de la pandemia, perdiendo importancia con el paso del tiempo.

En cuanto a la sostenibilidad, las empresas y administraciones públicas deben ser conscientes de su papel para lograr un turismo más sostenible, ofreciendo nuevas posibilidades y facilidades para que las personas puedan viajar de forma sostenible.

En relación al impacto del turismo en las ciudades, la planificación del destino se vuelve clave para gestionar estos impactos, pudiendo llegar a equilibrar los efectos del turismo, preocupándose por seguir concienciando a los turistas sobre el impacto medioambiental de su actividad y ofreciéndoles opciones medioambientalmente sostenibles en los destinos.

En cuanto al caso de Valencia, los participantes proponen una serie de ideas que podrían ayudar a aumentar esta sostenibilidad y evitar las aglomeraciones en la ciudad. Por tanto, se recomienda a las administraciones públicas de la ciudad tener en cuenta estas opciones y estudiar su viabilidad y aceptación para que Valencia llegue a ser una ciudad aún más sostenible.

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Exploring Post-Purchase Guilt: Empowering Gen Z and Millennials in China's Luxury Retail Market

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Keywords: Guilt, Gen Z, Millennials, Luxury,

Introduction

The landscape of international luxury brands has transformed significantly due to the rapid development of emerging markets, particularly China, and new trends in luxury consumption (Bai et al., 2018; Atkinson & Kang, 2022; Wang, 2022). Additionally, changes in ownership forms (Kumar, 2024) and broader demographic appeal beyond the upper class and older generations (Al-Issa et al., 2024; Ye & Kim, 2024) have contributed to this shift.

Luxury brands often implement cause-related marketing (CrM) to attract more customers, enhance consumer loyalty, and elevate brand image and perceived value. This strategy exploits consumers' perceptions of altruism and philanthropy (Silva et al., 2020). CrM is effective in the luxury sector as consumer values influence attitudes towards sustainable luxury brands (Aggawal et al., 2024), and it encourages materialists to act prosocially (Kim et al., 2022b). However, CrM in luxury has generated skepticism among young generations due to the perceived paradox between luxury and fairness (Thomas et al., 2024).

Despite CrM's effectiveness as a sales promotion tool (Ferraris et al., 2020; Schamp et al., 2024), there is limited research on its impact on purchase intention in the luxury retail industry, especially among younger generations in China. Emotional states, such as guilt, influence purchase intentions, with marketers using guilt to stimulate ethical consumption (Bagozzi et al., 2016; Silva & Martins, 2017; Escadas et al., 2019). The anticipated level of guilt can vary based on product labeling (Lyons et al., 2019), yet the influence of guilt in CrM campaigns in luxury retail remains underexplored, particularly for younger consumers.

This study aims to analyze the effectiveness of CrM campaigns in influencing the purchase intentions of Millennials and Gen Z in the Chinese luxury market and the relationship between CrM campaigns and guilt. Previous research highlights the importance of CrM in preventing post-purchase guilt, particularly financial guilt (Silva & Martins, 2017). Understanding these dynamics can provide valuable insights for luxury brands to engage younger generations effectively, aligning with contemporary trends (Ye & Kim, 2024).

Cause-Related Marketing in Luxury Brands and Post-Purchase Guilt

Cause-Related Marketing in Luxury Brands

Cause-related marketing (CrM) involves companies donating a portion of sales to non-profit organizations. This strategy not only boosts sales (Schamp et al., 2024) but also enhances consumer brand perception and engagement (Pereira et al., 2024). The effectiveness of CrM depends on factors like consumer-cause identification and brand-cause fit (Silva et al., 2020), as well as personality traits such as agreeableness and openness (Patel et al., 2024). Despite its benefits, luxury brands' use of CrM can generate skepticism among consumers who view the connection between luxury and altruism as paradoxical (Kim et al., 2022a; Thomas et al., 2024). Nevertheless, CrM can nudge materialistic consumers towards prosocial behavior (Kim et al., 2022b), enhancing perceived value and consumer engagement, particularly for emotional luxury brands (Pereira et al., 2024).

2.2 Post-Purchase Guilt

Guilt, rooted in personal values and societal norms, can be a state or a trait. As a state, it reflects a person's feeling of having violated moral standards; as a trait, it refers to a predisposition to experience guilt (Dedeoğlu and Kazançoğlu, 2010). Post-purchase guilt occurs when consumers feel they have violated ethical standards through their purchases (Silva et al., 2020). Individuals prone to guilt are likely to experience stronger feelings of guilt in such situations. Martins et al. (2024) identified five dimensions of consumer guilt proneness: health, extravagance, social influence, misevaluation, and ethics/sustainability guilt.

2.3 Conceptual model

The conceptual model includes the following hypotheses:
H1: Buying a luxury (and more expensive) brand fashion item generates higher levels of post-purchase guilt than buying a similar item from a non-luxury (much cheaper) brand.
H2: The inclusion of a cause-related marketing (CrM) campaign reduces the levels of post-purchase guilt associated with a purchase.
H3: The negative impact of CrM inclusion on post-purchase guilt is stronger for a luxury brand product than for a comparable product from a non-luxury brand (interaction effect).

Discussion and Findings

Literature indicates a negative correlation between post-purchase guilt and purchase intention (Escadas et al., 2019; Ki et al., 2017, Silva et al., 2020). Since luxury brands are associated with higher prices for functionally similar products, their purchase may induce more guilt. Identifying factors that reduce post-purchase guilt is crucial to mitigating its negative effects. This study, focusing on younger generations in the Chinese retail market, supports the hypothesis that purchasing luxury brand products generates more intense guilt than cheaper products. Consistent with previous research, CrM campaigns can mitigate guilt associated with purchases. Contrary to expectations, this mitigation effect was similar for both luxury and non-luxury brands, possibly because the product used (a phone case) was non-essential and the lower-priced case wasn't perceived as truly affordable.

These findings contribute to consumer behavior literature and provide insights for marketers targeting younger consumers in the Chinese luxury retail industry. Luxury brands should address guilt-related concerns by improving product transparency, offering sustainable products, promoting ethical practices, and emphasizing long-term value. CrM campaigns can effectively mitigate guilt for both luxury and non-luxury brands.

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Gen Z Intention to Engage in Different Types of Prosocial Behavior – do Socio-Demographics Matter?

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Keywords: *Generation Z, prosocial behavior, sociodemographics, Croatia, donations*

Introduction

Nonprofit organizations (NPOs), particularly charities, are heavily dependant on external support in terms of different types of donations: in-kind donations, money donations or time donations, i.e. volunteering. Most of NPOs need all of those, but the intensity of the needs can differ for particular causes, projects and goals. From the donor perspective, the types of donations are very different, which means that they are triggered by different mechanisms. Socio-demographic characteristics have been found to influence attitudes toward NPOs (Kovic and Hansley, 2018) and consequently, impact prosocial behavior. Despite the fact that there are numerous studies on socio-demographic characteristics impact on prosocial behaviour, most of them look at either one or only a few of the factors (Tsang et al., 2021; Wang & Graddy, 2008; Wiepking, 2007) or on particular type of prosocial behaviour (Arsyianti, et al., 2017; Lee & Chang, 2007).

Generation Z is an emerging cohort on the labor market as well as on the non-profit market as suporters. They are characterized by diversity, technological proficiency and conservative attitude towards money, which have economic significance as well societal. They are concerned about social issues and highly motivated to act for a better world (Vo, 2019). Social advocacy and caring for the greater good is one of their most important and unique characteristics (Sparks & Honey, 2015). Gen Z already represents about 2% of overall giving (Rovner, 2018) . A recent study in Croatia (Leko Šimić et al., 2024) found that the general intention of Gen Z members to engage in prosocial behaviours is highly influenced by their positive attitudes toward NPOs and their role in solving social problems. However, there is little empirical evidence on Generation Z perception of charitable donations and philanthropic work (Konstantinou & Jones, 2022).

Based on the identified research gap, the aim of this study is to identify the importance of different socio-demographic characteristics of Gen Z (gender, age, education, religiosity, disposable income and previous experience) in their intention to engage in different types of prosocial behaviour.

Theoretical background

Age correlates with both earning capacity and relative debt reduction as well as with length of residence in a community and investment in the institutions that contribute to quality of life. Lee and Chang (2007) found that while younger people are more likely to volunteer, older ones are more likely to give money donations.

Gender might be a predictor of prosocial behavior, as there is a higher likehood of giving by women according to their social value orientation and emphatic concern, which is much higher than in men (Bekkers, 2004). Lee and Chang study (2007) found that females are more likely to donate money than males.

Education embodies both life experience through education and the financial capacity that comes from increased occupational opportunities (Blackbaud Institute, 2022), meaning that individuals with higher levels of education are more likely to engage in prosocial behavior.

Indicators of **financial capacity** correlate significantly with likelihood to give. It is clearly logical that those who have more can donate more, either in-kind donations or money. In terms of volunteering, higher income seems to be negatively correlated with the intention to volunteer (Lee and Chang, 2007). However, research findings are inconsistent in case of money donations.

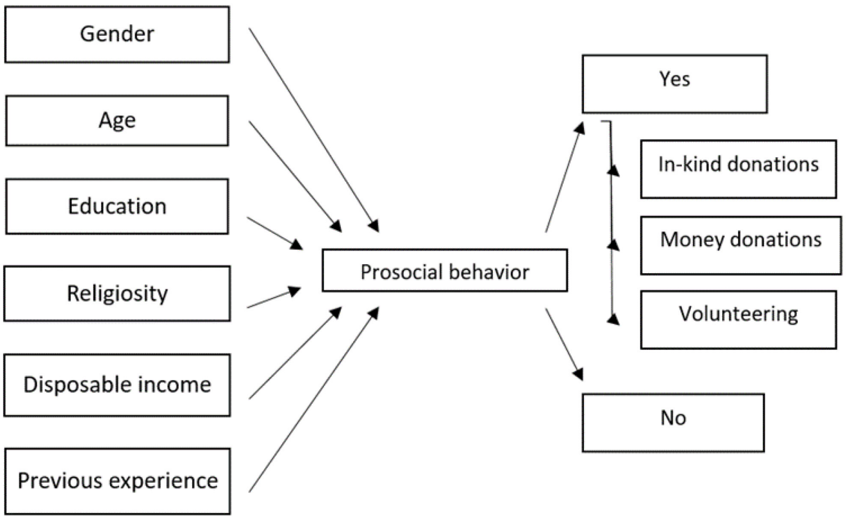
Regarding **religion**, several studies have suggested the importance of religiosity in shaping socially responsible behaviors among the people (Muniapan & Satpathy, 2013; Brammer, et al., 2007; Weaver & Agle, 2002). It is generally known that religious people are more likely to donate.

Past prosocial behavior is considered to be a good predictor of future intention to donate time and money (Verhaert & Poel, 2010). However, there is no evidence for the case of in-kind donations.

Methods

The research has been carried out in 2023. It involved a highly structured online questionnaire completed by 513 Gen Z members who completed it. It included socio-demographic data, previous engagment in prosocial behaviors and the choice to involve in those in the future in three possible ways: making in-kind donations, money donations and volunteering. Statistical analysis for obtaining answers to research questions was conducted using SPSS 25 software.

The following model, designed by authors, was used:



Results

Chi-square test results indicate that there is a statistically significant association between gender and propensity to make in-kind donations. Female respondents have a higher propensity to make in-kind donations than male, while the number of those not intending to make in kind donations shows no significant difference. Gender does not appear to significantly influence the intenion to make money donations, but there is a statistically significant association between gender and volunteering, where female respondents show higher intention to volunteer than male.

Statistically significant association between religiosity and in-kind donation as well as money donation intention was also found, but the is no statistical significance in case of volunteering.

A statistically significant association between standard of living and intention to make in-kind donations was found. The percentage decreases with an increase in income brackets, suggesting that a better economic situation might lead to a reduced intention make in-kind donations as type of prosocial behavior. Given that the p-value of the statistical analysis is significantly higher than the acceptable value for this research, it is not possible to comment on the dependency between income levels and the intention to donate money in prosocial behavior and intention to volunteer.

Also, there is a statistically significant association between engaging in activities initiated by NPOs through the in-kind donations and expressing the intention to make in-kind donations in prosocial activities in future. The same stands for both money donations and volunteering.

Further on, the tests were conducted for both age and education level. Due to sample homogentiy in these terms the results did not show significance with respect to age and education.

Conclusion

This study aimed to provide insights into whether above mentioned socio-demgraphic characteristics, plus previous engagemet in prosocial activities play a role in shaping Gen Z intentions to partipate in different forms of prosocial behavior, contributing to a better understanding of the factors influencing their prosocial behavior intentions. The study found that intention to make in-kind donations is more pronounced in Gen Z females, more religious respondents, those with lower disposable income and those who have previously made in-kind donations. Money donations are more likely to be made by more religious respondents and those that have previously donated money, regardless of gender. Volunteering is more the option of females and those that have previously volunteered.

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Marijuana Fear Appeal Message Exposure Conditions and Personality's Moderating Effect on Young Adult's Behavioural Intention

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Keywords: Social Marketing; Marijuana consumption; Fear appeal advertisements; Substance abuse; Personality

Introduction

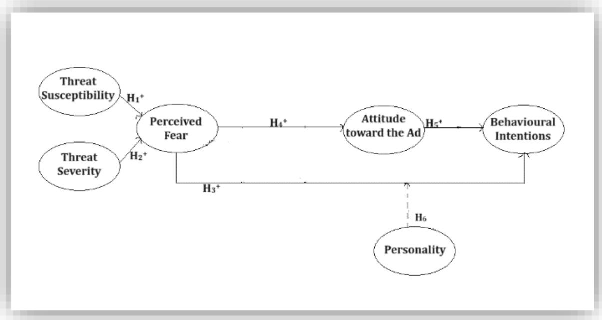
In South Africa, abuse of recreational marijuana is a huge concern and data from the South African Community Epidemiology Network on Drug Use (SACENDU) highlights that in all provinces, with the exception of one, the main primary substance that patients under the age of twenty years abuse is marijuana (Dada, Harker, Erasmus, Lucas & Parry, 2022). Though the effects of recreational marijuana consumption are highly debated, research shows that early onset of marijuana use may have short- and long-term harmful effects (Dunbar et al., 2023; Mokwena et al., 2021). Due to its widespread prevalence The United Nations 2030 Sustainable Development Goals address this issue under its third goal which aims to, "Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol" (UN Department of Economic and Social Affairs, 2015). Based on the Revised Protection Motivation Model (RPMM) by Arthur and Quester (2004), this study was conducted as an exploratory sequential mixed methods design, characterised by two phases; namely a series of focus group discussions and a 2 x 2 (animation/ film x social threat/ health threat) between-subjects factorial experimental design. This paper focuses on phase two of the data collection stage.

The main objective of this research study is to evaluate the relationships that exist between two threat appraisal variables, perceived fear, attitude towards the advertisement and the moderating effect of personality variables (i.e., agreeableness, neuroticism, extraversion, conscientiousness, and openness to experience) on behavioural intention. Additionally, the research seeks to ascertain significant differences in the effects that advertisement exposure conditions (relating to message format and type of threat) have on attitude towards the advertisement (A_{AD}) and behavioural intention among young adults. See Figure 1 for a diagrammatic representation of the theoretical framework.

Theoretical Background

The underlying theory used in this study is the RPMM, proposed by Arthur and Questers (2004). In this model, decision-making among the target audience is predominantly rational, as opposed to emotional. Fear serves as a mediator between threat appraisal variables and behavioural intention such that an individual presented with a threat communicated in a message, utilizing a fear appeal strategy, will appraise the threat in terms of severity and how susceptible he or she is to the threat, and if high, will lead to fear which may bring about behavioural change. Additionally, this model posits that coping/ efficacy appraisal variables will act as moderators between aroused fear, attitude, and behaviour.

Figure 1. Theoretical Framework Based on the Revised Protection Motivation Model



Importantly, for the purpose of market segmentation, the RPMM accounts for the effect of individual characteristics which create variations in personal responses to fear. One such individual characteristic that has been studied in relation to drug use is personality. According to Jaffee and D'Zurilla (2009), personality is "a psychological structure underlying a relatively enduring behavioral disposition, that is a tendency to respond in certain ways under certain circumstances." Several theories exist to explain personality; including the Big Five Theory of Personality by Goldberg (1992) which are characterised by five traits namely, extraversion, conscientiousness, openness to experience, neuroticism and agreeableness, which were used for this study. Some studies investigated personality as a predictor of marijuana use (Herchenroeder et al., 2022; Phillips et al., 2018). Yet, to the best of the authors' knowledge, a research gap exists in relation to its moderating role on the relationship between fear and behavioural intention.

