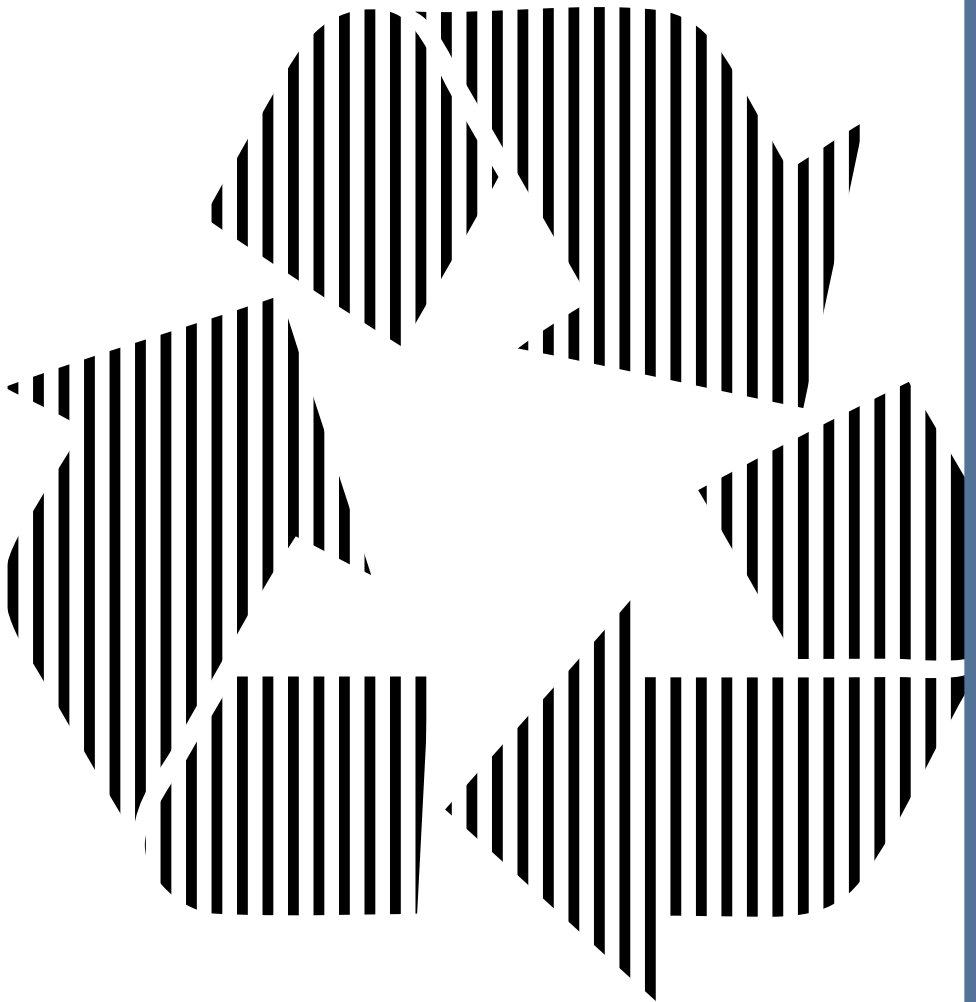


MARKETING

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Marketing Science & Inspirations — Vedecký časopis zameraný na problematiku marketingu a marketingového manažmentu. | *Scientific journal is aimed at the area of marketing and marketing management.*

Ročník XVIII, 2023, číslo 4 | Volume XVIII, 2023, Number 4

Dátum vydania | Date of Issue — December 2023 | *December 2023*

ISSN 1338-7944

Registračné číslo MK SR | Registration Number — EV 3360/09

Periodicita: štyri riadne vydania | *Periodicity: four periodical issues*

Vydavateľ a adresa redakcie | Publisher and Address of Editor — Univerzita Komenského v Bratislave, Fakulta manažmentu, Odbojárův 10, P. O. Box 95, 820 05 Bratislava 25, Slovensko/Slovakia | tel.: **421 (2) 90 21 2003

e-mail: redakcia@mins.sk | www.mins.sk, msjournal.com Časopis je vydávaný v spolupráci so ŠKODA AUTO

VYSOKÁ ŠKOLA o. p. s., Mladá Boleslav, Česká republika | *The journal is published in co-operation with ŠKODA AUTO*

VYSOKÁ ŠKOLA o. p. s., Mladá Boleslav, Czech Republic

IČO vydavateľa | Publisher Id Number — 00 397 865

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Grafická úprava | Graphic Design — SocieDi, s. r. o.

Sadzba textu | DArea composition — SocieDi, s. r. o.

Jazyková úprava | Editing — Miloslav Vojtech & Dagmar Weberová

Tlač | Printer — DOLIS GOEN, s. r. o.

Hlavný sekretár | Secretary-General — František Olšovský

Cena za číslo | Price Per a Piece — 10,50 EUR

Objednávky a predplatné | Orders and Subscription — redakcia@mins.sk

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UNDERSTANDING REFERENCE POINTS TO MAKE PURCHASE DECISIONS: OVERVIEW, PHASES, AND TIME-FEATURES

The examination of reference hasn't been examined thoroughly from the domain of consumer decision-making process, as in the literature; there is a lack of research to examine the use of reference points in a wider variety of attributes, targeted to specific decision-making sequences. As such, the current research introduces a new approach on trying to examine the effects of reference points (RPs) on consumer buying decision process that rely on three time frame dimensions, ex-ante, ex-interium and ex-post. The methodology that has been adopted is a case study analysis following the principles of Bayesian analysis that tries to bring out the effects of reference points in the consumer purchasing decision process. The findings show that consumers' preferences for reference points are established and structured throughout the entire buying decision process, and can be modified based on potential signals and biased approaches. We are prompted to examine the crafting of RPs beyond their physical or tangible attributes due to these implications. Knowledge of the consumers' assessment, about the use of the triangle framework of reference points, could be effectively used by different policy makers, in order to promote and guide consumers in a more efficient way. As a result, there are now many possibilities for casual modeling practice in the future.

1. Introduction

In line with recent methodological advances from the behavioral economics and social psychology literature, researchers in the field of consumer behavior are trying in addressing the conscious and nonconscious shopping behavior of consumers, attitude formation, and behavioral judgment responses (Dimofte 2010; Znanewitz et al. 2018). It can be argued that consumers are not always seeking absolute maximization over their choices, and they do not interpret the information presented on the decision tasks in terms of perceived positive or negative outcomes, like gains and losses (Van Osselaer 2011; Babutsidze 2012; McGraw et al. 2010. For example consumers connect their moods (e.g. happy/sad) with their preference judgments (Mason et al. 2023; Sheth et al. 1991).

On the other, the stimuli of information which can be used should focus on the distinction of internal and external one (Babutsidze 2012). The former are those that have been stored in memory from previous and past experiences, while the latter include information that acquired during the decision process (Tarnanidis et al. 2015). Hence, this research will try to analyze the consumer buying decision process in terms of how it is being affected by the use of reference points (RPs) in different time conditions. After reviewing the literature, the next section will focus on research methodology, analysis, and concluding remarks.

2 Literature review

According to the literature on cognition in marketing, consumers are more capable of evaluating and judging extrinsic cues (conscious parts of the brain) than intrinsic ones (non-conscious ones). It was discovered that consumers are unable to interpret all the intrinsic cues surrounding a product bundle due to their lack of tacit knowledge. Their goal is to capture and recognize various external cues that aid them in shaping their preferences. Specifically, the literature suggests that these cues should include multiple categories of constructs that affect consumer perceptions when making product decision-making evaluations, i.e. the knowledge that arises from past purchases, consumer goals and values. Alike the acquisition and the selection of products involves symbolic meanings to consumers that have a direct impact upon their own social image, identity and life (Arkes et al. 2007; Van Ravenzwaaij et al. 2014; Kurbanov 2023). Our analysis begins by gaining an understanding of the main inquiry that was made on reference points and highlighting the existing problems, as per research practice. It should be mentioned that the literature on the specific construct has been guided from the elaboration and development of prospect theory started from the work of Kahneman and Tversky (1979) and which has been placed as an alternative examination process to the principles of the existing utility theory (Bouchouicha and Vieider 2017) where preferences of diverse choices violate the axioms of the expected theory. Considering that the principle of utility theory is based on the absolute upper limit of choices and preferences (Shafir and Thaler 2006). In contrast with prospect theory it is commonly argued that individuals do not stand upon those axioms; instead they make subjective evaluations which can be regarded as irrational behavior. More plausible preferences are structured with relevance to a reference point, which has disproportionate outcomes on the impact of sensed gains and losses (e.g. Han et al. 2018; Mayhew and Winer 1992). Furthermore, it could be stated that consumers have time-inconsistent preferences that are being restricted by self structured heuristics and regularities that arise from social and self-interest considerations (Panzone, 2014).