Methodology

This study utilised a 2 x 2 (animation/film x social threat/ health threat) between-subjects factorial experimental design, data was collected through a cross-sectional quantitative online survey. The sample size was 294 and data was analysed using partial least squares structural equation modelling in R-Package.

Findings

In groups that viewed adverts showcasing social threats associated with marijuana use, relationships between severity of threat and perceived fear, perceived fear and attitude towards the advert, and attitude towards the advert and behavioural intentions were found to be significantly positive. For groups that viewed adverts describing health threats of using marijuana, only the relationships between perceived fear and behavioural intention; and attitude towards the advert and behavioural intention were statistically significant. The moderating effects of conscientiousness and neuroticism, in the animation social threat and animation health threat groups, were significantly supported, all other moderating effects of personality traits were not supported. Per the multi group comparisons, film-social-health adverts were found to be the most effective with A_{AD} being the highest predictor of behavioural intention.

Conclusions

This study yields insights to the utilization of testimonial fear appeal advertisements portraying a social or health threat linked to marijuana use in either film or animation in young adults. Moreover, per the RPMM, the moderating role of personality in the process leading to behavioural intention was explored.

Based on their respective characteristics and the propensity of individuals who exhibit certain traits to engage in substance use the can be explained as follows. Neuroticism is characterised by anxiety, depression and emotional instability and individuals high in neuroticism are prone to experience unpleasant emotions (Feher and Vernon, 2021). In a study by Herchenroeder et al. (2022), it was found that high neuroticism and low conscientiousness relate to marijuana use. Hence, the more neurotic an individual is the stronger the effect of perceived fear of health threats will be on behavioural intention. Conscientiousness, according to Herchenroeder et al. (2022), refers to "individual differences in delaying gratification, adhering to norms and rules, and thinking before acting." Therefore, it is possible that a negative moderating effecting was observed concerning conscientiousness because individuals high in this trait, rather than immediately respond to a fear appeal advert describing a social threat, would process the information thoroughly, rather than basing it off fear, before deciding to engage in the suggested behaviour.

Per these findings, it is important for social marketers to consider certain personality types of their target audience in their social marketing strategy regarding marijuana consumption among young adults to come up with interventions that would lead to behavioural change for different groups of people within the young adult demographic.

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Marketing as a Belief System: a model of consumer behaviour

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Keywords: Marketing, Consumer Behaviour, Decision Making, Theory of Belief System, Dempster-Shafer Theory

Introduction

Understanding consumer behaviour and their decisions is essential in marketing because most marketing campaigns try to influence the consumer's decision-making process. The term consumer refers not only to the act of purchase itself but also to the entire purchase journey that includes pre-purchase activities that consist of increasing awareness of a need or wanting and seeking and evaluating information about products and services or brands that can satisfy it, and post-purchase activities that include evaluation and feedback on the purchased item. Many models have been created to explain and predict consumer behaviour. However, some criticisms have also been presented of the various models, such as the focus on rational reasoning and its lack of focus on subconscious factors, uncertainty and spontaneous choices.

This research study explores the Theory of Belief Systems (TBS) and its application in understanding human behaviour, particularly in consumer behaviour, with the aim of developing a model based on TBS to enhance marketing strategies. The primary objective is to propose a model that incorporates uncertainty in predicting consumer behaviour, contributing to evidence- based marketing decision-making. Specific objectives include analysing consumer behaviour models in literature, exploring TBS, testing its capabilities in explaining human behaviour, and comparing results with other consumer behaviour theories. The study utilizes mathematical modelling, using the Theory of Belief Functions or Dempster-Shafer Theory (DST), to address gaps in existing consumer behaviour models, focusing on rational reasoning, subconscious factors, and decision-making uncertainty. Structural Equation Modelling (SEM) and software tools like R and JASP are employed for data analysis. The findings aim to provide insights for improving marketing activities through a deeper understanding of consumer behaviour.

Theoretical background

Our research has shown that behavioural research is a critical component of marketing, as it helps businesses understand the factors that influence consumer decision-making. It allows marketers to gain insights into consumer behaviour, preferences, and motivations, which in turn helps them develop effective marketing strategies and by studying consumer behaviour, marketers can identify patterns, trends, and preferences that can inform product development, pricing strategies, and promotional activities. Understanding consumer behaviour also enables marketers to tailor their marketing efforts to specific target audiences and create personalized experiences that resonate with consumers. Overall, behavioural research provides valuable insights that can help businesses make informed decisions and ultimately drive sales and customer satisfaction (Gravite-Lapere, 2022).

The research demonstrated that the current behaviour models can be divided into different approaches: models based on information processing and decision-making, and models based on beliefs, attitudes, and intentions. One approach has models that focus on understanding the consumer's information processing and decision-making processes, of these, the three primary consumer-decision models that are regarded as the Grand Models are Nicosia-Model (Nicosia, 1966), Engel Kollat Blackwell (EKB) Model (Engel et. al, 1968), and HowarSheth Model of

Consumer Behaviour (Howard and Sheth, 1969). The second approach has models that focus on forecasting and explaining general consumer behaviour based on ideas, attitudes, and subjective norms as general determinants of intended and actual behaviour. The main models in this group are the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (Ajzen, 1991).

Additionally, there are also behaviour models related to the consumer journey. This research examined the notion of the consumer decision journey, which has been proposed as an alternative to the traditional funnel metaphor for understanding consumer behaviour. The consumer decision journey refers to the progression of the purchasing process from initial awareness to actual purchase, subsequent consumption, and eventual sharing. The concept of the consumer decision journey has been widely adopted in the fields of marketing and service design, and various definitions have been proposed. For instance, Lemon and Verhoef, (2016), state that the customer journey encompasses the totality of interaction points and decision-making stages that make up the customer experience. The consumer decision journey model emphasises the importance of understanding the various touchpoints and key purchase factors that influence consumer behaviour, rather than simply focusing on the result of a purchase. Overall, the consumer decision journey model provides a more comprehensive and nuanced understanding of consumer behaviour, which can help marketers develop more effective strategies for engaging with consumers throughout the entire purchasing process.

While the behavioural models and consumer journey models provide valuable insights into consumer behaviour, they are not without limitations and criticisms. The Grand Models have faced substantial criticism due to their foundation on assumptions of rationality, their hypotheses of a structured sequence of processes, their oversimplification of reality, and most significantly, their lack of suitability for empirical testing (Zaltman et. al, 1973; Rau, P., Samiee, 1981; Kokkinaki, F., Gemtou, 2015). In the second group of approaches, we have, for example , TPB that has also been criticized for its focus on rational reasoning and its lack of subconscious, associative and impulse factors, feelings, private standards, and lack of uncertainty (Sniehotta et al., 2014) and, because it is a behavioural theory based on a causal process, it ignores other factors that may influence consumer behaviour. Furthermore, some studies have stated limitations of TPB to explain and predict human behaviour, and there are criticisms about the model. According to Ajzen, (1991), TPB is a causal model to explain behaviour, and behavioural intention is partially determined by the structure of attitude, and intention is a leading predictor of behaviour.

And, in regard to, the consumer journey model, it may not be suitable for all types of products or services, as some purchases may be more impulsive or emotional, and may not follow a linear decision-making process. Decision-makers often have to make decisions based on incomplete or imperfect information, which can lead to unpredictable or irrational behaviour (Gardashova, 2016; Zadeh, 2009).

All these criticisms point to the same missing component in these models, namely the understanding or modelling of how the decision-making process is carried out by each individual consumer, with all their different characteristics and with all the effects of all the different environmental and social influences to which they are exposed, each time a decision is made and thus a behaviour produced. This lack of understanding of how the decision-making process takes place for each individual consumer can begin to be modelled by first analysing the environmental and social influences and identifying what they are and how they exert their influence.

Environmental and social influences reach individuals in the form of information. However, this information originates as raw data from multiple sources and is received through all the available senses of each individual consumer, having, most of the time, some degree of loss. The conversion of data into information can be subject to interference, resulting in imperfect or incomplete information that distorts the intended interpretation. This imperfect information can lead to flaws in the transfer of information, which can even further degrade the initial data, and as explained by Mercier, D. and Lefèvre, (2022), there are two types of imperfect information: uncertain and imprecise information, and sometimes they both happen at the same time. Prediction of behavioural outcomes has been traditionally handled using the probability theory, which is known to have difficulty handling uncertainty, having imperfect information as a source of influence warrants for the adoption of mathematics that can handle the uncertainty inherent in this imprecision.

One such mathematical theory has its origins in the "Ars Conjectandi", the "Art of Conjecturing", a book by Jacob Bernoulli, published posthumously in 1713, where the key to knowing "how the future will be", started to be constructed. This key is presented as being the distinction of two concepts, chance and probability.

These two concepts, which have been considered synonymous for many years, are, in-fact, distinct, chance is the objective character of probabilities, it is random probability, and it can be computed through the law of large numbers (Bernoulli, 1713; Hon, 2008), in which it was proved that if the probability is not previously known, it can be calculated after the fact through its frequency, and it is, therefore, random.

The other, is the subjective nature of probability, inherent to our state of knowledge or epistemic probability, Bernoulli (1713) states that probability is the degree of certainty of an event happening, and that probabilities are calculated from arguments and their properties and are dependent on the nature of the arguments. According to Carvalho-Rodrigues, (1997), it was also the first time that it was stated that the probabilities of different arguments can be combined to produce what we now call probabilities based on "all the evidence".

So, the theory of epistemic probabilities, which began to be described, in the 17th century, by philosophers such as Blaise Pascal, Pierre de Fermat, and Gottfried Leibniz, had its development tied to the foundations of the probability theory, but differed away when it was applied to questions of rational belief and decision-making (Hon, 2008; Kanjanatarakul et al., 2014; Schneider, 2005). Then, Thomas Bayes published his theorem in 1764 that introduced the concept of belief, as the measure of support for a proposition, providing a framework for updating beliefs based on new evidence and allowing for a more nuanced understanding of uncertainty (Bayes, 1763; Dale, 2005).This, and Bernoulli's separation of the two concepts, paved the way for the development of a new theory, the theory of belief functions (Dempster, 1967). This theory, emerges in 1966 in the schools of Economics by Arthur P. Dempster, followed by contributions from Glenn Shafer, (1976) and later with contributions, like in the Physics and Engineering schools with Klir in 1988 (Klir & Folger, 1988), here we find a mathematics that is able to produce the belief, as a measure of support for a preposition, and for the plausibility, as a measure for the capacity to refute the opposite of the proposition, capable of dealing with all the uncertainty.

This theory, the theory of belief functions, also known as the Dempster-Shafer theory, or DST, or also the Theory of Evidence, and it is important, not just because it can deal with uncertainty, but also because it was found that it is the basis to the Theory of Belief Systems (Carvalho-Rodrigues, F. & Dockery, 1996) (Carvalho-Rodrigues, 1997).

We stated that the criticisms, concerning the existing behavioural models, revolved around the lack of understanding, or modelling, of the decision-making process at the individual level, and how all the environmental and social data influence that process. We have also noted that the existing data is transformed into information before it can be perceived by the consumer, this transformation, of course, can be subjected to interference, altering the perception of the original data through its transformed information. The theory of belief systems goes further in this explanation, it states that it's not just environmental and social data that is present as a precursor to a decision being made, it is in-fact all available data, and not just a subset that other existing models choose to consider.

Furthermore, all this data can be represented as a map of a set of interactions, over which we can apply a set of perceptions, representing the experiences and knowledge each individual has acquired over his/her lifetime, producing thus a system that will only contain the perceived information, for it is no longer just data as it has been transformed by each individuals perceptions and subjected to all the possible interferences.

This system, which is in every way comparable to a set of evidence relating to a certain outcome, or as the TBS refers, the observable, is just missing the degree of certainty for each piece of evidence in regard to the proposed outcome for it to be a complete fit into Dempster-Shafer theory, but these degrees of certainty are also part of the theory, they are regarded as weights and are assigned to each argument, or each piece of evidence.

In simpler terms, we have found that the theory of belief systems states that, for every decision in a decision-making process, a consumer will be the target of all available data at that moment, this data will be transformed into information by the consumers set of perceptions, resulting from life experiences, and by any other interference that might exist at the time. The information obtained, which might be immense, is then pondered by a set of weights that will classify each information as pertinent and how pertinent it is to produce a favourable resulting observable, or, in this case, a decision.

This is how a decision is made by any individual every time a decision is made, but it goes beyond humanity, Carvalho-Rodrigues (1997) proposes that all carbon-based and all silicon-based beings undergo a similar process every time a decision is made, effectively resorting to the use of a belief

system that will govern each outcome, and since this system can, by satisfying certain identified axions, produce a belief measure (Bel) it can be written mathematically using the theory of belief functions.

This leads us to reinstate the main objective of this study, which is to is to propose a model of consumer behaviour based on the TBS that can incorporate uncertainty in the prediction of consumer behaviour and decision-making. TBS is able to incorporate and deal with uncertainty as it is based on the Dempster-Shaffer theory, which is a mathematical framework for uncertain information processing and fusion, with known connections to other frameworks such as probability, possibility, and imprecise probability theories. According to Carvalho-Rodrigues (1997), the TBS characterizes a belief system as the decisive factor behind the reasoning in decision-making. It can produce, through the combination of arguments and their weight, the belief as a measure of support for a proposition. As such, the TBS is capable of providing a mathematical framework for representing and combining different sources of information and beliefs, which can be used to make decisions in situations where information is incomplete or uncertain.

The capability of these mathematics being able to handle data fusion is of immense usefulness in the proposition of a model for consumer behaviour, most of the time analysing the individual behaviour of consumers is particularly hard or of limited value when products or services targeted audiences are the masses. In these cases, multiple consumers, with their individual belief systems, can be combined into a single believe system, which we prefix with the word “meta” and designate as the meta-consumer. The combined belief system is representative of all included consumers, effectively representing all consumers as one entity.

Methods

To aid in the validation of the TBS as a proposed model of consumer behaviour, a study was carried out that collected primary data pertaining to the tourism industry, in specific to visiting the Douro Region, this data was then treated and analysed using the TBS, where various approaches were executed and exemplified as possible methodologies for adoption by Marketing Professionals in real case scenarios. In the process it was shown that this model can effectively designate predictions as to identify potentially predisposed non-visitors to potentially visit the Douro Region, a second approach was also exemplified that showed by using TBS, the meta belief systems can be an aid to brands, in making decisions in order to align their products and services with the consumers perceptions of how they are viewed. We also concluded that fundamental characteristics of TBS were validated by this study, like the expected characteristic of different observables being the result of physically different belief systems, and the combining of belief systems was also exemplified, the study also made an effort to process data gathered to be specifically analysed by a different theory, the TPB, and even though the data was not a perfect fit, a TBS analysis was successfully performed, leading to an identification of a proposed pattern that would yield a positive influence by each hypothesis on the intent to visit. Then we compared the results obtained using TBS with TPB data with those produced with the TPB, which produced aligned conclusions, aligned enough to maybe warrant further research into this topic.

Results and Conclusions

This research identified the importance of understanding the various factors that influence the individual consumer's behaviour, in regard to the decision-making process, accounting for the uncertainties in limited and incomplete information, and in each's perception of all the available data, that is fundamentally derived from all lived experiences. Having identified a theory that models the perceived set of interactions with all the available data, producing a belief system that adds the weight of each piece of information in a resulting observable outcome, the Theory of Belief Systems, and having it associated with the mathematical Theory of Belief Functions, capable of dealing with uncertainty and data fusion, fundaments the objective of presenting a new theory for consumer behaviour which will address most of the current existing criticisms, such as the lack of subconscious factors, being able to deal with uncertainty and incomplete information among others.

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The Influence of Consumer socio-economic characteristics and Religiosity on Consumer Attitudes towards Cause-Related Marketing in the Muslim World

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Abstract

Consumer behavior is a critical aspect that plays a significant role in promoting and selling products. With increasing global awareness on social and environmental issues, consumers have become more mindful of their consumption decisions. Consequently, many for-profit organizations in developed countries have implemented Corporate Social Responsibility (CSR) programs that focus on social and environmental growth through marketing strategies. In contrast, developing countries, particularly in Asia, have experienced pressure on for-profit organizations to adopt CSR strategies, with Cause-Related Marketing (CRM) being a prevalent initiative. CRM campaigns can benefit both for-profit and not-for-profit organizations, as well as consumers, by increasing sales and market share for businesses and raising funds for nonprofits, while allowing consumers to engage in ethical and socially responsible behavior through their regular purchases.

Research on CRM has predominantly focused on developed countries, with few studies conducted in developing countries (e.g., Bhatti et al., 2023, Kamila and Jasrotia, 2023). This study aims to examine the impact of religiosity on consumer attitudes towards CRM, particularly in Asian countries such as Pakistan, where there is limited previous research on CRM. By filling this gap in the literature, this study seeks to contribute to the existing body of research and provide recommendations for the implementation of more efficient CRM campaigns.

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Public Marketing

Comportamento do Consumidor e Políticas Públicas

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Palavras-chave: Comportamento do Consumidor, Políticas Públicas, Educação do Consumidor, Comportamento de Compra

Resumo

O objetivo principal desta Revisão Sistemática da Literatura (RSL), é integrar conhecimentos existentes sobre o tema, de modo a estabelecer um melhor entendimento sobre o impacto das políticas públicas no comportamento dos consumidores e nos fatores que influenciam as suas atitudes. Identificamos tendências comuns, padrões e várias abordagens de literatura que exigem pesquisas aprofundadas. Para o nosso estudo, selecionamos 70 artigos (1991 a 2024), da base de dados *Web of science;* após a análise dos artigos, extraímos destes, informações que contribuíram para a sistematização do comportamento do consumidor e das políticas públicas. Como resultado, obtivemos uma visão geral sobre a relação entre o comportamento do consumidor e as políticas públicas, e o seu impacto no desenvolvimento económico regional. As contribuições deste estudo propõem pesquisas para orientar os decisores políticos sobre a maneira de informar os consumidores, bem como estudos sobre o nível de agregação das categorias do comportamento do consumidor.

Intelligence as the driving force behind a broad territorial marketing strategy: (in)convergences for municipal cooperation

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Keywords: Smart Cities, Place Marketing, Intermunicipal Cooperation, sustainable development, Innovation

Introduction

The growing massification of urban areas has led to the depopulation of small towns and rural areas. Population imbalances, the intensification of climate impacts, and growing competition are challenges for areas that need to combat the scarcity and limitations of infrastructures and the lack of digital skills in order to increase their attractiveness, seeking to develop territorial marketing and sustainable development strategies through actions and projects within the framework of the *smart city* concept. In addition, given their small size, many cities will have to cooperate with neighboring cities to achieve these goals, with inter-municipal cooperation gaining importance in this context. However, the importance and interest of the relationship between these themes are still not explored in the scientific literature. Despite the range of applications of the *smart city* concept, few studies still consider the concept of "smart" as an opportunity to rethink contemporary city planning models in a broader and more strategic territorial vision that extends beyond a city's political and administrative boundaries. The projects and models proposed are essentially aimed at one-off investments, disconnected from an organic vision of innovation and urban and regional development. The territorial logic from an aggregating and integrating perspective is completely absent. In Europe, and also in Portugal, the application of the concept has been restricted mainly to the urban scale, lacking a broader strategic and territorial vision, so the central aim of this article is to identify the most relevant areas of intervention of three inland municipalities classified as *Smart* Cities in the Smart Cities 2023 Yearbook and to discuss forms of inter-municipal cooperation that can foster a common positioning for the territory.

Theoretical background

Territorial Marketing

The discussion around the use of marketing in territorial development strategies has led to the emergence of concepts such as "territorial marketing", "place marketing", "place branding," and

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"place image" (Askerova et al., 2019). These different perspectives are related to the complex challenges that cities have faced and have stimulated the adoption of these policies to strengthen their competitiveness (Boisen, 2007; Boisen et al., 2011, 2018).

Smart Cities

Various approaches have been developed to define and evaluate smart cities in recent years. Academics, professional organizations, and government agencies, while showing some variations, have agreed on associating the concept with six main dimensions: economy, people, governance, mobility, environment, and life (Anthopoulos et al., 2016; Lai et al., 2020; Nevado Gil et al., 2020). Transforming a city into a *smart city* requires a substantial effort on the part of its political representatives, administrators, inhabitants, entrepreneurs, as well as from local communities (Borsekova et al., 2018).

Cooperation and Smart Territories

The *smart territory* concept is based on applying ICTs similar to those that have been used in urban areas to a wide variety of broader geographical contexts, such as the surrounding territory, which in itself is also consistent with the purpose of sustainability and efficiency (Navío-Marco et al., 2020). This concept is of particular interest in the context of the "territorial cohesion" policies adopted by the European Commission, which involve defining a long-term development strategy to combat the inefficiencies and inequalities that restrict the development of certain territories (Nosek, 2017).

In this context, it can be interesting to look at inter-municipal cooperation, a topic that has gained interest and visibility in recent years. Recent evidence shows that local communities are beginning to understand the benefits of cooperation and becoming more willing to participate in regional economic development efforts (Arku, 2013, 2014; Gordon, 2007, 2009). The benefits of cooperation extend beyond the individual economy of a community, spreading to multiple communities, in particular to neighboring municipalities (Goetz & Kayser, 1993), and there have been studies involving city-regions (Kim, 2020) and inter-municipal communities (Silva et al., 2018).

Methods

The main objective of this article is to identify the most relevant areas of intervention of the municipalities of Castelo Branco, Fundão, and Idanha-a-Nova, classified as *Smart* Cities in the Smart Cities 2023 Yearbook, and to discuss forms of inter-municipal cooperation that can foster a common positioning for the territory.

A qualitative approach was used as the research methodology. Data was collected through news published in newspapers and magazines and online publications with free access, taking into account the relevance of the content to the topic under study and the temporal representativeness of the data (Bryman, 2016). The keywords "Castelo Branco", "Fundão", "Idanha-a-Nova," + "Smart Cities" + "Innovation" + "technology" were used to start the search. After this initial search, a second search was conducted within the newspapers and magazines, looking for news on the three municipalities matching the topic and the geographical area under study.

Content analysis, with Nvivo14, was conducted to process and analyze the data. The collected information was categorized and interpreted in the light of the theoretical framework adopted, according to the following analysis model in Figure 1.

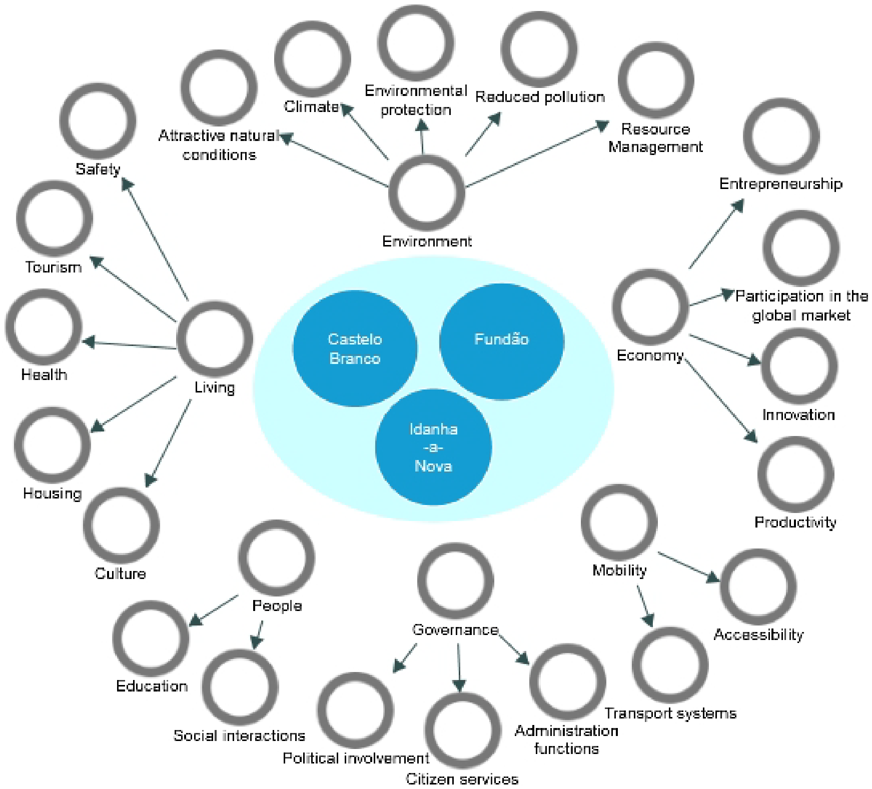

Figure 1- Analysis model

Source: Own elaboration based on Anthopoulos et al. (2016), Lai et al. (2020) and Nevado Gil et al. (2020)

Results

The data was analyzed using matrix coding based on the analysis model defined. The heat map with the findings can be seen in Figure 2.

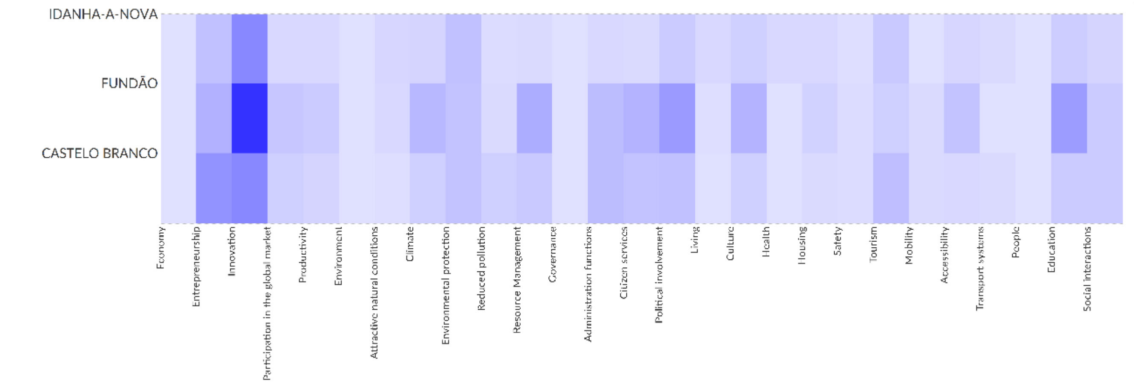

Figure 2 - Heat map with the result of matrix coding

Source: Own elaboration

The overall analysis shows that the most important dimension for the three municipalities is the economy, with innovation and entrepreneurship standing out for the positive impact they have had on the development and affirmation of the territories.

Conclusions

The results point out that the development strategies promoted by the municipalities are aligned with the dimensions, and each stands out in the analyzed news. It is in the economic dimension that the three municipalities have the highest number of mentions. The Entrepreneurship and Innovation sub-dimensions are particularly noteworthy in Castelo Branco due to the various associations that develop strategies and create support infrastructures that promote entrepreneurship in various areas and population segments. Fundão stands out in the Innovation and Education sub-dimensions, reflecting the municipality's strategy of creating a technological ecosystem to attract companies and train human resources. Idanha-a-Nova stands out in the innovation and environmental protection sub-dimensions due to its association with the country's first Bio county, which practices agriculture in harmony with the environment and hosts events with a greater awareness of sustainability and reducing environmental impacts. Sustainability concerns cross all three municipalities, with measures in place to promote environmental, economic, social, and food sustainability. Common areas of intervention and possible collaboration between the municipalities include technological innovation in the agri-food sector.

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Service Marketing: Client Satisfaction of São Tomé and Príncipe Embassy

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Keywords: Service Marketing, SERVQUAL Scale, Service Quality and Satisfaction, Relationship Marketing

Introduction

The service industry holds a growing significance in the economies (Almeida & Pereira, 2014), and in today's globally competitive landscape, providing quality service is acknowledged as a fundamental strategy for achieving success and longevity (Parasuraman et al., 1988; Reichheld and Sasser, 1990; Zeithaml et al., 1990). Customer satisfaction results from several factors that involve their contact with the company, quality of services, price, and customer service (Alexandre, 2015). Customer retention and investing in loyalty increase the return on investment, as it guarantees more results with fewer resources (Cobra,1992). Thus, the starting point and the great challenge of any organisation will undoubtedly be to understand the main expectations of customers/consumers that define the best value proposition regarding their satisfaction and loyalty.

The public sector entities face mounting pressure to enhance service quality (Randall and Senior, 1994) and streamline operations (Robinson, 2003). As customer needs and expectations evolve in the realm of governmental services, the demand for higher quality standards grows. However, implementing service quality practices within public sector organisations progresses slowly, hindered by challenges in measuring outcomes, heightened scrutiny from the public and media, constrained decision-making frameworks bound by legal requirements, and limited freedom to act independently (Teicher et al., 2002). In this sense, and because the Santomean community residing in Portugal is a very large community, with 16,645 inhabitants registered with the Embassy and an estimated 20,000 citizens residing in Portugal (Embaixada STP, 2020), seeking the best possible service is always important and key to increase efficiency and efficacy.

Theoretical background

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A service is an essentially intangible act or performance offered by one party to another, which does not involve the transfer of ownership, and may or may not be associated with a physical product (Kotler, 2000). Therefore, service marketing seeks to satisfy certain needs and desires of customers, and develops a set of activities related to the processes of how the exchange relations, are satisfying the consumers' desires and needs (Kotler & Andreasen, 1996; Churchill & Peter, 2000; Las Casas, 2000; Zeithaml, et al., 2018). Service Marketing has a fundamental implication in service management that varies according to the characteristics that contribute to distinguishing them: intangibility, inseparability, heterogeneity, and perishability (Alves, 2005).

Service can be categorised into two dimensions: provision and experience. Provision refers to the service delivered, tailored to the customer's needs, while experience pertains to how the customer perceives and interacts with the service during consumption (Nobrega, 1997). Thus, it will be a momentary experience, generating customer value through a transformation. A second experience will be totally different from the first. Service will also be a means of delivering value to customers, actions and results produced in an organisation to its consumers, and aims to achieve organisation goals, to satisfy and gain the trust of consumers (Lovelock & Christopher, 2007).

Customer satisfaction concerns several business and market traits, but service quality encompasses more than customer satisfaction. It is to attract and retain customers in a competitive environment and establish a platform for optimised performance while minimizing costs. (Alves, 2005). That said, customer expectations achievement depends directly on performance behaviours such as attitudes, knowledge, skills, and values, varying according to the performance of the service received and perceived to fulfil their expectations.

Methods

This study aims to evaluate the satisfaction of the clients/users of the Embassy of São Tomé and Príncipe (STP) in Portugal through the applicability of the SERVQUAL scale (Parasuraman et al., 1988, 1993) in the public services sector. The analysis of the data was carried out from a descriptive statistic to a probabilistic sample of Santo Tomé residents in Portugal who use the Embassy services. This approach seeks to contribute to the improvement of the services provided through the perception of the level of satisfaction of the users, either through the collection of data made available by the Embassy, or answering the user's questionnaire provided, for the presentation of a proposal of marketing strategies to be used, with the aim of guiding towards the improvement and quality of the service, and thus satisfactorily responding to the needs and desires of its customers/users.

To analyse the satisfaction of the users of the Embassy of STP in Portugal for its services provided through a quantitative exploratory study used a survey as a data collection instrument, based on the SERVQUAL scale of Parasuraman et al. (1988), composed of five dimensions: Tangibility, Empathy, Safety, Reliability and Responsibility. The question is how the identified main GAPs in service quality can be addressed to improve the services provided by the Embassy and the satisfaction of its clients in Portugal.

Data analysis was based on descriptive statistics from a probabilistic sample of STP residents in Portugal who utilise Embassy services. A sample of 205 clients/users of the Embassy participated in the study, with a slightly higher number of males (119) than females (86) and an average age of 50 years.

Results

The average values of respondents' expectations were slightly higher than the perceptions of the services provided in all dimensions. Some main GAPS that urgently need to be worked on were identified, namely GAP2 (failures regarding the "absence of standards that regulate the provision of services") and GAP3 ("non-conformity between the services provided and the existing standards due to lack of means or personnel"). This indicates that there is room for improvement in meeting the participants' expectations in the areas of tangibility, empathy, security, reliability, and responsibility, for which marketing actions were proposed for the future, to improve the quality of the services provided by the Embassy and the respective satisfaction of the clients/users of the STP Embassy in Portugal.