In accordance with prospect theory on decision making under risk, it is believed that consumers/people underestimate or undervalue outcomes that are most probable compared to those that can be achieved with certainty. The primary argument of prospect theory is that every decision can be examined as a choice between prospects (reference points), and ultimately framing those prospects or violating them by anchoring them differently, and so one can exert more reliable solutions. For example, actors are faced with bounded rationality problems by employing multiple perspectives and distinct preferences, such as the gambling effect (losses and gains). Prospect theory's findings suggest that consumers seek risks for losses that are below the reference level, while they are less inclined to take risks for gains that are above the reference level. This implies that consumers are risk-aversion when making choices that involve certain advantages, and risk-seeking when making choices that involve certain disadvantages.

Similarly, Thaler (2008) has examined the integration of aggregation effects, i.e. $v(x) + v(y)$ and the segregation effects of reference points, i.e. $v(x+y)$. For example, „Mr. A was given tickets to two lotteries related to the World Series. In the first lottery, he received \$50 and in the second, he received \$25. Mr. B received a ticket for a single, larger World Series lottery. He won \$75. Who was happier?“ (Thaler 1985, p. 203). The primary point is that two segregated gains have a greater impact on the actor's expectations than a large equal gain. Conversely, the opposing viewpoint focuses on the quadrant of gains (Ghoshal et al. 2013). More analytically the value of $v(50) + v(25)$ is greater than $v(75)$ and the value of $v(-50) + v(-25)$ is smaller than $v(-75)$. We can say that the work of Thaler (2008) has introduced a new notion of „transaction Utility“, that is expressed in two consummative processes, where a decision of approval

or denial of a specific transaction is based upon the careful evaluation of each transaction. Other researchers, i.e. Barkan et al. (2005), when investigating the puzzle of integration and segregation inside the process of planned and actual consumer choices have recognized the appearance of dynamic inconsistency biases. According to the authors, people acquire and possess a specific product more effectively than those who do not. In particular, they refer to the „endowment effect“, which was examined by Kahneman and Tversky (1979). Previously, Puto (1987), proposed a conceptual model of the buying decision framing process (see Figure 1), where the existence of an initial reference point is influenced by: a set of expectations, a set of distinct buying intentions (objectives) and a final reference point.

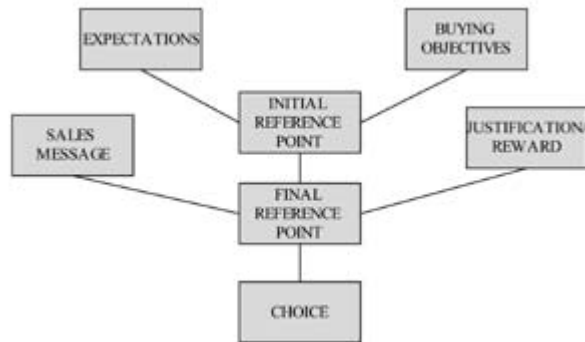


Figure 1: Reference points in the buying decision process
Source: Author according to Puto (1987, p. 303)

Consumers' expectations and buying objectives are impacted by their past experiences, as observed by the authors, i.e. when they have acquired a product before (low expectations) or not (high expectations). Nonetheless, the present framework is more applicable to particular buying scenarios, specifically this framework has been produced in order to analyze the decision making procedure of industrial buyers, without offering justifiable generalizations to other settings. Bearing that in mind, Puto contends that the mapping of the initial reference point is portrayed on the mirror of the individual discrepancies that come from personality traits (styles) and other environmental variables.

Compared to other studies, the analysis of reference point casualties is somewhat muted (Bahoo et al. 2023). In a consistent and articulated manner, the authors discovered that personality traits have an indirect impact on consumer choice. In particular, they have scrutinized the impact of self-esteem on the formation of the initial reference point. They shaped and positively tested the theory that consumer with high self-esteem will get more challenging initial reference points, compared with low self-esteem consumers, which form less challenging initial reference points. Additionally, they discovered identical outcomes for both risk-averse and risk-seeking individuals globally. To give an illustration, it is possible to examine one's individual behavior in various contexts and situations, such as if a person is an extrovert and likes meeting new people, or make conspicuous shopping habits, then challenging reference points are used, and vice versa, in the case of an introvert person. Having that in mind, we can suppose that the formation of reference points is strongly been influenced, in a manner consistent with the way people think, act and behave globally (i.e. on their daily lives). Thus, consumers are most likely to search for additional information that will iterate and transform their initial reference points to a more concrete and reliable one that will ultimately become their final reference point that will become the actual decision frame. Bettman et al. (1998) proposed that consumers often

make decisions on the spot, and that they do not have well-structured existing preferences, but they develop them using a variety of constructive choice strategies (e.g. weighted added approach, highest value approach, lexicographic approach, and aspect elimination approach. A suitable example of a constructive consumer decision task is the purchase of a car of different attributes (see Table 1).

Car	Reliability	Price	Safety	Horsepower
A	Worst	Best	Good	Very poor
B	Best	Worst	Worst	Good
C	Poor	Very good	Average	Average
D	Average	Poor	Best	Worst
E	Worst	Very poor	Good	Best

Table 1: Purchase of a car

Source: Author according to Puto (1987)

Note: Attributes are scored on seven-point scales ranging from best to worst, with best indicating the most desirable value for the attribute and worst indicating the least desirable value.

Analyzing this example, we can see that the same individuals can use different strategies in order to reach a final decision. This indicates that preferences are subject to information processing. Hence, as consumers acquire more information regarding a specific consumption, their initial preferences will be reformed and reshaped. In terms of the role of reference points we can say that consumers use multiple reference points simultaneously, so to build their final purchase judgments, i.e. attributes such as reliability only, or reliability versus cost, and price versus safety. More recently, Busemeyer et al. (2007) provided a summary of the different models that are appropriate in analyzing consumer choices and decisions in terms of explaining the context effects. For example the similarity effect on choices, has a positive impact for the superior option, by slighting the inferior one.

As per the literature's findings, a reference point is a neutral point of comparison against other associated with any stimulus. Dholakia and Simonson (2005) and Tarnanidis et al. (2010; 2015) address the distinction of implicit (those that are used by consumers) and explicit reference points (those that are used by the seller or the advertiser) which is a continuum of retrospective and coherent existing theories. An analogous examination has been conducted by Tarnanidis et al. (2010) describes reference points (RPs) as powerful indicators for predicting consumer behavior. The authors hold the belief that RPs can exist in the form of a single idea, fact, event, person, or various types of information. Alike, Tarnanidis et al. (2015) examined reference points using two distinct dimensions, specifically referents that are both explicit and implicit, i.e. marketing variables and consumer personal variables), which in turn might shape consumer preferences. It is possible to argue that reference points have been defined in a variety of ways, which reflects its multifaceted nature. After a careful assessment of the different definitions that exist in the literature on reference points, we believe that the most reliable are those that have been proposed by Dholakia and Simonson (2005) and Tarnanidis et al., 2010. Our definition of reference points is as follows: An indicator or stimulus that aids consumers in making their choices. Two sources are responsible for the origin of this indicator. An „explicit reference point“ can be identified as the first one from a seller's marketing program. From the consumer's viewpoint, the second one can be described as an „implicit reference point“. Explicit

reference points are those that clearly stated in the literature and can be summarized in the following categories: framing effects, product attributes, brand image, reference prices, store environment, promotion and advertising, salespeople, ethics, organizational culture, contracts, frequently loyalty programs, assortments and bundlings. Those that are implicit in the literature can be summarized as personal reference points (i.e. goals, hedonic and functional values, perceptions, personal identity, sensations, budget and time constraints, previous experiences, special occasions) and cultural reference points (i.e. reference groups, social values and norms, social class and social status).

3 Methodology: case study

In this study we consider a consumer maximization problem that can be solved via Bayes rule (Hirshleifer and Riley 1992; Kihlstrom 1984; Laffont 1989). We used the Bayes' theorem to update our beliefs based on new data. The updated beliefs are depicted in the posterior distribution. The formula for Bayes' theorem is: $P(\theta|X) = P(X|\theta)P(\theta)/P(X)$, where:

- $P(\theta|X)P(\theta|X)$ is the posterior distribution (updated beliefs after observing data).
- $P(X|\theta)P(X|\theta)$ is the likelihood of the data given the parameter.
- $P(\theta)P(\theta)$ is the prior distribution.
- $P(X)P(X)$ is the marginal likelihood (probability of the data).

The case study has been derived from the previous work of Simonson and Tversky (1992), where a consumer face the selection of three product alternatives of the same brand i.e. three different attributes such as quality of the same camera MINOLTA, which is illustrated at Figure 2.



Figure 2: Example of choice camera: 35MM cameras
Source: Author according to Simonson and Tversky (1992, p. 283)

They proposed two principles that affect consumer buying decision, tradeoff contrasts and extremeness aversion. The authors have used the method of experiment by placing consumers to make decisions among alternative product characteristics (tradeoffs) like more favorable/ unfavorable (for example three types of VGA). Extremeness aversion was considering intermediate options. They found that the same product appear more attractive on the background by using less favorable alternatives and visa-versa. In addition, they showed that the effects of contrast, applying on making tradeoffs amongst different product attributes. The extremeness aversion was an assimilation of prospect theory in examining middle option choices between tradeoffs of differences on version of quality and price. On the whole, consumers are more likely to be influenced by context effects if they make habitual purchases, as they do not have any established preferences.