It was clear that the Embassy needs to invest more in the training of its employees, clarifying their roles goals, behaviour, and tasks for which they will be accountable, encompassing developing a communication plan to support them. It is suggested that the Embassy should inform about its services, information and activities to promote a closer relationship with its users and citizens to better serve the Santomean community residing in Portugal. The creation of a *website* (always updated) would also allow a better response from the Embassy, avoiding the obligation of clients/users having to physically go there to access its services. In short, to have more flexible, modern and easily accessible services. Finally, the Embassy must periodically assess the quality of the services provided and the respective satisfaction of its clients/users.

Conclusions

The Embassy of STP in Portugal reveals performance difficulties due to staff and institutional inadequate behaviour. Regarding the services provided at the Embassy, as the expectations are much higher than the perception of the clients, it was concluded that the clients' satisfaction wasn't very high. Likewise, there is a respondent's recognition of the need to improve customer service, equipment, and service production delivery of the employees. It should, therefore, seek to satisfy the needs and desires of customers based on some suggestions and strategies for marketing services, which should be defined mainly for the process, people, physical evidence, and communication.

The study confirmed the importance of customer satisfaction in the public sector and its impact on service efficiency and efficacy. Easily the improvements identified and suggested can be implemented, and the satisfaction improved.

The study has the limitation of a case study but allowed to confirm the theoretical background and the service marketing pertinency in the management of public organisations.

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Smart and Sustainable Cities – Citizens Perceptions about the Potential of Digitalization

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Introduction

The implementation of digitalization on the territories has great potential to impact on various fields of sustainability, whether environmental, social, or economic. Thus, digitalization opens new ways of shaping, monitoring, communicating, and governing the issue of sustainability (Seele, & Lock, 2017). That said, in this work we will address the intersection between sustainability and digitalization in municipalities, investigating citizens' perceptions of technological implementation and its impact on sustainability.

To measure this perception, we have designed questionnaires that will be distributed online to the population of four inter-municipal communities, two in the north of Portugal and two in Galicia, in which an urban and a rural reality have been selected in each country. The aim is to understand people's perceptions of the current policies of their municipalities and to find patterns of technology implementation, since the sample includes regions with different realities.

Theoretical Background

The implementation of digitalization in urban centers meet the needs of institutions and especially citizens, using digital technologies with the aim of improving the quality and performance of urban services (Nam & Pardo, 2014). In addition, the concept of a smart city transcends the presence of advanced technologies, encompassing territories that are not only technologically modern, but also have the intellectual capacity to address a variety of environmental, social, and economic growth issues. These cities use smart computing techniques to improve their infrastructure and services, with the aim of providing a better quality of life for citizens and promoting sustainable development (Rana et al., 2018).

In addition, this topic has gained great prominence on global agendas, as digitalization is seen as a crucial tool in achieving the United Nations Sustainable Development Goals (SDGs) for 2030 (Kunkel & Tyfield, 2021). Its capacity enables faster dissemination of information, facilitates collaboration between economic agents and drives innovation and development in key areas such as health, education, environment, among others (Galan-Ladero et al., 2023).

Methods

To be able to assess the population's perception of the level of implementation of digitalization in each municipality, we designed a questionnaire with closed questions. featuring a Likert scale (1-5). This same questionnaire will be answered online, and the sample of this study includes 4 intermunicipal communities, two of which are in the north of Portugal and the other two in Galicia, Spain.

Conclusions

Rapid technological change represents a significant challenge to municipalities' ability to adapt and renew themselves, and measuring the population's perception can be important in understanding this adaptation on the part of municipalities, by collecting the opinions of those who live each local reality in their daily lives. It is therefore essential to analyze how these entities deal with this dynamic process of constant change, investigating whether they orient their policies towards technological evolution and whether they are committed to taking advantage of the opportunities provided by technology to increase the sustainability of territories. We also hope to discover patterns of technological implementation, identifying factors that may influence these patterns, such as the rural or urban context of the municipalities. In addition, we hope to identify areas where technology has more impact and possible gaps in technology implementation, and future results could provide valuable information to improve local policies and guide future research in the area.

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Travel and Tourism Demand Drivers: The Role of Natural, Cultural and Non-Leisure Resources in the European Territory

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Keywords: tourism; resources; demand; Europe; development

Introduction

Tourism represents a central sector in the global economic, social, and cultural development, considerably contributing to national and regional economies (Badulescu et al., 2021; Betta et al., 2021; Figini & Patuelli, 2022), while preserving and promoting cultural heritage (Adedoyin et al., 2022; Richards, 2018; Su et al., 2019). Despite the COVID-19 impacts, the tourism industry proved resilience, with a significant increase in international tourist arrivals in 2023 (UN Tourism Barometer, 2024). The present study aims to explore the impact of natural, cultural, and non-leisure resources on travel and tourism development, through the Travel & Tourism Development Index (TTDI) in Europe, addressing a gap in the literature regarding the quantitative analysis of these resources on tourism development.

Theoretical Background

Tourism development relies heavily on the availability and management of various resources, divided into different categories: natural, cultural, and non-leisure resources. First, natural resources include landscapes, biodiversity, and ecosystems, essential for tourism nature-based experiences. Natural resources are limited and require sustainable management to maintain their attractiveness and ecological health (Miller et al., 2021; World Economic Forum, 2022). The recognition of natural sites, such as those listed as UNESCO World Heritage sites, enhances tourism appeal and sparks conservation initiatives (Yang et al., 2010; Ramón-Cardona et al., 2021).

Secondly, cultural resources, whether tangible or intangible, are represented by monuments, museums, festivals, and local traditions. These resources provide unique cultural experiences that enhance the tourist experience while revitalizing heritage and contributing to economic growth (Richards, 2018; Throsby, 2015). Cultural resources generate employment and promote social cohesion, essential to the generation of sustainable tourism development (Reichenberger, 2019).

The last category, non-leisure resources, are composed by business, educational, and medical tourism, and represent a growing niche of tourism. Business tourism involves attending conferences, meetings, and exhibitions (Marques & Pinho, 2021; Ribau, 2023). Educational tourism, which includes international students and academic exchanges, not only contributes to local economies but also promotes cultural exchange (Tomasi et al., 2020; Jang et al., 2021). Medical tourism, focused on travel for health treatments, is related to tourists which seek specialized medical services (Sandberg, 2017). Non-leisure resources often involve increased and less constrained tourist's spending than the other types of resources.

The present study aims to identify the impact of these three types of resources on travel and tourism development, using European data from the Travel & Tourism Development Index (TTDI).

Methods

The study uses data from the 2021 TTDI, focusing on 36 European countries. The analysis includes three independent variables: Natural Resources (natres), Cultural Resources (culres), and Non-Leisure Resources (nonleisres). The dependent variable is travel and tourism development (ttdevelopment). Descriptive statistics and multiple regression analysis were performed using SPSS to examine the relationships between the variables and test the following hypotheses:

H1: Natural resources have a significant positive impact on travel and tourism development.

H2: Cultural resources have a significant positive impact on travel and tourism development.

H3: Non-leisure resources have a significant positive impact on travel and tourism development.

Results

Descriptive Statistics

The analysis of 36 European countries reveals a wide range of scores for resources, assessed from 1 to 7. Natural resources scores range from 1.30 to 5.40, averaging 2.57, indicating that most countries score mean of 3.00, and non-leisure resources from 1.20 to 5.70, with an average of 2.94. As for the travel and tourism development variable, it shows less variation, with scores ranging from 3.40 to 5.20. This is consistent with the identified countries for the study, which are typically developed in the European context.

Multiple Regression Analysis

The multiple regression analysis examined the relationship between Travel and Tourism Development (ttdevelopment) and the independent variables: Natural Resources (natres), Cultural Resources (culres), and Non-Leisure Resources (nonleisres). The overall model was significant, $F(3, 32) = 28.974$, $p < .001$, explaining 73.1% of the variance in ttdevelopment (adj. $R^2 = .706$). Non-Leisure Resources (nonleisres) were found to be a significant predictor ($\beta = .661$, $B = .233$, $SE = .055$, p < .001), supporting H3. However, Natural Resources (β = .151, B = .068, SE = .083, p = .419) and Cultural Resources (β = .099, B = .033, SE = .079, p = .677) were not significant predictors, which further rejects H1 and H2. These findings suggests that non-leisure resources drastically contribute to travel and tourism development. In turn, natural and cultural resources do not represent a direct impact.

Conclusions

The findings of this study highlight the importance of non-leisure resources in contributing to travel and tourism development in Europe countries, suggesting that investments in infrastructures related to business, and educational institutions are essential for the development of travel and tourism. These findings challenge previous literature which discusses that natural and cultural resources are primary drivers of tourism development. The study provides insights for policymakers and tourism stakeholders, calling for the adoption of strategies that concern the importance of non-leisure resources. The study has limitation, such as being cross-sectional, the focus on European countries, and usage of secondary data from the TTDI.

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Social Marketing

Eliciting emotions through e-WOM: A lever for enhancing blood donation

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Word of mouth (WOM) refers to the informal and non-commercial personal communication about a product, service, or brand (Arndt, 1967). The use of Web 2.0 tools, such as social media networks, chatrooms, blogs, and forums has led to an increase in online interactions and in the exchange of online content (Carvalho, Brandão & Pinto, 2021; Cheung & Thadani, 2012). This has facilitated the transformation of WOM into the digital space, known as electronic word of mouth (e-WOM), which includes likes, clicks, ratings, comments, tweets, blog posts, images, audio, and video clips. Hence, individuals can share their experiences, express their opinions, or provide their feedbacks on products, services, brands, or organizations (Donthu et al., 2021; Carvalho, Brandão & Pinto, 2021).

E-WOM plays a significant role not only in commercial contexts, where self-centred benefits are prevalent, but also in contexts of prosocial behaviour, which is "a broad category of acts that are defined by some significant segment of society and/or one's social group as generally beneficial to other people" (Penner et al., 2005, p. 366). Prosocial behaviour includes various forms of donations, such as time, in-kind or blood donations (Kossmeier, Ariely, & Bracha, 2009). As (also) donors share their emotions and their experiences with others through e-WOM (Sundermann, 2018), (e-)WOM represents a promising source for influencing the donation behaviour of recipients (Williams and Buttle, 2013).

However, our literature overview indicates a research gap regarding the effects of e-WOM on the emotions of the recipients (e.g., Facebook members) and how this affects their donation behaviour. Previous research on (e-)WOM (and on message tailoring[4]) in the context of blood donation has not sufficiently addressed (the role of) emotions. When studies take emotions into account, they usually examine the effects of one or two specific emotions, such as guilt (Renner et al., 2013), anticipated regret and anticipated warm glow (France et al., 2020), or gratitude and guilt (Ferguson, Edwards & Masser 2022). Furthermore, blood donation research has only recently started to explore emotions, as for many years blood donation has been regarded as a rational and unemotional process (Masser et al., 2019; c.f. Saltzmann & Boenigk, 2022) – except for the investigation of fears (related to needles or fainting). Blood donation research predominately lacks the exploration of various discrete emotions, such as joy, pride, and shame, which goes beyond the analysis of general positive or

[4] Message tailoring aims at "designing messages to resonate with individuals" (Noar, Harrington, & Aldrich, 2009, p. 74)

negative affective states (c.f. Masser et al., 2020; van Dongen et al., 2021). Therefore, our aim is to investigate, which emotions do e-WOM posts about blood donation elicit in the recipient (the potential donor) and in which cognitive, motivational, or intentional states and behavioural consequences do the emotions result.

As the research on the effects of e-WOM on emotions is still in its early stages, we chose an explorative qualitative research design, consisting of 12 semi-structured interviews. We employed a purposive sampling approach, more precisely a homogenous purposive sampling, and selected interviewees based on the following criteria: German residents aged between 20 and 40 years, who have donated blood at least once, and have experience with e-WOM posts about blood donation, at least once in the recent past. The interviews were conducted online using the conferencing tools Zoom and Microsoft Teams between April 20 and May 4, 2022. To ensure a systematic and precise data analysis, we applied the qualitative content analysis according to Mayring (2015).

Our paper is based on Söderlund and Rosengren's (2007) emotion-based framework for word-of-mouth, which illustrates the process of transmitting emotions through e-WOM. It explains the emotional processes that occur in the recipients' mind when they receive an e-WOM post. This refers to, how recipients catch the emotions ("emotional contagion") and to, how does this affect the recipients' judgements ("affect infusion").

Our findings indicate that e-WOM about blood donation and thus, the experiences of others, trigger the recipients' own (blood donation) experiences and emotions a lot. E-WOM evokes both, positive and negative emotions, but the former outweigh the latter. Interviewees report feeling a range of emotions, including joy, gratitude, pride, compassion, warm glow, as well as embarrassment and guilt[5]. Respondents explicitly name these emotions but also refer to them metaphorically. Additionally, e-WOM elicits the emotional states of satisfaction and commitment. Furthermore, interviewees agree that e-WOM posts do not alter their attitudes towards blood donation, but they certainly influence their cognitions, in particular, their awareness. In some cases, e-WOM increases the intention to donate blood or even blood frequency. Therefore, e-WOM has a reminding and a motivating function. However, it is occasionally used more as a marketing and profiling tool for the e-WOM giver.

Our study makes several contributions to (e-)WOM research in the blood donation context: First, we enrich knowledge on the (role and the) use of e-WOM by identifying the various functions of e-WOM. Thus, we refine the conceptualization of e-WOM in the blood donation context, which has been hitherto neglected in research (compared to commercial contexts). Second, we provide insights into how e-WOM affects the recipients' emotions by illustrating, which discrete emotions are elicited through e-WOM. Accordingly, we deepen the understanding of the link between the informational cues of messages (e-WOM) and emotions. Our research also contributes to blood donation research. Third, our (research) emphasis on emotions generally enhances the understanding of blood donation as a warm (emotional) process. Fourth, our identification of discrete emotions provides evidence of which emotions are reflected by the recipients (donors), and how they can influence future blood donations. This deepens the understanding of emotions as levers for blood donation behaviour.

5 The latter two occur, when individuals have not recently donated blood.

Our research also has practical relevance in supporting blood donation agencies to use their social media activities more effectively. This refers to a more deliberate and systematic integration of donor-generated e-WOM in their social media strategy.

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O impacto do marketing social para incentivar a prática de esportes de lazer

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Palavras-chave: *desportos recreativos, motivações, comunicação de marketing, marketing social*

Introdução

Em média, quase metade da população não participa em qualquer atividade desportiva na Europa (Comissão Europeia, 2022). Se conseguirmos compreender as fontes de motivação dos jovens para a prática regular de desporto, estaremos mais perto de responder à questão de saber quais as ferramentas e os canais de comunicação a utilizar para chegar aos jovens adultos que não praticam desporto. O objetivo da investigação foi explorar as motivações para o consumo de desportos de lazer entre os estudantes universitários e a presumível eficácia das actividades de marketing socialmente responsável relacionadas com as motivações para a prática de desportos de lazer.

Contexto teórico

Como Ryan & Deci (2000) resumem no seu estudo, existem 3 tipos de motivações: amotivação, motivações extrínsecas e intrínsecas. Os resultados de Duda et al. (1995) mostram que uma perspetiva de objectivos relacionados com a tarefa deve promover a motivação intrínseca, ao passo que uma perspetiva de objectivos relacionados com o ego tende a conduzir a uma motivação inferior. Lehner & Schuster (2023) e Paludo et al. (2016) demonstraram que objetivos bem definidos e feedback positivo melhoram a motivação e o desempenho esportivo. O modelo de expectativas-valor de Eccles e Harold (1991), juntamente com a pesquisa de Guedes e Silvério Netto (2013), permite a avaliação das diferenças de gênero relacionadas à participação no esporte. Quanto ao aspeto do marketing social, existem apenas antecedentes esporádicos de investigação sobre o tema estudado (Bright, 2000; Ebrahimipour et al., 2021).

Métodos

Num total de 28 perguntas, um questionário examinou em pormenor os aspectos das motivações para o consumo de desporto. A recolha de dados teve lugar sob a forma de um questionário online, que foi distribuído utilizando o método de bola de neve nas interfaces oficiais da universidade e nas plataformas de redes sociais online. O inquérito baseou-se numa variação da escala SPEEDE adaptada para esta investigação, examinando as dimensões de Socialização, Desempenho, Autoestima, Excitação, Diversão e Estética. Os grupos de motivação básica foram os seguintes:

a) *Motivação utilitária:* obter um passatempo útil através do desporto
b) *Motivação momentânea*: experimentar uma alegria e felicidade momentâneas
c) *Motivação baseada na experiência*: encontrar o sentido da vida como consequência a longo prazo

Realizámos análises estatísticas para descrever uma visão geral dos factores motivacionais e a estrutura de uma escala de construção motivacional. Foi efectuada uma análise estatística descritiva para responder à questão de investigação sobre quais os factores motivacionais que os jovens atletas de lazer consideram importantes. Na segunda etapa, foi utilizada uma análise fatorial para identificar a estrutura fatorial da escala de motivação. Dois passos na análise fatorial foram efectuados: uma análise de componente principal e uma análise fatorial pelo método da máxima verossimilhança. No terceiro estudo, foi aplicada uma análise discriminante para identificar as principais diferenças motivacionais entre os segmentos. Numa segunda fase da investigação, mini-grupos focais foram realizados para investigar as expectativas da população-alvo relativamente às mensagens motivacionais de marketing social. Durante as entrevistas dos grupos focais testámos uma campanha de comunicação de marketing relacionada ao desporto recreativo.

Resultados

Com base nos resultados, entre os factores de motivação dos jovens para o desporto, o cumprimento das expectativas destaca-se como um forte fator de motivação. A segunda área de motivação mais forte é a "saída" da vida quotidiana e a emoção do desporto. Na estrutura dos factores, aparecem 6 factores (autoestima, estética, desempenho, relações sociais, excitação e diversão), incluindo 12 itens que se destinam a captar tanto os factores motivacionais activos da participação na atividade desportiva como os factores motivacionais externos relacionados com o desporto. Neste estudo, foram encontradas algumas evidências relativamente às diferenças de género no envolvimento desportivo. Pode presumir-se que, na estrutura motivacional do segmento feminino, o desporto aparece principalmente como uma forma de recreação, embora as mulheres sejam, em geral, mais limitadas nos seus tempos livres do que os homens. As motivações orientadas para o desempenho e para os resultados parecem ser mais fortes entre os homens. Na fase qualitativa pós-quantitativa, as entrevistas dos grupos focais exploraram a validade presumida dos resultados quantitativos e a possibilidade de motivar os grupos-alvo a praticar desportos de lazer. Para além disso, a conceção criativa das campanhas de marketing social necessita de uma adaptação cuidadosa à população-alvo.

Conclusões

Em conclusão, os nossos resultados sublinham a complexidade e a diversidade das motivações dos jovens desportistas em tempos livres. Os resultados da investigação abrangem várias disciplinas. Os inquiridos do estudo pertenciam à geração Z, onde se pode observar uma espécie de culto do corpo e uma tendência relacionada com a formação da imagem corporal. Este facto tem, em parte, um significado sociológico. O excesso de peso, enquanto problema grave nas sociedades modernas, tem também implicações psicológicas. Outra possibilidade é estabelecer uma ligação com a área de investigação motivacional do marketing. A modelação do comportamento do consumidor com base no estilo de vida pode revelar uma ligação direta à compra de produtos e serviços relacionados com o desporto recreativo. Além disso, é necessário chamar a atenção para a importância da responsabilidade social, para formular mensagens de marketing social centradas na promoção dos desportos recreativos. A investigação contribui com novos conhecimentos sobre a interação dinâmica de factores pessoais, sociais e culturais que moldam as motivações dos jovens atletas e explora os pontos fulcrais na conceção de um marketing social eficaz.

The Social Marketing perspective: a systematic literature review

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Keywords: Social Marketing; systematic literature review; text mining

Introduction

This paper aims to contribute to a better understanding of the discipline of Social Marketing, its scope of action and main authors that have been contributing to the establishment and development of the concept around the world over the last 10 years. Another contribution of this paper is to assist with a better knowledge of the taxonomies and emerging themes in social marketing and how they have been applied within the social marketing principles.

To do so, a Systematic Literature Review was performed, from papers published in the Web of Science database, in the last 10 years, using the keywords "social marketing". That resulted in a sample of 2676 papers and 9491 different authors. Data collected was then analysed with the assistance of the VOSviwer sofware for bibliometric analysis and CAQDAS sofware Nvivo 14r for text mining.

By providing a snapshot of publications over the last 10 years, the time since the iSMA's definition of consensus, this systematic literature review aims to contribute to the scholarly discourse on social marketing by providing an idea of bibliometric issues, main authors, and their relationships, as well as an overview of the topics and their development over time.

Theoretical background

Social marketing has been the subject of several systematic reviews, focusing on its sectors of intervention, effectiveness and its most commonly used tools, among others. The advancement of this sub-discipline commissioned the development of many different social marketing organisations, national and international congresses, contributing to the recognition of its relevance by governmental bodies and the proliferation of research institutes/centres within universities or specific consultancy firms (Rey-Pino, Gallopel-Morvan & Algar-Partida, 2022).

The concept of social marketing has evolved greatly from its inception in the 70's, grounded at the awareness of the beneficial application of marketing principles to tackle social needs (Kotler & Zaltman, 1971). It is now widely recognized as a behaviour change discipline (Rundle-Thiele, 2015).

It is driven by the intention of creating a better society for all by generating long-term strategies among different parties, in consideration to all stakeholders (Rey-Pino & Montoro-Ríos, 2021) where creating value for individuals is its greatest intention (Gordon et al., 2018).

Therefore, it constitutes a subdiscipline of marketing that concerns to promote positive behavioural change. Its evolution is marked by a broadening of scope from initial focus on public health issues to encompass a wider array of social concerns such as social and economic inequalities, environment and sustainability (Rey-Pino & Montoro-Ríos, 2021).

Making use of the principles and techniques of commercial marketing, social marketing aims to promote behaviours that benefit individuals and society at large, distinguishing itself through its emphasis on the social good over financial profit (Kotler & Zaltman, 1971). This conceptual groundwork has since been expanded upon by a vast number of academics, who have sought to adapt social marketing principles to the fast-evolving field of societal needs and challenges. Though it has seen some controversy and diversification with many researchers advocating for the development of the concept beyond the classical four P's of Marketing framework as it may be obsolete and diminish the wilderness of social marketing (Gordon, 2012).

Methods

To perform this Systematic Literature Review we conducted a bibliometric analysis through VOSviewer software and text mining with support of CAQDAS software NVivo 14r of papers published on the topic of "Social Marketing" in the last 10 years.

As the criteria for paper acceptance, it was established:

Papers publishes in Web of Science Database

Abstracts reading meeting the research criteria.

Research was performed on the 7th of march, 2024. The initial search obtained a total of 2899 results. This was then limited to 2676 papers, once all filters and abstracts were reviewed.

For this sample, a characterization was performed to assess the timeframe of publications, more preeminent Web of Science categories, record count, more commonly used Journals, and their Impact Factor.

Results

The results of this research allow to assess the vast variability of subjects social marketing comprehends. Considering the research areas, there is prominence of publications categorised in business and economics, followed by health care sciences services, psychology, and public environmental occupational health. These results highlight the multidisciplinary nature of the sub-discipline.

Also, the hegemony of Anglo-Saxon universities on the study of social marketing it is clearly highlighted with Australia arising as the country with more universities in the top ten universities worldwide.

In what concerns to authors, “Rundle-Thiele, S.” is considered to be the most influent author with the highest total link strength.

In regard to text mining, the terms “health, bahaviours, intervention and campaign” are the most repeated words around the concept of social marketing.

Conclusions

The theoretical background of social marketing is rich and varied, drawing from a wide range of disciplines to inform strategies for effective bahaviour change and social improvement. These theories not only guide the design and implementation of interventions but also ensure that they are ethically sound and socially responsible, with a clear focus on achieving long-term societal benefits. Through this comprehensive analysis, it is intended to offer implications for future research, policy-making, and practice in the domain of marketing for social good.

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Volunteer-to-Volunteer (V2V) Interaction: antecedents, types and consequences

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Keywords: Volunteering, Retention, V2V Interaction, Co-Creation, Co-Destruction.

This paper explores the concept of Volunteer-to-Volunteer (V2V) Interaction, its antecedents, types and consequences.

Volunteering has been described as the act of willingly offering time for the benefit of another (Cnaan et al., 1996; Hansen & Slagsvold, 2020). This activity strengthens the community and allows a service to be performed that otherwise would be extremely expensive or impossible to achieve (Putnam, 2000). With the increased demand for social services and the decrease in government support, the need for volunteers has never been greater (Matos & Fernandes, 2021), specially for organisations that depend on this resource (Groza & Groza, 2021; Haski-Leventhal & Meijs, 2011). For this purpose, understanding volunteers is crucial in designing and implementing retention marketing strategies (Randle & Dolnicar, 2009), but the focus of the literature on the retention of volunteers is still limited (Woolford et al., 2021).

Similarly to other consumer-to-consumer (C2C) interactions, we can assume that volunteer-to-volunteer (V2V) interactions affect the volunteering experience and value co-creation of the experience of volunteering (Schau et al., 2009). Thus, it is considered highly important for the organization's performance (Libai et al., 2010). That said, in order to understand the concept of V2V interactions, its drivers, types and outcomes, we draw from service marketing literature and the similar concepts of consumers' interactions.

Volunteers' motivations are determinant in the retention phase and dictate whether the volunteer continues with or leaves the organization (Hibbert et al., 2003). Among the many reasons found in previous studies, the relationship with other volunteers is at the top of both a reason that prompts volunteers to continue their activity (Smith & Grove, 2017) and a reason that leads them to quit (Lorente-Ayala et al., 2020). The importance of word-of-mouth in the attraction of new volunteers (Hibbert et al., 2003) supports the idea that volunteer-to-volunteer (V2V) interactions have consequences for the organizations.

Supported on the literature about volunteer's motivations and similar concepts of peers' interactions (such as consumers, tourists, students, employees, pilgrims, and patients), a systematic literature review of the research was conducted on consumer-to-consumer interactions in different contexts (such as commercial, academic, in employment, in tourism, and in health care). As to date of this study, there are no articles found referring to V2V Interaction specifically, hence this being – to the best knowledge of the authors – a new concept. A antecedents-decisions-outcomes (ADO) framework was used to analyse the results obtain, that were revised and coded accordingly.

The preliminary findings present the concept of V2V Interaction, defining its antecedents, types and consequences. The drivers can be categorized in volunteer-induced (such as *desire for information exchange*), organization-induced (as *shared platform*), and situational-induced drivers (as *unexpected event*). The types of interactions as of positive or negative nature (such as *community building* and *endorsing*, or *verbal* or *physical misbehaviour*). And the outcomes as positive or negative (as *bonding* or *energy-consuming*), leading to value co-creation of the volunteering experience or to the value co-destruction of the same.

This research is based on the literature available and explored to date. Moreover, the filters applied, and the analysis completed by the authors can also be seen as a limitation.

The findings provided by this research will offer managers of organizations dependent on volunteer work tools to enhance value co-creation and predict value co-destruction of the volunteering experience within their organisation's context, with the aim to retain volunteers and increase performance results.

The practical implications of this study will expectably be organisations' increase in volunteer retention rates and a rise in the number of active volunteers, leading to better performance outcomes for the communities being impacted by their work.

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Sustainability

Breve Análisis de la Directiva UE 2024/825 y sus Implicaciones para la Comercialización de Productos Responsables y Sostenibles

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Palabras clave: Directiva UE 2024/825, derechos de los consumidores, etiquetado medioambiental, greenwashing, obsolescencia tecnológica.

Introducción

Los orígenes de los conceptos de responsabilidad y sostenibilidad se remontan a los de la propia Humanidad, tanto en sentido general como respecto a cada una de las dimensiones de esta última, requiriendo la correcta interpretación de aquélla una la adecuada comprensión de la evolución de la preocupación por ésta (Sroka y Szantó, 2018). Hasta la Segunda Revolución Industrial se priorizaron aspectos económicos (Cervelló-Royo et al., 2020). Después, cuestiones sociales (Torjman, 2000) en consonancia con los avances en materia laboral (García-Miguélez, 2010). En el siglo XX, limitación de recursos y efectos del desarrollo en el cambio climático centraron la atención en lo medioambiental (Hollmann, 2017), antes de reivindicarse la necesidad de articular las tres dimensiones por Naciones Unidas y su Agenda 2030 (Carbal-Herrera et al., 2017).

Proporcionar información al consumidor para adquirir productos sostenibles ha pasado de inquietud a requisito (Vázquez-Burguete et al., 2023), siendo el etiquetado sostenible una opción apreciada (Schuitema et al., 2020) y de gran influencia (Majer et al., 2022): i) reduciendo la asimetría de conocimiento entre compradores y vendedores, con información creíble sobre atributos relevantes (Apostolidis y McLeay, 2016); y ii) dada la amplitud/variabilidad de información, centrando la atención en aspectos trascendentes y "compensando" el poco tiempo disponible para tomar decisiones (Manning y Kowalska, 2021).

Revisión de la literatura

Existen diferentes alternativas para clasificar el etiquetado sostenible (Lanero-Carrizo et al., 2020). Junto a etiquetas verificadas (por pares o terceros), hay autodeclaraciones menos creíbles y objeto jurídico difícil de abordar en caso de reclamación (Villablanca, 2021). Asimismo (Majer et al., 2022), etiquetas positivas (identificando los mejores cumplimientos de estándares), negativas (por imperativo legal, en productos con peor cumplimiento o requiriendo mensaje de alerta), y gradaciones o semáforos (Meyerding et al., 2019).

Con todo, los consumidores desconocen en gran medida lo que realmente supone una etiqueta en un producto, por falta de formación para reconocerlas, y/o interpretarlas (Vázquez-Burguete et al., 2023) o, conforme a un "efecto halo", al percibir que si un producto es bueno para un atributo, lo es para los demás (Lanero-Carrizo et al., 2021). Más grave es la falta de claridad y veracidad de la información, pues etiquetas formales o certificados oficiales comparten espacio con reclamos de dudoso respaldo –algunos claros ejemplos de *greenwashing*– que limitan su eficacia, evidenciada en numerosos estudios, incluyendo el de la Unión Europea en 2020.

Metodología

Sobre esa base, este trabajo analiza la nueva Directiva UE 2024/825, del Parlamento Europeo y del Consejo, de 28 de febrero de 2024, por la que se modifican las Directivas 205/09/CE y 2011//83/UE en lo que respecta al empoderamiento de los consumidores para la transición ecológica mediante una mejor protección contra las prácticas desleales y mediante una mejor información. Más concretamente, se trata de poner de relieve las implicaciones de la norma para la comercialización de los productos, determinando, en su caso, carencias en el nuevo texto legal.

Resultados

La Directiva permite se centra en luchar contra las prácticas engañosas que afectan a la capacidad para tomar decisiones de consumo sostenibles, como obsolescencia temprana, información engañosa sobre características medioambientales ("ecoimpostura") o sociales de los productos, y distintivos de sostenibilidad poco transparentes.

Modifica la Directiva 2005/29/CE, sobre prácticas comerciales desleales: i) añadiendo características medioambientales y sociales y aspectos de circularidad al listado de aquéllas susceptibles de prácticas engañosas; ii) prohibiendo afirmaciones no respaldadas por compromisos y metas claras, objetivas, públicamente disponibles y verificables; iii) exigiendo información sobre métodos de comparación, en su caso, utilizados; y iv) prohibiendo distintivos de sostenibilidad sin respaldo de sistema de certificación o autoridades públicas, afirmaciones medioambientales genéricas sin comportamiento medioambiental reconocido, afirmaciones sobre todo un producto que sólo lo sean para un aspecto específico, afirmaciones basadas en compensación de emisiones de gases de efecto invernadero, presentación como distintivos de requisitos legales, ocultación de efectos negativos de actualizaciones de software, presentación de actualizaciones funcionales como "necesarias", indicaciones engañosas respecto a obsolescencia temprana y su planificación (por ejemplo, induciendo a comprar elementos fungibles, afirmando la reparación de un producto no reparable, etc., u ocultando limitaciones).