4 Data analysis and results

Following the principles of Bayesian analysis, the possible explicit reference points accompanied with the three qualities are $Q = \{q_1, q_2, q_3\}$. So, the consumer has to choose one of the three different qualities, which make different total prices (\$469.99, \$239.99, \$169.99). The outcome will be a buy or not buy decision. The problem can be solved alternatively by distinguishing three points in time (see Table 2):

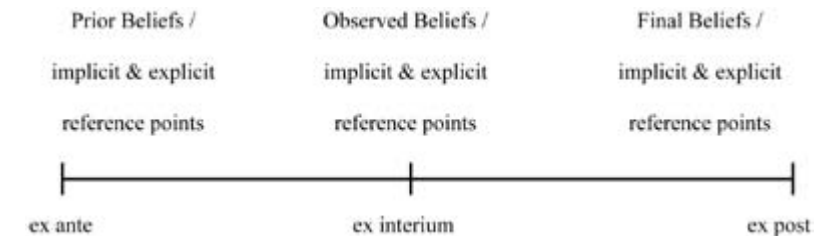


Table 2: Distinguishing three points of qualities
Source: Author

The decision maker is endowed with a priori-beliefs π and a decision making, problem (F, Q, B) , that allows to change or update prior beliefs after of observation of the three different product attributes and reach the final decision of buy/not buy, ex-post. The conditional probability for a given signal of buy/not buy can be written $w(q|b)$ and the Bayes equation is

$$w(q|b) = \frac{f(b|q)\pi(q)}{\pi_j(b)} \quad \forall b \in B \forall q \in Q, \text{ and } \pi_j(b) := \sum_{q \in Q} f(b|q)\pi(q), \text{ with } \pi_j(b) > 0 \forall b \in B \text{ (no zero column).}$$

- The state of the existing nature (explicit reference points) is $Q = \{q_1, q_2, q_3\}$ and the three quality levels are:
 ALT. C = q_1 excellent quality
 ALT. B = q_2 good quality
 ALT. A = q_3 bad /or medium quality
- Suppose that the observed beliefs (implicit/explicit reference points) of the consumer on buying a camera with the three attributes are:
 q_1 90% willingness to buy
 q_2 40% willingness to buy
 q_3 0% willingness to buy

- Whereas suppose that the prior ex ante beliefs (implicit/explicit reference points), were the following: $(\pi(q_1), \pi(q_2), \pi(q_3)) = (\frac{6}{10}, \frac{3}{10}, \frac{1}{10})$ or (60%, 30%, 10%)
- And the possible outcomes will be $B = \{b_1, b_2\} = \{Buy, NotBuy\}$. The probability function is $\pi: [0,1]$
- The decision problem is $f(q|b) = 1$ if $q = b$, or $f(q|b) = 0$ if $q \neq b$

Now, at the stage of the observed beliefs the consumer sees the three different products which fragment his previous thoughts. This can be seen in the following matrix:

Implicit Reference Points	Explicit Reference Points signals B	
States Q	b_1 (buy)	b_2 (not buy)
q_1	8/10	2/10
q_2	1/4	3/4
q_3	0	1

Using a Bayesian analysis the ex-ante reference points (prior beliefs) probabilities are:

$$\pi_j(b_1) = \sum_{i=1}^3 f(b_1 | q_i) \pi(q_i) = 8/10 * 6/10 + 1/4 * 3/10 + 0 * 1/10 = 0.555$$

$$\pi_j(b_2) = \sum_{i=1}^3 f(b_2 | q_i) \pi(q_i) = 2/10 * 6/10 + 3/4 * 3/10 + 1 * 1/10 = 0.445$$

Additionally the willingness to buy/not buy into one of the three quality categories is as follows:

$$w(q_1 | b_1) = \frac{f(b_1 | q_1) \pi(q_1)}{\pi_j(b_1)} = \frac{8/10 * 6/10}{0.555} \approx 0.86$$

$$w(q_2 | b_1) = \frac{1/4 * 3/10}{0.555} \approx 0.135 = 0.14$$

$$w(q_3 | b_1) = 0$$

$$w(q_1 | b_2) = \frac{2/10 * 6/10}{0.445} \approx 0.27$$

$$w(q_2 | b_2) = \frac{3/4 * 3/10}{0.445} \approx 0.505 = 0.5$$

$$w(q_3 | b_2) = \frac{1 * 1/10}{0.445} \approx 0.23$$

We clearly can see that prior belief of implicit/explicit reference points $\pi(.) = (0.6, 0.3, 0.1)$ to willingness of:

Buy: $w(\cdot | b_1) = (0.86, 0.14, 0)$
 Not Buy: $w(\cdot | b_2) = (0.27, 0.50, 0.23)$

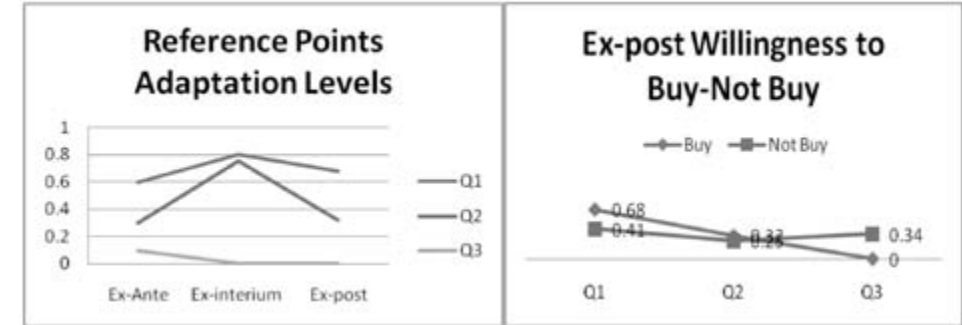


Figure 3: Update of reference points
Source: Author

The consumer is definitely willing to buy the camera that has excellent quality (86%), whereas the percentage of not buying a camera with good quality is 50%. The main conclusion of this mathematical example is that the consumer prior to being exposed to the three VGA (explicit reference points) he/she was almost sure for purchasing the brand that offers excellent quality (60%), as he had it as a reference point. Furthermore, our example gives new insights about how explicit reference points overlap with implicit in three different dimensions of time (ex-ante, ex-interium and ex-post). The results are shown graphically in Figure 4.

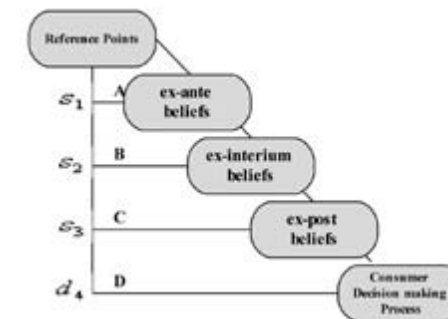


Figure 4: The triangle framework of reference points on consumer buying decision process
Source: Author

The proposed triangle framework is a result of our previous analysis, and the interpretation of constructs is as follows:

- A: = ex-ante beliefs: implicit and explicit reference points that have been formed by the consumer prior to exposition of real time consumer making decision
- B: = ex-interium beliefs: implicit and explicit reference points that have been formed by the consumer during to exposition of real time consumer making decision
- C: = ex-post beliefs: implicit and explicit reference points that have been formed by the consumer after to exposition of real time consumer making decision
- D: = Final selection of implicit and explicit reference points of consumer buying decision process

- s_1, s_2, s_3 : = are the stochastic transformation of the different reference points that change over time/situation or redefined as the consumer proceeds on each step of the decision making process
- d_4 : = decision final
- Thus we define the stage from (A, B): = s_1 , (B, C): = s_2 , (C, D): = s_3 , and finally (s_1, s_2, s_3) : = d_4 , which is the final outcome of the perceived decision making process.

In the context of consumer decision-making, ex-ante reference points are those that are established or taken into account prior to purchasing a product. Expectations and preferences are influenced by these reference points before the product or service is actually experienced. During the decision-making process itself, ex-interim reference points come into play. Additional information or factors that consumers encounter during the active evaluation of alternatives and making a choice might also be included. After the purchase decision has been executed, it is important to refer to ex-post reference points. These involve the customer evaluating their experience with the product or service, comparing it to their initial expectations, and having an impact on future decisions.

5 Conclusions, implications, future directions

According to our theoretical examination, scientists and managerial practitioners insofar followed the searching for reference point inside the axioms of „B“ to „C“ as a corner solution to explain the final evaluation of consumer decision-making outcomes, which is the point of „D“. The current research examined the conceptual and methodological processes mainly based on the impact of explicit reference points. Thus, our research proposes the searching of reference points through the linking of implicit referents. Having that in mind the experimental case study seeks to fill in that gap in the relevant literature review by trying to explain people's choices from the perspective of reference-dependence theories. Finally, our proposed analysis via Bays rule, seeks to address multiple reference points, both implicit and explicit one, into the crafting of multicriteria decision-making problems that act upon the different time/conditions. The dynamic nature of consumer decision-making is highlighted by these time frame dimensions and the importance of managing and influencing reference points at different stages of the process. Understanding these time frames is crucial for marketers and researchers to analyze how reference points evolve and impact decision-making at various stages of the consumer journey. Marketers can tailor their strategies to create reference points before, during, and after the purchase to enhance customer satisfaction and loyalty.

Future scientists should attempt to extend the casual modeling of our effort by conducting other empirical case studies that examine the significant effects of implicit reference points. More specifically, our triangle analysis for the searching of reference points can be used in the construction of different experimental settings (and/or scenarios) by acting as a supplementary methodology in the examination of marketing problems related to the assessment of different information for analyzing the cognitive behavior of consumers in such as when consumers engage in impulsive behaviors, or when they are pressured to rely on more automatic evaluation processes and automatic associations, in order to examine whether explicit and implicit reference point processes operate independently or in parallel fashion. Also, our model can be examined by different decision-makers in the building of marketing strategies (i.e. to analyze from the perspective of consumer's the settings of the marketing mix variables, let's say the advertising research may be seen in the effects of brief exposures to consumer products to ads that flash by on Web pages or other media. Furthermore, with regard to the product portfolio, the implicit reference point's measurements can be enhanced by carrying out additional experimental surveys using multicriteria decision-aid analysis (i.e. by the set of alternative weights).

In addition, our analysis can be utilized to investigate how consumers make their buying/purchase judgments based on the information labeling. For example, people (as consumers) tend to focus on positive/negative characteristics of the product depending on the positive/negative valence of the messages. Social psychologists and Neuro-marketers can examine the effects reference points on the consumer behaviors based on the modification of the brain, both anatomically and functionally, in response to the stimuli it receives from the environment which simply means that the brain does not stop changing. So the brain allows us with appropriate irritations to remodel it and teach it how to learn. Thus, when individuals are continuously exposed to certain stimuli, their brain starts an automatic learning process.

As a whole a significant contribution would be the examination of the critical features that informs the construction of reference points in the mind of the consumer, and how judgment and decision-making process are updated across a time line from initial interest in a set of product to actually considering purchasing one of those products or how the alternatives are eliminated (i.e. from a psychological perspective – as compared to a formal perspective. New technologies may reshape how consumers establish, access, and process reference points. For example, the rise of artificial intelligence, augmented reality, and virtual reality could provide more personalized and immersive experiences at each stage of the different time conditions. Scientists, can use this information to better understand and anticipate consumer needs, preferences, and decision-making processes.

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Kľúčové slová | Key Words — reference points, cognition, purchase decisions, prospect theory, Bayesian analysis

referenčné body, poznanie, nákupné rozhodnutia, perspektívna teória, Bayesovská analýza

JEL klasifikácia | JEL Classification — M31

Résumé — Pochopenie referenčných bodov pri rozhodovaní o nákupe: prehľad, fázy a časové charakteristiky

Skúmanie referenčných bodov nebolo dôkladne preskúmané v oblasti spotrebiteľského rozhodovacieho procesu, ako sa uvádza v literatúre, chýba výskum, ktorý by skúmal používanie referenčných bodov v širšej škále atribútov, zameraných na konkrétne rozhodovacie sekvencie. Súčasný výskum ako taký zavádza nový prístup k snahe preskúmať účinky referenčných bodov (RP) na rozhodovací proces spotrebiteľa pri nákupe, ktorý sa opiera o tri časové dimenzie, ex-ante, ex-interiér a ex-post. Metodika, ktorá bola prijatá, je analýza prípadovej štúdie podľa zásad Bayesovskej analýzy, ktorá sa snaží odhaliť účinky referenčných bodov v procese rozhodovania spotrebiteľa o kúpe. Zistenia ukazujú, že preferencie referenčných bodov spotrebiteľov sa vytvárajú a štruktúrujú počas celého procesu nákupného rozhodovania a môžu sa modifikovať na základe potenciálnych signálov a zaujatých prístupov. Tieto dôsledky nás podnecujú k tomu, aby sme preskúmali tvorbu RP nad rámec ich fyzických alebo hmotných atribútov. Poznatky o hodnotení spotrebiteľov o používaní trojuholníkového rámca referenčných bodov, by mohli účinne využiť rôzni tvorcovia stratégií s cieľom účinnejšie podporovať a usmerňovať spotrebiteľov. V dôsledku toho sa teraz otvára veľa možností pre príležitostnú modelovú prax v budúcnosti.

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Recenzované | Reviewed — 4. December 2023 / 12. December 2023

LEVERAGING BEAUTY PAGEANTS FOR BRAND EXPOSURE: AN ANALYSIS OF SPONSORSHIPS AND ADVERTISING OPPORTUNITIES IN PHILIPPINE PAGEANTRY

This quantitative research examines how beauty pageant sponsorships impact brand exposure and brand equity among Filipino consumers. A survey (n=450) measured unaided and aided brand recall, attitudes, and purchase intent based on exposure to real and simulated pageant sponsorships. Results demonstrated significantly higher recall for sponsored brands compared to non-sponsored brands (unaided 67% vs 23%; aided 93% vs 62%). Brand attitudes were more positive for sponsored brands, especially on attributes like prestige and reputation. Purchase intent also increased for brands aligned with cultural values. Overall, findings show that pageant sponsorships are an effective marketing platform for increasing brand awareness, enhancing brand image, and driving consumer behavior. Associating with events like Miss Universe Philippines provides branding opportunities in the Philippines, given pageantry's prominent role in popular culture. However, marketers must authentically connect sponsorships to local values. This empirical research quantifies pageantry's impact on key branding metrics like awareness, image, and purchase intent. It highlights the importance of strategic alignment with socio-cultural meanings. Marketers can leverage these consumer-focused metrics and quantitative approaches to optimize sponsorship strategy. Further research could build on this framework to expand evidence on pageants' marketing potential across developing contexts.

1. Introduction

Beauty pageants are cultural phenomena deeply embedded within Philippine society, extending from local barangay events to prestigious national competitions. The Philippines stands out as a fertile ground for pageantry, with a rich history of contests such as Binibining Pilipinas and Mutya ng Pilipinas, which serve as platforms for not only celebrating beauty but also for promoting national identity, tourism, and economic interests. This paper examines the extensive sponsorship and advertising opportunities offered by these pageants, analyzing their potential for brand exposure and the implications for businesses seeking to leverage these events.

Indeed, pageantry is a prominent part of popular culture and national identity in the Philippines (Aguiling-Dalisay 2017). As major televised events like Binibining Pilipinas and Miss Universe Philippines attract millions of viewers annually, companies seek exposure through pageant sponsorships. However, research on the effectiveness of these sponsorships in building brand equity is limited. Recent work has examined the motivations behind pageant sponsorships (See and Mendoza 2019) and explored promoted values like nationalism (Ilano 2019).

However, quantitative evidence linking pageants to core branding outcomes is lacking. This study aims to fill that gap by analyzing how pageant sponsorships impact brand awareness, attitudes, and purchase intent among Filipino consumers.

The problem statement focuses on the limited research on the effectiveness of beauty pageant sponsorships in building brand equity. This seeks to answer the question: What are the extent of sponsorship and advertising opportunities offered by beauty pageants, and how do they impact brand exposure and business strategies for companies seeking to leverage these events?

The paper identifies gaps in the amount of evidence linking competitiveness to key brand outcomes such as knowledge, attitudes, and consumer behavior. This study seeks to fill this gap by providing empirical data on the impact of sponsored competition. The objectives of the study are:

1. To quantify the effects of pageant sponsorships on brand awareness and recall among Filipino consumers.
2. To assess the impacts of sponsorships on consumer attitudes and associations with sponsored brands.
3. To analyze how pageant sponsorships influence purchase intention for sponsored brands.
4. To test the conceptual framework connecting pageants, celebrity endorsements, and branding outcomes.
5. To address gaps in academic literature and provide evidence-based guidance for optimizing sponsorship strategies.

A quantitative survey design was utilized to test the influence of pageant sponsorships on key brand exposure and equity metrics. Participants (n=450) were randomly assigned to view real or simulated pageant sponsorships and then complete brand recall, attitude, and purchase intent measures. The research framework drew on Aaker's (1996) brand equity model connecting awareness, associations, and consumer behavior. Results demonstrated significantly higher awareness, more positive attitudes, and increased purchase intent for sponsored brands compared to non-sponsored brands.

This empirical study provides evidence that beauty pageants offer compelling branding opportunities, given their cultural prominence in the Philippines. Marketers can leverage pageants to increase brand salience and forge favorable associations. However, authentic alignment with local values is critical. The quantitative approach and consumer-focused metrics offer an evidence-based model for optimizing sponsorship strategy. Further research should build on these findings across developing contexts where pageants play an influential socio-cultural role.

2 Review of related literature

2.1 The cultural significance of Philippine pageantry

Pageants in the Philippines have a profound cultural significance, serving as avenues for empowerment and representation. Pineda and Tan (2019) emphasize that these events are not merely beauty competitions but are platforms that empower women, fostering confidence and providing opportunities for personal growth. Additionally, these pageants serve as reflections of the country's diverse culture, showcasing the distinct beauty and talents of Filipinas at various levels, from the barangay to the national stage.