Respecto a la Directiva 2011/83/UE, sobre derechos de los consumidores, las modificaciones suponen mejor información y garantías comerciales sobre conformidad y durabilidad (en ambos casos mínima de dos años, sin coste adicional, mediante etiqueta armonizada en lugar visible, y para todo el bien –no sólo componentes–), reparabilidad y disponibilidad de actualizaciones, en el caso de software. Para ello, se establecen como mecanismos la verificación por terceros expertos independientes de las afirmaciones medioambientales y la disponibilidad de sus conclusiones (transparencia), y la posibilidad de inspecciones y auditorías, de las que pueden derivarse sanciones y medidas correctivas, como multas, retirada de distintivos y supervisión o seguimiento continuo, así como exclusión temporal de licitaciones de contratación pública, pérdida de ingresos, o sanciones de al menos el 4% de los ingresos anuales.

En relación con ello, las administraciones competentes han de fomentar la adopción de prácticas sostenibles y transparentes, y facilitar el acceso especialmente a pequeñas y medianas empresas– a distintivos de sostenibilidad.

Conclusiones

El análisis jurídico del contenido de la Directiva UE 2024/825 concluye que ésta contiene importantes implicaciones para comercializar los productos, particularmente en cuanto a transparencia y veracidad de la información facilitada a los consumidores, suponiendo un paso significativo en términos de "obligatoriedad" frente a la "voluntariedad" mayormente prevalente. En este sentido, con especial hincapié en aspectos medioambientales, de economía circular y obsolescencia tecnológica, pero descuidando (pese a mencionarlo en su propósito) cuestiones sociales igualmente demandadas, siendo procedente requerir al legislador un esfuerzo análogo para clarificar el contenido de distintivos garantes de condiciones dignas de trabajo, obligatorios y transparentes en cuanto a cumplimiento de estándares. Claros ejemplos son la percepción en los productos locales y de proximidad o "kilómetro cero" (merced al mencionado efecto halo) de concurrencia de beneficios sociales (precios justos y condiciones de trabajo adecuadas para productores locales) y medioambientales (menor contaminación derivada de su distribución), o la presencia (no necesaria) de las primeras en los productos de comercio justo.

Como reflexión final, debe recordarse que el propósito de este trabajo es servir de marco conceptual para futuras investigaciones, desde una perspectiva jurídica e interdisciplinar, incluyendo estudios empíricos que permitan valorar la eficacia real de la nueva normativa.

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Dialogic capacity in corporate sustainability communication through digital environments

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Due to the growing social concern stemming from the failure to fulfill human rights and the effects resulting from climate change, many organizations are undergoing drastic changes to adopt a more sustainable business model (Grigorescu, Maer-Matei, Mocanu & Zamfir, 2020). This enhanced environmental and social awareness has led stakeholders to demand more information on corporate sustainability (Diehl, Terlutter & Mueller, 2016). In response, organizations make an effort to establish fluid and effective communication of values, actions and results to stakeholders (Herrick & Pratt, 2013).

Corporate sustainability and corporate social responsibility (CSR) can be considered "a participative social process where communication has a central role" (Golob et al., 2013, p. 177). To fully understand this process, it is vital to take into account that today the digital environment have also transformed the way we communicate in the field of sustainability favoring the emergence of alternative communication channels, such as webpages and social media (Illia, Romenti, Rodríguez-Cánovas, Murtarelli & Carroll, 2015). More specifically, corporate websites, thanks to their capacity to present and exchange information flexibly, interactively and dialogically, have become essential tools in the area of sustainability (Wong, Leung, & Law 2015).

Prior studies indicate that the most utilized perspectives for analyzing sustainability communication in digital environments are based on two main approaches: (1) *Functionalist* and (2) *Constructivist* (Golob et al., 2013). The *functionalist approach* is hierarchical and unidirectional, while the *constructivist approach* is defined as co-creative and bidirectional (Hetze, Bögel, Emde, Bekmeier-Feuerhahn & Glock, 2019).

Although the two approaches have been considered in the literature on corporate sustainability, most studies follow a functionalist approach. The studies focused on corporate sustainability communication in digital environments from constructivist approach are scarce and heterogenous in comparison with other fields of research (Lodhia, 2014). In this context, a notable debate exists surrounding the efficacy of employing the constructivist and dialogic perspective in communicating sustainability (Dunn & Harness, 2018). While certain studies highlight the advantages of engaging in dialogic sustainability communication, such as cultivating trust in the brand, generating positive word-of-mouth (Dai & Reich, 2023), and mitigating skepticism towards the brand's sustainability endeavors (Andersen & Høvring, 2020), others indicate that companies are not effectively capitalizing on the potential of their websites for corporate sustainability communication (Chong, Ali & Lodhia, 2016). Particularly lacking is the utilization of the website from a dialogical way (Augusto, 2017; Capriotti & Moreno, 2007).

Based on this controversy, it becomes necessary to address online corporate sustainability from a bidirectional and dialogic perspective to obtain an in-depth understanding of the communicative process and promote improvements for the management of the dialogic capacity levels of corporate websites. The current study addresses this research gap bay utilizing the Dialogical Theory proposed by Kent and Taylor (1998) as its theoretical framework. Specifically, it concentrates on the constructivist, bidirectional and dialogic perspective to investigate how corporate websites incorporate the principles of dialogic communication to become efficient spaces to communicate and develop relationships with stakeholders in the area of sustainability. For this task, an innovative evaluation tool is designed in this study which is called the Bi-dimensional index of dialogic online capacity in corporate sustainability. This *Bi-dimensional index* allows a general and global evaluation and unifies the key content categories on sustainability in previous studies (Santos, Rodriguez & Branco, 2016; Siano, Conte, Amabile, Vollero & Piciocchi, 2016). This index includes and combines the principles of Dialogic Theory in two key dimensions of communication in digital environments (1) *Content Management on Sustainability* and (2) *Interaction Management*—to obtain a global level of dialogic capacity of websites (Capriotti, Carretón & Castillo, 2016). A multisector sample was used consisting of 111 international companies, identified using the SABI database. The companies were chosen according to several previously established requisites: (1) sector risk (Chong et al., 2016), (2) with a website, (3) classification as large companies (Uysal, 2018), and (4) with headquarters in a specific geographical area.

The data were collected between July 2021 and December 2021, using manual verification of each website by means of observation and content analysis (Krippendorff, 1990). Following the coding manual with specific instructions, various independent judges classified each one of the elements present on the websites that matched each dimension, using a double judge system to ensure intercoder reliability (Kim & Kuljis, 2010).

The results show that, despite the importance of corporate sustainability, its impact on developing relationships with stakeholders, and the continued demand for information on this topic by the latter (Bortree, 2014), the global dialogic capacity levels of corporate websites related to sustainability were quite low. Regarding the results obtained for Content Management of Sustainability, it was found that more importance is given to the typology of content than to the organization of information. More specifically, of all the types of content analyzed, the subjects with the most representative levels of dialogic capacity only included certificates of sustainability, policies on sustainability, social performance and environmental performance. Regarding the Interaction Management Dimension, it is worth highlighting that it receives the least attention on websites, whereby format and interactivity resources are scarcely used in the presentation of topics on sustainability. Similarly, website interactivity, although receiving a higher score, has not been properly implemented either. Thus, the dialogic capacity levels obtained indicate that both aspects related to content management of sustainability and those related to interaction management should be improved. This study contributes to understanding how companies conduct their corporate social communication online and offers practical insights on how to adequately manage levels of online dialogic capacity to achieve engagement in a continuous dialog with their stakeholders.

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Food consumption and climate change – A bibliometric analysis

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Keyowrds: Bibliometric analysis; Climate change; Consumer behaviour; Food consumption.

Introduction

As the global population is increasing significantly, there is a worldwide challenge in securing food resources for a projected population of 9.7 billion in 2050 (Berners-Lee et al., 2018; Kemper & Ballantine, 2020). Currently, the food industry is responsible for a third of total anthropogenic greenhouse gas emissions (Crippa et al., 2021), and it is estimated that by 2050, emissions from this industry will increase by 80%. Consequently, changes related to more environmentally friendly eating patterns are recommended to reduce pressure on the food system (Garnett, 2011). Therefore, this study aims to look at climate change in the food sector, using consumers and their behaviour as the unit of analysis. Given the societal significance of this issue, the aim is to identify the lines of inquiry through a bibliometric analysis.

Methods

Literature reviews as an independent study enable a replicable, scientific, and transparent process, ensuring an appropriate sample (Gusenbauer & Haddaway, 2020; Tranfield et al., 2003). Hence, from various review formats, this study assumes a bibliometric approach. Accordingly, bibliometric reviews enable the analysis of large datasets, portraying the intellectual structure and identifying emerging topics (Donthu et al., 2021). Through performance analysis and science mapping, this study aims to provide an overview of literature encompassing sustainable consumption, climate change, and environmental concerns in the food sector. Thus, a search string was conducted in December 2023, comprising the three search domains in the Scopus and Web of Science. Following a search protocol consisting of removing duplicates, filtering by English articles and reviews from journals, and screening by title, abstract, and keywords, 670 documents were obtained as the final sample. Since the data come from two different databases, they were harmonised, following Kumpulainen & Seppänen's (2022) guidelines so that the analysis could be carried out effectively in bibliometric software. Ultimately, the VOSviewer and biblioshiny by R were used to analyse the sample for science mapping and performance analysis, respectively.

Results

The performance analysis showed that the sample of 670 documents corresponds to a timeline from 1990 to 2024. The sample is segmented into 607 articles and 63 reviews. Annual scientific production showed an upward trend, with 2022 being the year with the highest number of publications, with 120. The total number of publications in the 20 journals with the highest number represents around 58 per cent of the total sample. The three journals with the highest number of publications are Sustainability, Journal of Cleaner Production, and Appetite, respectively. The publication outlets with the largest body of publications correspond to interdisciplinary journals focusing on issues related to sustainability and journals with a specific focus on the food sector.

Science mapping consisted of representation by bibliographic coupling and co-citation with documents as the unit of analysis and co-occurrence as author keywords as the unit of analysis. The analyses provided the main findings to identify the main themes studied in consumer behaviour, climate change, and environmental concerns in the food sector. Thus, the research strings correspond to organic food, food waste, meat consumption, and protein alternatives. In the sphere of organic food, the prevalence of studies has centred on variables focused on intention (such as purchase and consumption intention), health, environmental, and price factors. Food waste was predominantly studied in the context of households. The study of more sustainable protein alternatives, such as cultured meat and plant-based food, stands out in the last theme around meat consumption. In addition, the focus was on attitudes and behavioural intentions around minimising meat consumption in favour of mitigating climate change.

Conclusion

This study aimed to provide an overview of research in the fields of consumer behaviour and climate change in the food sector. The contributions centre on exposing the bibliometric metrics of this body of research and identifying research themes. Hence, this study contributes to researchers navigating these research themes. In practical terms, given the need for environmentally friendly alternatives in the food sector, this study provides information for practitioners and policymakers. Regarding limitations, the use of two databases restricts the total universe of documents on this topic. Additionally, the focus on consumer behaviour does not include the perspective of food production, another topic that needs more research in the context of the climate crisis. Ultimately, this study allowed for the identification of themes and the content analysis of these themes through other methods, such as systematic literature reviews, which provided specific insights into the given themes, signalling future avenues of research.

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Frugal Consumers are not Always Sustainable Citizens: An Analysis in an Emerging Latin American Market

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Frugality is poised to emerge as a global mega-trend, fueled by imperatives such as austerity, a longing for simplicity (Manta et al., 2021), and a shift towards more moderate lifestyles in the aftermath of the pandemic. This trend underscores the growing demand for products, services, technologies, and business models that prioritize affordability and ecological responsibility. As such, the ascendance of frugality as a consumption pattern holds significant relevance for diverse stakeholders and represents a novel focal point within contemporary discourse.

In light of these developments, there is a pressing need for research aimed at clarifying the concept of frugality. Such efforts should encompass the development of approaches that delineate this concept, thereby alleviating existing theoretical confusion and paving the way for the formulation of new models and theories to elucidate its nature (Shoham et al., 2017), antecedents, and consequences.

Frugality is undergoing a paradigm shift, with individuals navigating between forced and voluntary frugal lifestyles, displaying a less negative perception of frugality, and witnessing the emergence of new personas sensitive to sustainable development concerns (Roiland, 2016). Hence, a comprehensive understanding of consumers adhering to a frugal lifestyle, employing both demographic and psychographic segmentation criteria, is essential for deciphering underlying factors and delineating various types of frugal consumers. Despite its significance, no prior study has undertaken this endeavor.

Segmentation, as defined, involves dividing the population or market into relatively homogeneous groups identifiable by quantitative or qualitative means *(Wedel & Kamakura, 2000)*. Traditional consumer dimensions such as demographics or geography may not suffice to capture market complexity, prompting practitioners to delve deeper into the concept of market segmentation to glean more nuanced consumer insights (Gonzalez & Bello, 2002; Akkaya, 2021). Lifestyle segmentation (LSS) amalgamates two concepts into a unified framework (Plummer, 1974), with lifestyle referring to a person's distinctive social patterns that bridge individual identity and community/sociality (Evans & Jackson, 2007).

In recent years, shifts in consumption patterns have posed significant challenges for consumer behavior research. The concept of the frugal lifestyle has taken on new dimensions, largely propelled by the imperative of austerity and a growing preference for simplicity. Amidst the absence of consensus in both conceptualization and operationalization, this study aims to furnish a precise definition of the frugal lifestyle while delineating various consumer segments based on their levels of frugality through latent class segmentation. Conducted within the context of an emerging market in Latin America, the research draws upon a convenience sample of 320 customers of an iconic coffee shop brand in Ecuador.

The self-completed survey comprised two sections: the initial one assessed frugal living across 8 items, as outlined by Lastovicka et al. (1999), employing a 5-point Likert scale ranging from 1 denoting strong disagreement to 5 indicating strong agreement. The subsequent segment included demographic inquiries covering gender, age, educational attainment, and monthly earnings. The sample distribution mirrored the customer demographics of this particular establishment. Latent class segmentation (LC Cluster) was accomplished via the Latent Gold v6 software.

Throughout this paper, the absence of agreement and the necessity to define frugality as a consumer lifestyle have become apparent. Misunderstanding sustainable consumption often stems from overlooking the fact that frugal consumers aim to prolong the lifespan of items, not merely discard and repurchase them, primarily to conserve material resources, which in turn leads to monetary savings. However, this behavior is not always driven by environmental concern but rather emerges as a consequence of such actions (Lastovicka et al., 1999; Goldsmith et al., 2014).

The findings reveal the existence of four distinct consumer segments exhibiting varying degrees of frugal lifestyle orientation, discerned through their behaviors, interests, and attitudes. These are: forced frugal, frugal non-green, voluntary frugal and low frugal.

This study marks the inaugural endeavor to employ latent class segmentation in elucidating the frugal lifestyle phenomenon, bearing significant implications for emerging markets. The insights gleaned are invaluable for marketers seeking to tailor branding strategies tailored to each segment, leveraging frugality and thrift as core values amidst the prevailing economic constraints.

Ultimately, additional research is required to analyze the impact of consumer frugality on consumer behavior and decision-making, especially regarding its potential as a segmentation criterion.

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How can consumers of fashion products be grouped according to their consumption patterns and how can their attitudes towards sustainability be characterised?

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Fashion has greatly contributed to the emergence of consumer society (Zsolt 2007). Fashion is based on a duality, it brings together a certain group and separates it from others (Simmel 2001). This duality of the desire to fit in- to stand out- creates the possibility for the fashion industry to flourish uninterruptedly. The choice and consumption of fashion products is strongly influenced by self-image. According to Sirgy's (1982) model of self-concept, there are three dimensions of self-image: the true self-image (how the individual sees him/herself), the ideal self-image (how the individual would like to see him/herself) and the social self-image (the impression the individual makes on others). Fashion offers the possibility of reducing the difference between the true and ideal self-image (Kovács 2005) and is also a major driver of symbolic consumption.

However, symbolic consumption, especially in the fashion industry, runs counter to the idea of sustainability. It is becoming increasingly popular in fashion companies' CSR reports and consumer communications, but this can be interpreted more as greenwashing. For example, encouraging participation in clothing take-back campaigns, rewarded with a coupon that can be redeemed on the next purchase. The question arises: what aspects do consumers take into account when purchasing fashion products?