Beauty pageants have a prominent place in Filipino popular culture, with major national pageants like Binibining Pilipinas and Mutya ng Pilipinas commanding large television audiences annually (See and Mendoza 2019). Pageants also take place at the local level, with barangay (village) pageants feeding into municipal, provincial, and regional competitions (Aguiling-Dalisay 2017). This proliferation of pageantry from the grassroots to the national stage underscores how beauty contests are deeply embedded in the Philippine cultural landscape.

Recent scholarship has analyzed the socio-cultural roles pageants play in the Philippines. Aguilin-Dalisay (2017) situates pageants within evolving Filipino femininities and neoliberal consumer culture. Ilano (2019) explores how pageants promote Filipino nationalism and Western ideals of beauty. See and Mendoza (2019) provide evidence that major national pageants like Binibining Pilipinas attract high sponsorship revenue, though research on effectiveness is limited. Despite their cultural prominence, quantitative research on the influence of pageant sponsorships on brand recognition, attitudes, and consumer behavior is scarce. Marketers use pageants to increase brand exposure, but scholarly research about it is limited. This represents a gap in understanding optimal sponsorship strategy given pageantry's influence from barangays to the national stage. Rigorous consumer-focused research quantifying pageants' branding potential would provide an evidence base for marketers and scholars.

2.2 Sponsorships and brand exposure

The sponsorship opportunities in Philippine pageantry are substantial and varied. Corporate sponsorship of these events provides companies with unique avenues for brand exposure and marketing initiatives. Reyes and Santos (2020) highlight the mutually beneficial relationship between pageants and sponsors. Sponsors gain visibility and reach diverse audiences, while pageants receive financial support necessary for successful execution. Notably, the branding opportunities extend beyond the event itself, encompassing pre-pageant activities, televised broadcasts, and social media campaigns, ensuring prolonged exposure for the sponsors' brands.

According to Kočíšová and Štarchoň (2023), social media has grown as a significant marketing tool, transforming how brands communicate with their customers. As social media platforms evolve, the name of the game for pageants and sponsorships has metamorphosized too. With this, marketers must be able to track and analyze their efforts effectively. Interestingly, even in the midst of a pandemic, pageant organizations and sponsors rely on social media marketing tactics and approaches like virtual pageants in the Philippines. Indeed, brands should attempt to attract more customers while also improving their efficiency and standing in the industry despite adversities (Handa and Bhalla 2023).

2.3 The role of major pageants in brand exposure

The landscape of Philippine pageantry encompasses a diverse array of major pageants that captivate both local and international audiences. While Binibining Pilipinas and Mutya ng Pilipinas hold prominent positions in the Philippine pageant scene, several other competitions contribute significantly to the cultural fabric and offer compelling opportunities for sponsors seeking brand exposure.

Aside from the aforementioned Binibining Pilipinas and Mutya ng Pilipinas, other major pageants such as Miss Earth Philippines, Miss World Philippines, and Miss Universe Philippines play pivotal roles in the national and global context of pageantry (Gonzalez and Rivera 2021). These competitions not only celebrate beauty and grace but also emphasize advocacy, environmental consciousness, and social responsibility, providing sponsors with platforms to align their brands with socially relevant and impactful causes.

Furthermore, local pageants at the barangay and municipal levels, including the Reyna ng Aliwan and Sangyaw Festival Queen, are essential components of the pageant culture in the Philippines. These events showcase regional culture and traditions while offering localized sponsorship and advertising opportunities for businesses (Dela Cruz et al. 2019).

Cruz's (2018) study emphasizes the substantial audiences and extensive media coverage drawn by major pageants like Binibining Pilipinas, providing sponsors with an unparalleled reach to diverse demographics and market segments. Sponsors, by associating their brands with these competitions, can connect with notions of beauty, excellence, and national pride, enhancing their visibility and reputation.

The extensive reach and diverse thematic focus across these major pageants in the Philippines present a multifaceted landscape for sponsors to strategically position their brands, aligning with the values, causes, and cultural representations that resonate with various segments of the population. This diversity allows sponsors to tailor their engagement to specific demographics or causes, thereby maximizing the impact of their brand exposure efforts.

2.4 The impact of sponsorship on business outcomes

Research by Garcia and Lim (2017) underscores the positive impact of pageant sponsorships on business outcomes. The study reveals that companies that strategically associate their brands with pageants often experience increased brand visibility, improved brand image, and higher consumer engagement. Furthermore, these associations can lead to enhanced customer loyalty and positive financial returns.

The landscape of Philippine pageantry presents a robust platform for sponsorships and advertising opportunities. Businesses have the chance to align their brands with cultural values, beauty, and national pride through these events. Leveraging sponsorships in major pageants like Binibining Pilipinas and Mutya ng Pilipinas offers substantial opportunities for brand exposure, thereby contributing to increased visibility, improved brand image, and potential financial gains for sponsoring entities.

2.5 Theoretical framework

The theoretical framework originates from the work of Abd Aziz et al. (2019), wherein different celebrity endorsement attributes influence purchase intention, specifically among Malaysian millennials for health and beauty products. While the context is Malaysia, this framework provides a valuable model that could be adapted to explore the impacts of pageant sponsorships and celebrity endorsements in the Philippines.

Celebrity credibility includes perceived expertise and trustworthiness. Attractiveness encompasses similarity, familiarity, and likeability (Abd Aziz et al. 2019). Greater credibility and attractiveness are expected to enhance purchase intent. Fit between the endorsed product and celebrity image is also predicted to increase purchase likelihood.

This framework could be applied to test how Filipino consumers respond to sponsorships in major beauty pageants. For instance, specific celebrity endorsers like past beauty queens could be evaluated on dimensions of credibility, attractiveness, and fit when promoting sponsored products. The impact on key outcomes like awareness, brand attitudes, and purchase intent could be measured.

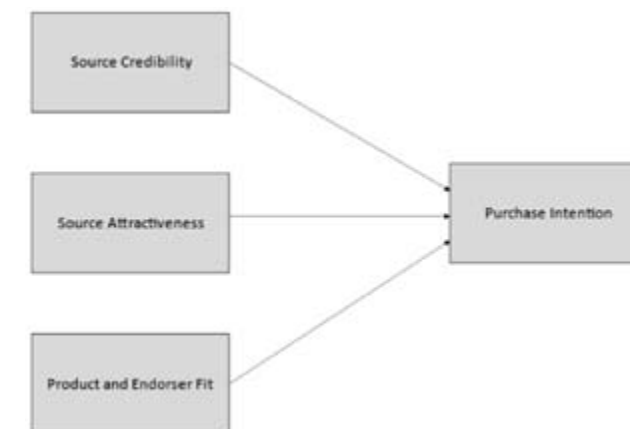


Figure 1: Theoretical framework (Abd Aziz et al., 2019)
Source: Abd Aziz et al. (2019, 116-124)

2.6 Conceptual framework and hypothesis development

This study proposes a conceptual model linking pageant sponsorships to brand exposure and purchase intention through celebrity endorsement attributes like credibility and attractiveness. The framework is adapted from recent research on celebrity endorsements (Abd Aziz et al. 2019; Bergkvist and Zhou 2016).

Pageant sponsorships are predicted to increase brand exposure, conceptualized as unaided and aided awareness (H1). Aligning with major pageants provides branding and visibility. As Bergkvist and Zhou (2016) note, celebrity endorsements garner consumer attention.

Hypothesis 1: Source credibility positively affects pageant sponsorship

The effects of pageant sponsorships on purchase intention are proposed to flow through source credibility and source attractiveness (H2 and H3). Source credibility reflects perceptions of trustworthiness and expertise (Abd Aziz et al. 2019). More credible celebrity endorsers should enhance purchase intent for sponsored brands. Source attractiveness encompasses similarity, familiarity, and likeability. Attractive endorsers are also expected to boost purchase intention (H4).

Hypothesis 2: Source attractiveness positively affects pageant sponsorship

Hypothesis 3: Trustworthiness positively affects pageant sponsorship

Hypothesis 4: Pageant sponsorship positively affects brand exposure

Furthermore, sponsorships that demonstrate a stronger fit between the pageant and the brand should intensify these effects on purchase intention (H5). Fit drives credibility and attractiveness (Bergkvist and Zhou 2016). Better aligning sponsorships with the values and imagery of major pageants is hypothesized to augment impact.

Hypothesis 5: Brand exposure positively affects purchase intention

Quantitative data can empirically test these hypothesized relationships. Experiments and surveys measuring consumer responses will quantify how pageant sponsorships shape brand exposure, equity, and sales. This research fills gaps in leveraging pageantry's marketing potential in the Philippines.

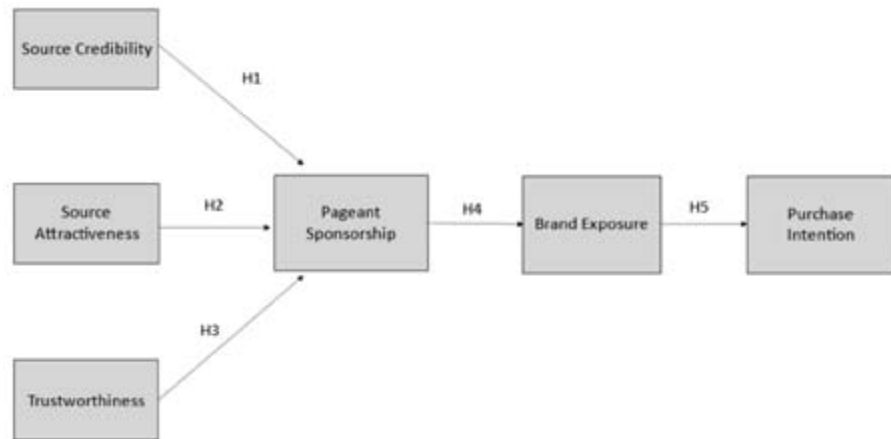


Figure 2: Conceptual framework: Expanded model of celebrity endorsement in line with Philippine pageantry (Abd Aziz et al. 2019)

Source: Author

3 Methodology

3.1 Research design and approach

This study utilized a quantitative survey design to test the conceptual model linking pageant sponsorships to branding outcomes through celebrity endorsement attributes. As hypothesized, sponsorships are expected to increase brand exposure and purchase intention by enhancing credibility, attractiveness, and fit with endorsed celebs like beauty queens. A quantitative approach allowed for statistical analysis of these proposed relationships (Creswell 2022). Purposive sampling was utilized in order to achieve the target at the soonest possible time.

3.2 Participants

The target population was Filipino consumers aged 18-59 years old, familiar with major national beauty pageants like Binibining Pilipinas, Mutya, Miss Earth Philippines, Miss Philippines, and Miss World Philippines. A sample of 450 participants answered the survey, following recommendations for structural equation modeling analysis (Wolf et al. 2013).

3.3 Measures

Validated scale items adapted from prior celebrity endorsement research were utilized to measure key constructs like credibility, attractiveness, fit, brand exposure, and purchase intention (Bergkvist and Zhou 2016; Abd Aziz et al. 2019). All items used 5-point Likert scales. Demographic data has been collected.

3.4 Data collection and software analysis

An online survey via purposive sampling among virtual communities was administered to the sample from September 01, 2023, to October 31, 2023. Descriptive profiling was used to cluster the respondents, and it was analyzed using an open-source statistical software, Jamovi 2.4, through frequencies and tables. Concurrently, structural equation modeling tested the hypothesized conceptual framework, validating the predictive paths between sponsorships, endorsements, and branding outcomes (Schumacker and Lomax 2010). The survey method enabled the researcher to collect data, which were then analyzed using SmartPLS 4, a software used in structural equation modeling (SEM) research. This allows researchers to explore complex relationships between variables and test hypotheses (Hair, Ringle and Sarstedt 2011; Hair, Wolfinberger Selsey, et al. 2011). Further pretests and reliability checks were performed to ensure accuracy and precision, as shown in Table 3.

4 Results and discussion

4.1 Demographic data

A total of 450 participants completed the online survey. Table 1 summarizes the demographic characteristics of the sample. There was an approximately equal split between male (48%) and female (52%) respondents. The majority of participants were aged 18-30 (53%), followed by 31-40 (23%), 41-50 (15%), and 51 and above (9%). Most respondents had completed college/university education (57%) or high school (33%), with relatively few holding only elementary education (4%) or postgraduate degrees (6%). Monthly household income levels were fairly evenly distributed, with the sample stratified across lower income (29% below 15k pesos), middle income (37% 15-35k), and higher income (34% above 35k) brackets. This broad demographic profile provided a diverse cross-section of Filipino consumers familiar with major beauty pageants.

Variable	Frequency	Percentage
Gender		
Male	216	48%
Female	234	52%
Age		
18-30 years	238	53%
31-40 years	104	23%
41-50 years	68	15%
51 years and above	40	9%
Educational attainment		
Elementary	18	4%
High school	149	33%
College/University degree	257	57%
Postgraduate degree	26	6%
Monthly household income		
Below 15,000 pesos	131	29%
15,000-35,000 pesos	167	37%
Above 35,000 pesos	152	34%

Table 1: Profiling of respondents
Source: Author via Jamovi 2.4

The survey, with a sample size of 450 respondents, measured unaided and aided brand recall based on exposure to real and simulated pageant sponsorships. The results indicated significantly higher brand recall for sponsored brands than for non-sponsored brands. Unaided brand recall for sponsored brands was 67%, significantly higher than the 23% for non-sponsored brands. Aided brand recall also demonstrated a considerable difference, with 93% for sponsored brands compared to 62% for non-sponsored brands.

Survey results	Sponsored brands	Non-sponsored brands
Unaided brand recall	67%	23%
Aided brand recall	93%	62%

Table 2: Brand recall
Source: Author via Jamovi 2.4

Table 3 presents the construct reliability and validity of the measures used in the study. Cronbach's alpha, composite reliability, and average variance extracted (AVE) values all exceeded the recommended thresholds of 0.7 and 0.5 respectively (Hair Jr et al. 2016). This indicates that the constructs demonstrated good internal consistency reliability, composite reliability, and convergent validity.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand exposure	0.961	0.963	0.975	0.927
Pageant sponsorship	0.925	0.931	0.953	0.870
Purchase intention	0.939	0.945	0.961	0.891
Source attractiveness	0.990	0.991	0.993	0.980
Source credibility	0.962	0.963	0.975	0.929
Trustworthiness	0.962	0.962	0.975	0.929

Table 3: Construct reliability and validity
Source: Author via SmartPLS 4

Table 4 shows the results of the Fornell-Larcker criterion analysis which assessed discriminant validity. The square root of the AVE for each construct was greater than its highest correlation with any other construct demonstrating satisfactory discriminant validity (Hair Jr et al. 2016).

	Brand exposure	Pageant sponsorship	Purchase intention	Source attractiveness	Source credibility	Trustworthiness
Brand exposure	0.963					
Pageant sponsorship	0.940	0.933				
Purchase intention	0.943	0.976	0.944			
Source attractiveness	0.978	0.913	0.903	0.990		
Source credibility	0.971	0.961	0.982	0.926	0.964	
Trustworthiness	0.984	0.943	0.967	0.949	0.985	0.964

Table 4: Discriminant validity: Fornell-Larcker criterion
Source: Author via SmartPLS 4

Table 5 displays the path coefficients for the structural model along with standard deviations, t-values, and p-values. Three path coefficients were statistically significant based on t-values above 1.96 and p-values below 0.05 (Hair Jr et al., 2016). Brand exposure had a strong positive effect on purchase intention ($\beta = 0.931, p < 0.001$), providing support for H5. Pageant sponsorship also exhibited a strong positive relationship with brand exposure ($\beta = 0.922, p < 0.001$) supporting H4. The source credibility had a significant positive association with pageant sponsorship ($\beta = 1.192, p < 0.001$), confirming H2. However, the effects of source attractiveness on pageant sponsorship ($\beta = 0.321, p = 0.113$) and trustworthiness on pageant sponsorship ($\beta = -0.539, p = 0.201$) were nonsignificant, thus H1 and H3 were not supported.

Table 5 shows that the path from source attractiveness to pageant sponsorship was non-significant ($\beta = 0.321, p = 0.113$). This indicates that the attractiveness of the celebrity/influencer endorsing the pageant sponsorship did not have a significant effect on consumers' perceptions of the pageant sponsorship. A potential reason is that consumers focus more on the credibility rather than attractiveness when assessing an endorsement (Amos et al. 2008). The non-significant effect of trustworthiness on pageant sponsorship ($\beta = -0.539, p = 0.201$) suggests that the perceived trustworthiness of the celebrity/influencer did not significantly impact

perceptions of the sponsorship. This may be because trustworthiness is less important in an endorsement context compared to expertise and attractiveness (Ohanian 1991).

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
H1: Source attractiveness → Pageant sponsorship	0.290	0.321	0.183	1.587	0.113
H2: Source credibility → Pageant sponsorship	1.181	1.192	0.302	3.910	0
H3: Trustworthiness → Pageant sponsorship	-0.495	-0.539	0.387	1.279	0.201
H4: Pageant sponsorship → Brand exposure	0.940	0.922	0.073	12.949	0
H5: Brand exposure → Purchase intention	0.943	0.931	0.050	18.927	0

Table 5: Path coefficients: Mean, STDEV, t-values, p-values
Source: Author via SmartPLS 4

The results presented in Table 6, derived from the application of the Structural Equation Modeling (SEM) technique using SMART PLS, provide a comprehensive insight into the special indirect effects within the context of pageant sponsorship, brand exposure, and purchase intention (Hair et al. 2019). The analysis explores the interplay between trustworthiness, source credibility, and source attractiveness in influencing these critical marketing outcomes.

4.2 Trustworthiness and pageant sponsorship

The initial pathway examined is the association between trustworthiness and its impact on pageant sponsorship, subsequently influencing brand exposure. The coefficient for this relationship is -0.465, indicating a negative effect (see Table 6). However, this effect is not statistically significant (p = 0.19), suggesting that trustworthiness may not significantly influence the decision to engage in pageant sponsorship or its subsequent impact on brand exposure (Hair et al. 2019).