In our research, we investigated how consumers' attitudes towards fashion products can be characterised, what motivates them to buy fast fashion products or to follow slow fashion guidelines (second-hand clothes; inheritance and exchange; sewing and designer products). What consumer characteristics can be identified and how do they relate to sustainability?

Our assumption is that in addition to the fast fashion group, there will be consumers who follow exclusively the slow fashion trend, mainly those who seek uniqueness and products that "do not go out of fashion". The sustainability aspect of the consumption of fashion products will be more prominent in the slow fashion group and more tangential in the fast fashion group.

The aim of our research is to explore the characteristics of consumers, for which three focus group interviews were conducted in January 2024, involving a total of 17 people (10 women and 7 men). In terms of age group, we interviewed people aged between 20 and 40- the primary target group of the fashion industry- living in rural urban areas, and highly educated. The results of the primary survey allowed us to identify 2 groups:

- pure fast fashion consumers,
- quality-oriented fast fashion consumers, who are differentiated, with the complementary buying of second-hand clothes and/or the purchase of fashion products through inheritance, exchange and/or sewing, designer products (considered as slow fashion followers in the research).

Surprisingly, we could not identify any purely slow fashion consumers. The respondents shop in fast fashion stores and the elements of slow fashion such as buying second-hand clothes, sewing, participating in clothing exchange promotions are complementary. However, fast fashion and slow fashion followers take completely different aspects into account when making their fashion choices. Purely fast fashion consumers are the real target audience of the fashion industry, they shop frequently, prefer to shop at lower prices (price-sensitive), tend to order from online shops from a distance of more than 1000 km, aim for variety and change products frequently. Slow fashion consumers, on the other hand, are quality-oriented, less price-sensitive, willing to pay more for a product because they see it as an investment. They are looking for simpler cuts, eternal pieces that can be easily combined, even passed down through generations. In addition to face-to-face shopping, online shopping is emerging, but they are looking for products from well-known, tried and tested brands, and they are less likely to order from Eastern ultra fast fashion brands.

Perhaps the most surprising result for us was the one on sustainability. Neither segment pays real attention to sustainability in fashion product consumption. For slow fashion followers, the main motivation is the pursuit of quality, rather than social and environmental sustainability. It is also interesting to note that fast fashion followers are more shocked by the images of working conditions, especially child labour and factory conditions in mass production. Nevertheless, it has no impact on their future product consumption. Followers of slow fashion accept the production processes and conditions they consider necessary for the economic development of their country. Regardless of their fashion following group, they consider these global problems as spatially distant and there are "alibi" areas where they do have sustainability in mind, such as the use of canvas bags, vegetable bags, less electricity use, public transport, avoiding waste, end-of-life use of products.

Overall, it can be concluded that there are basically 2 groups of consumers of fashion products: those who follow pure fast fashion and those who follow slow fashion. Within the slow fashion group, there are differentiations (buying second-hand clothes, buying second-hand clothes, buying second-hand clothes through inheritance or exchange, buying sewing or designer products). They also do not consider sustainability in their fashion choices.

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Challenges of Sustainability and Consumer Behavior: A Systematic Literature Review

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Palavras-chave: Sustentabilidade, Comportamento do Consumidor.

Abstract

Sustainability is an increasingly prevalent concept. As a holistic approach, it is sustained by its environmental, social, and economic dimensions. This Systematic Review predominantly focuses on the environmental issue and its delicate, often intricate relationship with consumer behavior. However, the relevance of the social and economic aspects is also emphasized, as they are inherently intertwined with the environmental component. This Systematic Literature Review is supported by 49 articles, and it concludes with a set of topics that should guide future research lines, aiming to address gaps in the literature identified by several authors.

Mixed

A Influência dos Antecedentes do Teletrabalho na Intenção de Rotatividade

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Keywords: Teleworking; Telepressure; Financial Rewards; Psychological Rewards; Turnover Intention.

Abstract

Com os avanços tecnológicos, o uso cada vez maior de Tecnologia de Informação e Comunicação (TIC) impactou a maneira de se transferir informação e de interação entre as pessoas no ambiente de trabalho (Page et al., 2021). Dessas mudanças, pode-se destacar a implementação do teletrabalho, que, embora venha sendo adotado há décadas, foi com o advento da pandemia do covid-19 que sua adoção se popularizou e seus efeitos na flexibilização do trabalho se tornaram mais evidentes (Hong & Jex, 2022). Estima-se que mesmo após o fim decretado da pandemia, empresas e trabalhadores estarão mais propensos à implantação dessa modalidade de forma definitiva (Wöhrmann & Ebner, 2021).

Mesmo antes da pandemia de covid-19 o número de pessoas nessa modalidade de trabalho já vinha aumentando, mas o advento pandêmico disparou o número de trabalhadores remotos e exigiu a implantação do teletrabalho de maneira forçada para que os funcionários continuassem trabalhando mesmo com as medidas de segurança adotadas (Wöhrmann & Ebner, 2021; Petcu et al., 2021).

Sobre a intenção de rotatividade, ela é composta pelo processo cognitivo de pensar em desistir, planejar em deixar o emprego e o desejo de deixar o emprego (Lambert & Hogan, 2008). Pesquisas (Overbey, 2013; Sun & Wang, 2016) que exploram a rotatividade tendem a identificar as variáveis que levam à intenção de sair para, então, abordarem ou modificarem essas variáveis com o intuito de diminuir a rotatividade.

Já a eficácia no trabalho pode ser definida como a avaliação dos resultados do desempenho dos trabalhadores e a implementação de teletrabalho pode estar atrelada ao aumento dessa performance (Grant et al., 2019). Neste contexto, os referidos autores também destacam que a eficácia-produtividade possui relação com as aptidões, competências e autogestão necessárias que o teletrabalhador deve ter para cumprir as metas de desempenho.

Sobre a produtividade, Choi (2019) frisa que os teletrabalhadores podem obter maiores índices além de vantagens financeiras, reduzindo o tempo e os custos de deslocamento e diminuindo o estresse relacionado ao emprego, gerando maior desempenho e satisfação com seu trabalho.

Dentre as principais características de uma cultura de teletrabalho bem-sucedida em uma organização está a confiança nos funcionários e a comunicação apreciativa (Becker et al., 2022). Nesse contexto de teletrabalho, a confiança organizacional se encontra no espectro de relação do trabalhador com a instituição, abrangendo tanto a percepção do teletrabalhador da relação funcionário x gestor como o nível de autonomia dado pela organização a ele (Grant et al., 2019).

Sobre interferência trabalho-vida, segundo Nemteanu e Dabija (2023), a modalidade de teletrabalho não necessariamente reduz a intenção de rotatividade nos trabalhadores. Essa redução, como os autores destacam, pode ocorrer quando os funcionários percebem, no acordo de trabalho flexível, benefícios em sua rotina pessoal e laboral; caso contrário, ao se sentirem cerceados, a tendência é que a intenção de rotatividade aumente.

As recompensas financeiras tradicionalmente receberam mais atenção da literatura (Torre-Ruiz et al., 2017), tendo seus efeitos nas atitudes e desempenho dos trabalhadores sido vastamente estudados. Podem ser definidas como ganhos monetários e econômicos que os funcionários obtêm no local de trabalho, tais como subsídios e gratificações (Chi et al., 2023). Wong et al. (2020) identificaram que altos índices de recompensas psicológicas estão associados a um equilíbrio mais saudável entre vida pessoal e profissional. Levando-se em consideração o contexto da pesquisa. Também se destaca que a satisfação no trabalho, que está presente nessa relação de entrega de benefícios, pode impactar positivamente na produtividade do trabalhador (Petcu et al., 2021).

A telepressão no local de trabalho é definida como a combinação entre a vontade constante de responder mensagens de TIC e a preocupação em que essa resposta seja rápida (Barber & Santuzzi, 2015). Essa combinação faz com que a experiência da telepressão seja um estado psicológico marcado pela contínua conexão com as atividades de trabalho (Barber & Santuzzi, 2015). Isso, portanto, pode impedir os funcionários de terem momentos de recuperação do trabalho (Cambier et al., 2019).

Com base nos assuntos mencionados foi construído um modelo teórico para relacionar os antecedentes do teletrabalho, compostos pelos construtos recompensas financeiras (Mainardes et al., 2019), recompensas psicológicas (Mainardes et al., 2019) e telepressão (Barber & Santuzzi, 2015) com os componentes do teletrabalho (Grant et al., 2019) representados pela eficácia-produtividade, confiança organizacional e interferência trabalho-vida, bem como com a intenção de rotatividade (Jung et al., 2021).

Este estudo objetivou verificar a influência de antecedentes do teletrabalho (recompensas financeiras, recompensas psicológicas e telepressão) em componentes do teletrabalho (eficácia-produtividade, confiança organizacional e interferência trabalho-vida), além de averiguar o impacto dos componentes do teletrabalho na intenção de rotatividade de teletrabalhadores. Foi realizada uma pesquisa quantitativa, descritiva, com uso de dados primários e corte transversal e a amostra final foi de 124 respondentes, sendo utilizada a modelagem de equações estruturais para a análise.

Os resultados demonstraram que a confiança organizacional, no contexto de teletrabalho, tende a exercer influência negativa direta na intenção de rotatividade. Sendo assim, concluiu-se que a confiança organizacional foi a única dentre os três componentes do teletrabalho que impactou na intenção de rotatividade. Nesse sentido, é importante para as organizações de cultivar e fortalecer a confiança organizacional ao implementar e gerenciar práticas de teletrabalho a fim de mitigar a intenção de rotatividade e reter talentos. Também se verificou que as recompensas financeiras tendem a impactar positivamente a confiança organizacional e interferência trabalho-vida de teletrabalhadores e que as recompensas psicológicas tendem a impactar positivamente na eficácia-produtividade e a confiança organizacional. Por outro lado, os resultados apontaram que a as recompensas financeiras não apresentaram efeito na eficácia-produtividade e que as recompensas psicológicas não impactaram a interferência trabalho-vida. Por fim, observou-se que a telepressão não demonstrou impactar os componentes do teletrabalho e que a eficácia-produtividade e a interferência trabalho-vida tendem a não influenciar a intenção de rotatividade de teletrabalhadores.

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Digital Marketing in Portuguese Religious Organizations

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Keywords: Digital marketing, NPOs, religious organizations, religious marketing, Portuguese organizations.

Introduction

Digital Marketing has changed how organizations communicate with their audiences. Therefore, marketers taken marketing to the digital space through several digital marketing tools. However, Non-profit organizations (NPOs), including religious organizations, have been slow to adapt to this new way of communication. In fact, religious organizations have specific characteristics which further difficult digital marketing usage. It is interesting, therefore, to study the adoption of digital marketing in the Portuguese religious context.

Theoretical background

Digital marketing undergoing a major evolution that is transforming the way companies (or any other organization) communicate with their targets (Bianchini, 2019; Chaffey & Ellis-Chadwick, 2019).

However, while for-profit organizations (FPOs) marketing is increasingly focused on digital marketing, non-profit organizations (NPOs) are still behind (Bianchini, 2009; Faruk et al, 2021). What is more, marketing in religious organizations is still a questionable topic. and digital marketing in a religious context has not yet been addressed to a large extent (Pessoa et al., 2020).

Notwithstanding, some digital marketing tools have been addressed previously in religious organizations literature. Webb (2012) found that religious organizations consider some digital tools, such as websites, social media, content (in the shape of internet webcast ministries) and internet search engines to be useful for retaining members, attracting visitors or persuade attendees to become members on a religious organization. Websites on religious organizations had been previously addressed (Waters & Tindall, 2010).

Methods

The methodology used for literature review was bibliographic search of articles, conference papers and other theses and dissertations. As the articles retrieved were not enough for the development of the literature review an empirical study was developed.

The initial aim of this thesis was to study a sample that would be faithful to the reality of religious organizations in Portugal. However, the interviews that were conducted did not allow this, since the interviewees who showed availability were mostly from religious organizations of a protestant character.

And so the main question: was "Do Portuguese protestant religious organizations use digital marketing as a means to achieve their objectives?".

The chosen approach was is in-depth semi-structured interviews, as this allows a more insightful view on the respondent's opinion, which can be useful to better understand the subject in analysis (Hair et al., 2017). Nonetheless, there is an interview structure with 7 objectives and and 16 questions.

The sampling technique that was used was purposive sampling, resulting in 10 interviews with people with management or marketing responsibilities in religious organizations.

Results

The importance of digital marketing for an organization's communications is almost universally recognized. In short, only three organizations consider digital marketing to be essential to the organization. Two consider it an important tool, but not essential. The other two consider it important for a specific objective. Every organization considers digital marketing to be at least somewhat relevant, except for one, which affirms that they prefer personal interactions over the use of digital platforms and so, don't insist on developing digital marketing. Also, digital marketing is essential for three organizations.

In general, all organizations recognize the relevance of digital marketing. Some use a large amount of digital marketing tools and try to maximize their potential, being very intentional in what they do online. Other organizations, while giving relevance to digital marketing,it is not the focus of their communication strategy, as personal communication is valued over digital practices. Although some organizations don't think of digital marketing as a big deal, every organization use some sort of digital marketing tool.

There is consensus that digital marketing is used for membership to the detriment of other objectives (volunteers and funding). However, there are different views on the use of digital marketing tools and one of the most important is related to the membership objective: retaining members or attracting new members. Three organizations say they use digital marketing with the main aim of maintaining existing members. Four organizations say they use digital marketing with the main objective of attracting new members. Two organizations say they use digital marketing for both purposes. One organization did not provide an explicit answer.

What are the digital marketing tools that are used by Portuguese religious organizations? Most organizations (6) have a website. These websites are mainly used to provide institutional information. 5 organizations report that information is aimed at potential members. 2 organizations have on their website resources aimed at members.

Are the people in charge of Portuguese religious organizations' marketing volunteers or employees? Why?

For most organizations, digital marketing staff are volunteers. The exception is CCLX. They have 1 employee, who coordinates a team of volunteers. The main reasons given for not having more employees are the lack of financial resources and the small size of organizations. Another reason is general Portuguese organizations' mentality, administrative decisions (not related to the vision or financial problems), non-prioritization of the department and having employees for digital marketing may not be viable, due to their objectives and workload.

Conclusions

And so this article doe tell real stories of Portuguese protestant religious organizations, told through exploratory research. An it was possible to understand whether they are aware of digital marketing and whether they use it as a means to achieve their objectives, as well as the reasons for doing so. After analyzing the results, it was possible to create a framework of what is the state of art of digital marketing on Portuguese protestant religious organizations.

In short, the findings showed that, although not every organization prioritizes digital marketing the same way, each organization uses digital marketing tools to some extent, with social media being the main digital marketing tool. The main difference between them is their objective: member maintenance or member acquisition.

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Employer Branding: Socially Responsible Management as a Competitive Advantage of a University

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Introduction

The purpose of the article is to define the conceptual scope of the term 'employer branding' of private universities (Higher Educational Institutions – HEI) from the perspective of sustainable university management. The second purpose is to present the factors that influence the employer brand of a private university based on survey research in Poland.

Theoretical background

When discussing the issue of university employer brand, the authors refer to the theory of image and the theory of employer branding. The former is already strongly embedded in the social sciences, while the latter is a field that is dynamically developing under the influence of the practice of organisational activities. The image of the organisation according to the classic definition by David Bernstein [1984] is the result of experience, beliefs, feelings, knowledge and impressions, what people (audiences) have about a given organisation or person [Hatch, Schultz, 1997, p. 359]. The definitions of image emphasise the fact that it is a certain image created because of cognitive processes taking place in people's minds [Grunig, 2006]. Employer branding is a process based on the organisation's communication with the environment to reveal all values important to employees and potential employees. It is impacted by elements such as organisational identity and visual identity (VI). Influences employee attitudes, management strategy, organisational identity, and finally the image of the organisation, which influences the decisions made by stakeholders. The dimension of employer branding from the perspective of university employees, both lecturers and education staff, refers to social values, development values, diversity, economic values, interest values, reputation values, values of the work environment, and balance between work and home.

Methods

Research methods used by the authors that allowed the formulation of conclusions included a literature review, surveys, pilot studies, and basic studies based on a questionnaire prepared based on a literature review.