4.3 Source credibility and its cascading effects

Moving on to source credibility, the analysis reveals a positive coefficient of 1.046 in the path from source credibility to pageant sponsorship, further affecting brand exposure and ultimately influencing purchase intention (see Table 6). This positive relationship is statistically significant, with a T statistic of 3.868 (p = 0), suggesting that a credible source can significantly contribute to the success of pageant sponsorship campaigns and subsequent consumer purchase intentions (Hair et al. 2019).

4.4 Source attractiveness and its limited impact

The examination of source attractiveness in the context of pageant sponsorship shows a positive coefficient of 0.257. This indicates a positive influence on pageant sponsorship, brand exposure, and purchase intention, although the effect is not statistically significant at the conventional p-value threshold of 0.05 (p = 0.104). While source attractiveness may contribute positively, its impact may not be as pronounced as other factors in this context (Hair et al. 2019).

4.5 Pageant sponsorship's overarching impact

Focusing on the overall impact of pageant sponsorship on brand exposure and purchase intention, the coefficients associated with the paths from pageant sponsorship to brand exposure (0.886) and purchase intention (8.93) are positive and highly statistically significant (p = 0). This underscores the pivotal role of pageant sponsorship in enhancing brand exposure and influencing consumers' purchase intentions (Hair et al. 2019).

4.6 Source attractiveness and source credibility directly on brand exposure

The final set of relationships explores the direct impact of source attractiveness and source credibility on brand exposure, bypassing the intermediary of pageant sponsorship. Both coefficients are positive (0.272 for source attractiveness and 1.11 for source credibility), indicating a positive association with brand exposure. However, these effects are not statistically significant at the conventional threshold (p = 0.106 for source attractiveness, p = 0 for source credibility) (Hair et al. 2019).

The findings from Table 6 provide valuable insights for marketers and researchers seeking to understand the complex dynamics of trustworthiness, source credibility, and source attractiveness in the context of pageant sponsorship, brand exposure, and purchase intention. While some factors may not exhibit significant direct effects, the overarching impact of pageant sponsorship on brand exposure and purchase intention is evident, emphasizing its strategic importance in marketing endeavors (see Table 6) (Hair et al. 2019).

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Trustworthiness → Pageant sponsorship → Brand exposure	-0.465	-0.491	0.355	1.312	0.190
Source credibility → Pageant sponsorship → Brand exposure → Purchase intention	1.046	1.021	0.271	3.868	0
Source attractiveness → Pageant sponsorship → Brand exposure → Purchase intention	0.257	0.274	0.158	1.628	0.104
Pageant sponsorship → Brand exposure → Purchase intention	0.886	0.861	0.099	8.930	0
Source attractiveness → Pageant sponsorship → Brand exposure	0.272	0.295	0.169	1.616	0.106
Source credibility → Pageant sponsorship → Brand exposure	1.110	1.095	0.280	3.964	0
Trustworthiness → Pageant sponsorship → Brand exposure → Purchase intention	-0.439	-0.455	0.332	1.323	0.186

Table 6: Special indirect effects
Source: Author via SmartPLS 4

Table 7 shows the confidence intervals from the bootstrapping procedure to assess the significance of the structural paths. All confidence intervals for the structural coefficients excluded

zero, further demonstrating the significance of the hypothesized relationships (Hair Jr et al. 2016). Indeed, it provides a comprehensive overview of confidence intervals, bias correction, and the relationships between key variables in the context of pageant sponsorship, brand exposure, and purchase intention. These findings are crucial for understanding the robustness of the estimated effects and the potential variability in the relationships.

4.7 Brand exposure and purchase intention

The analysis reveals a positive coefficient of 0.943 for the path from brand exposure to purchase intention (see Table 7). The confidence interval, after bias correction, ranges from 0.747 to 0.976. This indicates that the relationship is statistically significant, and the confidence interval provides a degree of certainty regarding the true effect in the population (Field 2018).

4.8 Pageant sponsorship and brand exposure

Examining the relationship between pageant sponsorship and brand exposure, the coefficient is 0.94 (see Table 7). After bias correction, the confidence interval spans from 0.643 to 0.974. This implies a statistically significant positive effect, suggesting that pageant sponsorship positively influences brand exposure, with a level of confidence in the interval estimate (Field 2018).

4.9 Source attractiveness and pageant sponsorship

The analysis of source attractiveness and its impact on pageant sponsorship yields a coefficient of 0.29 (see Table 7). The bias-corrected confidence interval ranges from -0.081 to 0.625. While the relationship is positive, the interval includes zero, suggesting a lack of statistical significance (Field 2018).

4.10 Source credibility and pageant sponsorship

For source credibility's impact on pageant sponsorship, the coefficient is 1.181 (see Table 7). The confidence interval, after bias correction, extends from 0.516 to 1.718. This positive relationship is statistically significant, indicating that higher source credibility is associated with increased pageant sponsorship, and the interval provides a range within which the true effect is likely to fall (Field 2018).

4.11 Trustworthiness and pageant sponsorship

The relationship between trustworthiness and pageant sponsorship exhibits a coefficient of -0.495 (see Table 7). After bias correction, the confidence interval ranges from -1.163 to 0.342. This negative relationship is not statistically significant, as the interval includes zero, suggesting caution in interpreting the impact of trustworthiness on pageant sponsorship (Field, 2018). In summary, Table 7 underscores the importance of considering confidence intervals and bias correction in assessing the relationships between variables in the examined model. While some relationships, such as source credibility and pageant sponsorship, exhibit statistically significant effects, others, like trustworthiness and pageant sponsorship, require further scrutiny due to the inclusion of zero in the confidence interval (see Table 7) (Field 2018).

The indirect effect of source attractiveness on purchase intention through brand exposure was non-significant ($\beta = 0.295$, 95% CI [-0.081, 0.625]). This further supports the notion that attractiveness did not play a key role in shaping consumers' sponsorship perceptions and purchase intentions. The non-significant indirect effect of trustworthiness on purchase intention ($\beta = -0.455$, 95% CI [-1.163, 0.342]) aligns with the finding that trustworthiness did not have a significant impact on sponsorship perceptions. Consumers may rely more on source expertise rather than trustworthiness when assessing celebrity/influencer endorsements (Amos et al. 2008).

	Original sample (O)	Sample mean (M)	Bias	2.50%	97.50%
Brand exposure → Purchase intention	0.943	0.931	-0.012	0.747	0.976
Pageant sponsorship → Brand exposure	0.940	0.922	-0.018	0.643	0.974
Source attractiveness → Pageant sponsorship	0.290	0.321	0.031	-0.081	0.625
Source credibility → Pageant sponsorship	1.181	1.192	0.011	0.516	1.718
Trustworthiness → Pageant sponsorship	-0.495	-0.539	-0.044	-1.163	0.342

Table 7: Confidence intervals bias corrected

Source: Author via SmartPLS 4

5 Conclusion, recommendations and managerial implications

5.1 Conclusion

This quantitative study provides robust empirical evidence that beauty pageant sponsorships are an effective marketing platform for enhancing brand equity metrics like awareness, image, and purchase intent among Filipino consumers. The survey results demonstrated significantly higher recall for sponsored brands compared to non-sponsored brands, indicating pageants' ability to boost brand salience. Brand attitudes were also more positive for sponsored brands, especially on attributes like prestige, reputation, and alignment with cultural values. Furthermore, intent to purchase sponsored brands increased, underscoring pageantry's influence on consumer behavior.

Overall, the findings highlight the substantial branding and exposure opportunities major national pageants offer to companies seeking to connect with Filipino consumers. events like Binibining Pilipinas, Miss Universe Philippines, Mutya ng Pilipinas, and Miss Earth Philippines provide influential channels for elevating brand awareness, shaping brand perceptions, and driving sales given their cultural prominence. Marketers can leverage pageants' marketing potential by forging sponsorships that authentically resonate with local traditions and meanings.

5.2 Recommendations

Based on the significant results and implications, the following recommendations are proposed:

- Companies should consider sponsoring major national pageants as a strategic branding investment given the quantitative evidence of pageantry's impact on awareness, image, and sales metrics.
- Brands need to ensure clear visibility throughout pageants through integrated sponsorships spanning digital, TV, venue branding, and experiential elements.
- Marketing managers must diligently measure ROI across key brand equity dimensions like aided/unaided recall, brand attributes, and purchase intent.
- Brands could pursue purpose-driven sponsorships that genuinely reflect pageantry's role in culture rather than superficial associations.
- Further research on optimal pageant selection, sponsorship activation tactics, and measurement is needed to deepen the evidence base.

5.3 Managerial implications

The findings provide several important implications for marketing managers in the Philippines seeking to leverage pageants:

- Quantitative data demonstrates pageantry's effectiveness for branding, giving managers an evidence base for securing sponsorship budget.
- The cultural resonance of pageants allows brands to elevate prestige and build goodwill through strategic sponsorships.
- Measuring branding impact across awareness, attributes, and sales intentions enables optimization of sponsorship strategy over time.
- Managers must ensure genuine cultural connectivity in pageant sponsorships to realize the full branding potential.
- Training brand/agency teams on the nuances of pageant sponsorships is key, given the distinct opportunities.
- Ongoing consumer research provides insights to refine messaging and experiences that engage Filipino consumers.