Results

The data obtained indicate the importance of employer branding activities undertaken by private academic universities as a means of maintaining a high position on the educational services market. However, a general tendency that occurs in all categories examined in the empirical studies presented in the paper allows us to formulate the assumption that there is a lack of clear opinion among respondents about the employer branding of the university issue.

It can also be argued that the research presented confirms the relationship between the above. Overall, the results supported the literature on visual identity and reputation; there is a close empirical link between university / academic visual identity (UVI / AVI) and university reputation. "Participants with a strong sense of academic aspects of UVI tended to evaluate the dimension of quality of academic performance more positively" (Alessandri, Yang and Kinsey 2006).

Conclusions

Employer branding as a modern tool to communicate the image of the organisation is due to the low level of dispersion of this concept and elements related to employer branding in the market environment. This concept is a relatively new research area and its exploration should be much more intense.

The research carried out allowed for the specification of certain aspects of both the external and internal image of the public image of private academic universities. At the same time, new exploratory areas appeared related to, for example, generational changes or functioning private academic universities in a complex and uncertain market environment. Thus, the presented topics become a contribution to studies on the evolutionary changes in human resources management in the field of marketing communication with various stakeholder groups, such as the employer's image in the context of the pandemic COVID-19, examining the opinions of students in terms of motivation to start a scientific career and/or obtain further promotions in this career path, the role of the manager in creating the image organisation as an employer, and the impact of the organisation's image on the image of the personal brand manager.

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From theory to plate: Developing a stakeholder's engagement model within a social marketing strategy to promote the adherence of the Mediterranean diet in higher education

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Keywords: Mediterranean diet; social marketing; stakeholder engagement model; priority matrix¸ public higher education institutions

Introduction

The Mediterranean diet is rising as a potentially healthier option to promote wellbeing and long-term sustainability and is being largely discussed as a positive contributor to reach SDGs, namely SDG2 (Zero Hunger), SDG 3 (Good Health and Well-Being), and SDG 12 (Responsible Consumption and Production), both by academics and practitioners. In the light of such debates, this paper aims at contributing to the social marketing literature, by exploring its potential to promote students' adherence to Mediterranean diets on higher education institutions (HEI) through menu interventions. Previous studies have adopted the social marketing framework to investigate change behaviours towards healthier eating habits. However, despite this unequivocal link between Mediterranean diet and healthy eating, the adoption of social marketing strategies to foster the adherence to such diet, remains unexplored, particularly in the context of HEIs. Embracing a cross-national study, this research aims at bridging this gap, by addressing the imperative demand for an integrative approach to stimulate healthier eating habits in HEIs' canteens in three Mediterranean countries: Croatia, Portugal and Turkey. Hence two research goals are explored in this paper: firstly, it aims at designing a stakeholder priority matrix to clearly identify key stakeholders and their degrees of influence and dependence inside the social marketing program, and secondly, it seeks to develop a stakeholder engagement model, tailored to the specific socio-cultural landscape of each country, in order to better craft social marketing strategies aligned with stakeholders' needs.

Theoretical background

Research on food consumption habits has predominantly focused on individual stakeholders, neglecting the multifaceted nature of food choices within more complex institutional frameworks (Story et al., 2008; Swinburn et al., 2011). While these investigations yield valuable insights, there remains a gap in the literature regarding a holistic examination that incorporates multiple stakeholder perspectives (consumers, food providers, and decision-makers) across a broader spectrum of variables. Hence, as different stakeholders call for different engagement designs, we consider that crossing the Social Marketing Framework with the Stakeholder Engagement Model, provides a solid basis to understand how to engage key stakeholders in the implementation of a program aimed at changing and influencing dietary habits towards healthier food choices based on the Mediterranean diet within public HEIs canteens. It is important to note that behavioural change in such contexts, demands a systemic and holistic approach, able to engage a diverse range of stakeholders, beyond those whose behaviour is expected to change.

Social Marketing provides a strategic framework to investigate how to promote behavioural change towards collective welfare. It is concerned with the preferences and needs of a given target audience to better design interventions aligned with such needs. In the specific context of public health interventions towards healthier dietary habits, such framework has been particularly useful (Andreasen, 1994). The Stakeholder Engagement Model, in turn, was first introduced by Freeman (1984), to suggest that complex decision-making in institutional settings should be anchored in the correct identification and engagement of key stakeholders. According to this model, achieving desirable outcomes is highly dependent on grasping in-depth understanding of the interests and level of influence of third parties who might affect or be affected by the decision-making. Hence, in-depth understanding on which stakeholders need to be involved and at what stage of the social marketing process may yield insights into why some interventions change behaviour and why others do not. Limited stakeholders' involvement in the design of social marketing interventions, limits the potential of the program, while intense engagement leads to high quality decision making (Buyucek et al, 2016).

Methods

Underpinned by a qualitative research design, various stakeholders were selected to participate in the design of the priority matrix and the stakeholder engagement model of each country, namely student associations, food service providers, HEI's social services and HEIs' decision makers, resulting in a total of thirty interviews. Participants were asked to identify key stakeholders and their degrees of dependence and influence towards the implementation of healthier food choices in their HEIs' canteens. Such insights allowed to design a stakeholder priority matrix for each country in a first stage, which was followed by the development of the stakeholder engagement model, in a second stage, as illustrated in figure 1.

Figure 1: Research design

Results

Findings revealed that, given the expected differences between sociocultural, economic and political landscapes between countries, priority stakeholders and their levels of dependence and influence, are quite different per country. Moreover, differences between in-campus operational management practices of food services also lead to divergent perceptions regarding who should be considered as key stakeholders. The cross-comparative analysis of the data retrieved from the three countries, revealed that certain key stakeholders are recognised across the three contexts, specifically students, universities, canteens and nutritionists/dietitians. However, it was found that the reality of the legal/political and social framework of the three countries significantly shaped the identification and prioritization of specific stakeholders. For example, in Croatia there is a greater centralization of operations in the Ministry of Science and Higher Education while in Turkey, this falls into the Council of Higher Education. Furthermore, the context of each country requires tailored engagement strategies for specific stakeholders. For instance, Croatia has thirteen student centres offering meal services to students nationwide, as, for example, in Zagreb. Each centre establishes a local commission, which monitors students' nutrition. In Portugal, the academic student federations play a pivotal role in advocating for students' interests and rights before their HEIs, government, and other organizations.

Conclusions

This paper allowed to conclude that a social marketing strategy aimed at changing eating habits of HEIs' students in three different countries, needs to consider an effective stakeholder engagement methodology. Research on cultural differences in social marketing strategies and particularly in stakeholder engagement methodology, is scarce. Therefore, this paper contributes to expand the literature on the topic. Findings revealed that is not enough to create a single stakeholder engagement model throughout the social marketing plan in a more global perspective, as if one solution fits all. This study highlights the importance of designing glocal social marketing strategies, embedding glocal models of stakeholder engagement: standardizing the tools and practices that are possible and adapting what is necessary so that it has success in different national realities.

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Political marketing: What are perception, satisfaction, and trust's roles in voting decision? An empirical analysis

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Keywords: political marketing, voters, voting decision, decision-making

Abstract

Although it has more than 30 years of research advances, the political marketing field is stated as underdeveloped. In democratic countries, where citizens can choose who politician or political party to vote for, political marketing plays an important role in helping citizens decide. The factors that influence voting decisions were previously poorly explored. To bridge that gap, an empirical analysis of the data from a survey conducted in European democratic countries was carried out to identify which is the role of perception, satisfaction, and trust in voting decisions. It was found that media influence perception. Also, perception, added to satisfaction with democracy and trust, influences voting decisions. The research has made an essential contribution to the field of political marketing scrutinising the factors that most influence voting behaviour and decisions and providing the knowledge to develop effective political marketing campaigns. To complete research, future research avenues in the field were identified.

Preferences in university choice: how to win students in a fierce competition?

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Keywords: *enrolment strategy, Hungary, university choice*

Introduction

Higher education institutions (HEI) are faced with the challenge from several aspects in many countries. Decreasing number of students and increased number of HEI results a serious competitive situation in which universities need to consider what steps they are willing to take to attract the highest number of high-quality students. It is necessary to create an enrolment strategy, including content and channels of communication as well.

Theoretical Background

Recent studies have determined that the process of selecting higher education institutions can be described by four types of models: economic, sociological, combined and marketing models (Aydin, 2015). Using the marketing approach, it is the researchers' task to monitor the constantly changing preferences of high school students when it comes to choose a university. Although studies were already made in this field in a lot of countries, Hungarian universities are in a special situation during these days, therefore, a new study is necessary to support successful enrolment strategy.

Winter-Ebmer et al., (2002) provided evidence for the impact of public funding; Johnston (2010) described the role of influential peers; Skvarciany et al. (2020) summarized experiences from Iraq, United Arab Emirates, Latvia and Poland; Tsoy et al. (2021) linked changes in importance of influencing factors between 2010 and 2020; and Petrea and Puiu, 2023) created guideline for high school students based on their findings. Sola and Zia (2021) examined the role of social media as an information source and as in influencing element and found that Z-generation children still trust their family even they are influenced by peers through Facebook and Instagram.

As a conclusion of above-mentioned literatures a survey research was conducted among first-year university students in the first two weeks of their studies.

Methodology

Among Aydin's models (2015) this research used the marketing one in which students were considered as consumers. The primary research aims to explore the main institutional choice preferences among first-year active students (in a Hungarian university), both in terms of level of education and marketing activities in the form of personal interaction. The target group was surveyed using an online questionnaire on the LimeSurvey platform. Based on the literature search, the following research question was formulated:

RQ1: Do institutional preferences differ between bachelor and master students?

H1: Institutional choice preferences differ significantly between levels of education.

RQ2: Does the marketing activity of the institution based on personal interaction influence the image of the university?

H2: The marketing activity based on personal interaction has a significant positive influence on the image of the university.

Univariate and multivariate statistical methods were used to test the hypothesis. Descriptive statistics were used to provide a primary situational picture of the sample, while cross-tabulation, t-test and rank-correlation were used to answer the research questions.

Results

533 participants (first-year active status students) took part in the study at the Hungarian university, of which 443 were the target group. Undergraduate students accounted for 72% of the sample (320), while 123 evaluable responses were received from master's students. The questionnaire was completed and 12 factors influencing the choice of institution (reputation, quality, availability of degree programme, scholarships, attractiveness of the region, cost of study, parents' opinions, friends' opinions, student services, availability of cultural programmes, career prospects) were assessed, measured on a 5-point Likert scale. An independent samples t-test identified significant differences in education level as well as the degree of influence. The largest significant differences were for distance from home (MD = 0.47), scholarship opportunities (MD = 0.67) and cultural programmes (MD = 0.61), factors that were rated as more important by undergraduate students.

The most significant factor was self-reported by the students and could be coded into the above categories, thus allowing for differences to be detected using cross tabulation analysis. The Chi-square statistic showed a significant difference, with the proximity of the institution being the most important determinant for 42.7% of bachelor's degree students, while for 40.3% of master's degree students it was the availability of the chosen degree. The first hypothesis is reasonable.

In the second research question, the number of face-to-face encounters (e.g. open day, matriculation lecture, event visits) of students was examined in the context of the perception of the university image (reputation, quality, accessibility of programmes). The rank correlation results indicate that the number of these personal interactions tends to have a positive effect on university image, but the rank correlation coefficient (r) value [0.102-231] showed a weak relationship and therefore the second hypothesis can only be partially accepted.

Conclusions

The research shows that universities at different levels of education have to show different attractiveness to the target groups they want to recruit. For undergraduate students, the proximity of the university is clearly the decisive factor, which requires further analysis in terms of background. Sociological analyses (Aydin, 2015; Petrea and Puiu, 2023) suggest that the location of the university of choice is not really geographically important, but financially important, as it determines the cost of living and travel. Tsoy et al. (2020) also name these among the costs of education. In Hungary, the geographic fragmentation of bachelor's degree courses may also explain this result. The latter is not the case for master's degree courses so it is not surprising that the accessibility of the degree courses is the main factor. Today's studies mainly focus on the role of online platforms, social media, as a source of information, so we have sufficient information about their impact. However, the current research provides partial evidence that, in addition to these, face-to-face encounters also influence the perception of the university and, through this, the choice of university. In the light of this, enrolment strategies that focus primarily on online content should be reviewed and complemented by more face-to-face, interactive communication elements. A limitation when interpreting and extending the results of the research is that only students from one university in a rural location participated in the research; in addition, the content of the individual influencing factors needs to be clarified.

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The Use of Humour in Occupational Health and Safety Campaigns: An Experimental Study of Advertising Effectiveness Based on Eye-Tracking

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The value of marketing tools, particularly persuasive communication, for raising awareness among managers and workers regarding occupational health and safety has been widely recognised (Riobello-Alonso and Bestratén-Belloví, 2020). Within this general framework, previous literature distinguishes various efforts to identify useful communication tools for occupational risk prevention campaigns to achieve positive outcomes, measured in terms of attitude and behaviour changes. In this regard, it seems that one of the main effectiveness factors relates to the creative strategy of the campaign and the style used in presenting the message, understood in terms of tone and manner of appealing to the recipient (Hopkins, 1980). In general terms, the style can be emotional or rational, or a combination of both.

Building upon this basic differentiation, several studies advocate for the value of the emotional component in messages aimed at promoting attitude and behaviour changes regarding occupational safety. It is known that appealing to emotions is much more effective than purely rational messages, and that different emotional tones also yield different results. One of the most controversial approaches in this regard argues for the usefulness of humour in capturing attention and connecting with employees (Banacloche et al., 2014). However, in work contexts with certain levels of danger, campaigns based on humour may be considered frivolous and generate hostility among recipients.

This study aims to analyse the effectiveness of humour as an advertising resource to promote a health culture among the youth, as a group that has begun to have some work experiences or is about to do so in the near future. Given that many of the work experiences of young people take place in outdoor positions, we seek to analyse to what extent humour-based campaigns can promote the adoption of simple measures for preventing risks associated with sun exposure.

To achieve this purpose, we also aim to overcome some of the limitations associated with the use of self-report measures in previous research dedicated to studying the effectiveness of communication campaigns aimed at promoting individual changes, due to the frequent gap between the attitudes and intentions declared by individuals and the behaviours actually carried out (Beckwith and Lehmann, 1975; Day, 1975; Green and Srinivasan, 1990; Griffin and Hauser, 1993). In this context, neuromarketing constitutes an emerging market research methodology aimed at both external and internal target audiences, offering the possibility of gaining a greater understanding of individuals' minds than conventional psychometric techniques, by avoiding the distortion of conscious participation (Ariely and Berns, 2010; Morin, 2011; Plassmann et al., 2012; Reimann et al., 2010; Venkataraman et al., 2012).

Following this line of work, the use of behaviour analysis technologies for eye tracking studies is proposed, allowing for the analysis of visual movement and fixation in information search (Adaval et al., 2018; Yagüe and Merino, 2012), which can then be related to self-reported measures of cognitive, affective and conative communication effectiveness. A significant advantage of this type of research, based on devices in the social sciences field, lies in the low control consumers have over their own eye movements and their ability to provide information about unconscious behaviour. Therefore, it provides a very unbiased response to internal states (Laeng and Sulutvedt, 2014; Loewenfeld, 1999), allowing us to discover what truly attracts individuals when exposed to advertising stimuli (Gofman et al., 2009).

Using the described methodology, an experiment was conducted with a sample of 40 Spanish young adults aged between 19 and 26 years, of which 12 were males and 28 females. Participants were evenly distributed into two experimental groups, each of which was shown a poster from a campaign to prevent risks associated with sun exposure at work, one presented in a rational and neutral tone, and the other based on humour as an advertising resource. During the viewing of the poster, visual attention was measured on five areas of interest in each poster: image, logos, identification of public campaign, main slogan and secondary slogan. Subsequently, participants responded to a questionnaire on advertising effectiveness at a cognitive, affective, and conative level.

The data were analysed using the SPSS statistical program, conducting various comparative analyses between the measures taken in both groups. In general terms, it can be concluded that there are no significant differences in how participants inspected both posters, indicating that visual attention is not affected by the emotional tone of the message. However, differences exist in the elements of the poster that received more or less attention from young adults. Regarding advertising effectiveness, both posters had the same effects on the beliefs and behavioural intentions of young adults, although the humorous campaign was more effective in generating positive emotions, which can be a valuable resource for connecting with young people and encouraging them to adopt certain simple measures for promoting their occupational health.

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