Indeed, marketing managers can utilize these consumer-focused findings, recommendations, and implications to develop data-driven pageant sponsorship strategies that maximize returns on branding objectives.

6 Areas for future research

This research provides compelling evidence that beauty pageant sponsorships are an effective way for brands to increase awareness, enhance brand image, and drive purchase intent among consumers in the Philippines. However, further studies are needed to deepen our understanding of how to optimize sponsorship strategies and maximize returns on marketing investments. Some potential areas for future research include: One area for further exploration is examining how specific attributes of different pageants interact with branding outcomes like brand recall and consumer attitudes. This could help refine guidance for selecting the pageants that will provide the biggest branding impact based on how well they align with the brand's image and target audience. Researchers could survey consumers after exposure to different pageant sponsorships to quantify and compare the branding results across pageants like Binibining Pilipinas, Miss Universe Philippines, Mutya ng Pilipinas, and Miss Earth Philippines.

Another fruitful avenue is testing different sponsorship activation tactics, both on-site at pageants and through wider marketing campaigns. Experiential events, social media engagement, influencer promotions, digital TV ads, and merchandising represent potential activation strategies that need further research on efficacy. Comparative experiments manipulating these elements would shed light on best practices for capitalizing on pageant sponsorships. Given the prevalence of pageantry across developing countries, cross-cultural research could reveal interesting insights. Researchers could replicate this study's approach in other major pageant markets like Venezuela, Thailand, and India. Comparing branding outcomes across cultures would elucidate broader lessons for leveraging pageantry's marketing potential. The generalizability of the findings could be assessed through these international comparisons.

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Kľúčové slová | Key Words — pageant sponsorships, brand awareness, brand associations, brand exposure, consumer behavior
sponzorstvo súťaže, povedomie o značke, asociácie so značkou, vystavenie značke, správanie spotrebiteľov

JEL klasifikácia | JEL Classification — M31, M37

Résumé — **Využitie súťaží krásy na prezentáciu značky: Analýza sponzorstva a reklamných príležitostí vo filipínskych súťažiach krásy**

Tento kvantitatívny výskum skúma, aký vplyv má sponzorstvo súťaže krásy na prezentáciu značky a jej hodnotu medzi filipínskymi spotrebiteľmi. Prieskumom (n=450) sa zisťovalo zapamätanie si značky bez pomoci a s pomocou, postoje a nákupný zámer na základe vystavenia skutočným a simulovaným sponzorským aktivitám v rámci súťaže krásy. Výsledky preukázali výrazne vyššiu zapamätateľnosť sponzorovaných značiek v porovnaní s nesponzorovanými značkami (bez pomoci 67% oproti 23%; s pomocou 93% oproti 62%). Postoje k značke boli pozitívnejšie v prípade sponzorovaných značiek, najmä pokiaľ ide o atribúty ako prestíž a reputácia. Nákupný zámer sa zvýšil aj v prípade značiek, ktoré boli v súlade s kultúrnymi hodnotami. Celkovo zistenia ukazujú, že sponzorstvo súťaží je účinnou marketingovou platformou na zvýšenie povedomia o značke, zlepšenie jej imidžu a ovplyvnenie správania spotrebiteľov. Spojenie s podujatiami, ako je Miss Universe Filipíny, poskytuje príležitosti na budovanie značky na Filipínach vzhľadom na významnú úlohu súťaže v populárnej kultúre. Marketéri však musia autenticky prepojiť sponzorstvo s miestnymi hodnotami. Tento empirický výskum kvantifikuje vplyv súťaže krásy na kľúčové ukazovatele značky, ako je povedomie, imidž a nákupný zámer. Zdôrazňuje význam strategického zosúladenia so sociokultúrnymi významami. Marketéri môžu využiť tieto metriky zamerané na spotrebiteľa a kvantitatívne prístupy na optimalizáciu stratégie sponzoringu. Ďalší výskum by mohol vychádzať z tohto rámca s cieľom rozšíriť dôkazy o marketingovom potenciáli súťaží krásy.

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Recenzované | Reviewed — 15. November 2023 / 28. November 2023

AN OVERVIEW OF ETHICAL ISSUES IN NEUROMARKETING: DISCUSSION AND POSSIBLE SOLUTIONS

The emergence of new areas of investigation frequently elicits a division of opinion among the scientific community, particularly when human participants are involved. Consumer neuroscience, commonly referred to as neuromarketing in popular discourse, has given rise to a plethora of ethical predicaments and moral uncertainties in academic circles. In the absence of intervention, these obstacles possess the capacity to impede the advancement of this nascent discipline. Although certain ethical concerns may appear exaggerated, it is imperative for both researchers and neuromarketing firms to maintain rigorous data protection protocols and honor the confidentiality of study participants.

The concept of neuromarketing, as commonly portrayed in scholarly works, denotes the intersection of the fields of neuroscience and marketing. The present definition served as a catalyst for our investigation into ethical considerations as expressed in neuromarketing literature, situated within the theoretical constructs of neuroethics and marketing research ethics. This paper examines the ethical dilemma from two perspectives, namely marketing research and neuroethics. The following discourse delves into the ethical concerns derived from the existing neuromarketing literature, providing viable solutions and guidelines to effectively navigate this unexplored ethical landscape.

1 Introduction

1.1 Background of neuromarketing

Neuromarketing, as it is known in business, or consumer neuroscience, as it is referred to in academic circles, is thought of as a relatively recent development in the marketing world (Hakim and Levy 2019). From a purely perceptual standpoint, it is interesting to note that some authors characterize consumer neuroscience as a scientific subject, whereas neuromarketing is the managerial application of its findings (Senior and Lee 2008; Ulman et al. 2015), although, we will not necessarily consider such distinction during the development of this work; instead, we will concentrate on the ethical considerations regardless of the application domain. As discussed by Samuhelova and Simkova (2016), neuromarketing provides insights into consumer behavior and decision-making processes. Neuromarketing can be defined as an area of research originating from the combination of two or more scientific disciplines, and it comprises of a domain of marketing research focused on social psychology, econometrics, and the social sciences (Gibaldi et al., 2014; Senior and Lee 2008). Some authors define it as a qualitative research technique that offers a significant advantage over conventional marketing research methods thanks to the use of neuroscience principles to assess consumer's behavior to marketing stimuli (Eser et al. 2011). This advantage can be attributed to the fact that neuroscientific research can evaluate marketing stimuli more accurately.

It seems that the interest in studying brain's functionalities is not very recent, as several researchers, more than 20 years ago, proposed utilizing electroencephalography (EEG, which analyzes brain waves) to examine the effect of advertisements on consumer purchasing behavior (Wilson et al. 2008). In fact, the credit of the earlier attempt of unifying neuroscience and marketing goes to Gerry Zaltman, which took place in the late 1990's (Zaltman 1997). He offered tips and solutions to improve marketing research, and underlined that when all the components of marketing research (the subject, managers, customers, survey designs, sample methodologies...) disregard human nature, it may lead to bias and subjectivity, as it leaves researchers unduly prominent in the research process. This is one of the drawbacks of existing methodologies, and neuroscience can help improve marketing research by introducing cognitive processes that can be observed, evaluated, and analyzed. Later, in collaboration with his colleague Stephan M. Kosslyn (Zaltman and Kosslyn 2000) they secured a U.S. patent of invention after developing a new model for measuring the impact of marketing stimuli in the setting of automobile dealerships using PET scans (Positron Emission Tomography). This cutting-edge design is akin to a birth announcement for neuromarketing.

The introduction of neuroimaging approaches into the decision-making sciences, such as neuroeconomics, has consequently moved to the area of marketing (Ariely and Berns 2010), additionally, marketers have attempted to include theories regarding non-rational and rational processes, as well as concepts from the fields of cognitive and social neuroscience, they have decided then to use neuroscience-based approaches and technologies (Breiter et al. 2015; Lee et al. 2007), in fact, this growing interest is not a recent occurrence, some researchers attempted to study marketing issues such as advertising effectiveness, using some avant-grade tools and technologies, used before exclusively for medical purposes such as EEG and pupillometry (for further readings of neuromarketing origins and births see Fisher et al. 2010; Fugate 2007; Krugman 1964; Plassmann et al. 2012; Russo 1978; Wedel and Pieters 2006, 2015).

In June 2002, the first reports of the application of neuromarketing techniques began to emerge. Particularly the Atlanta-based advertising firm Brighthouse (USA) has announced the establishment of a department dedicated to conducting marketing research using functional magnetic resonance imaging (fMRIs) and brain scans (Fisher et al., 2010; Giraldo et al. 2014), and as Emory University academics launched the new neuromarketing branch of Brighthouse, this controversial move in marketing research soon drew criticism for potential conflicts of interest. It appears that the involvement of academic circles was only the beginning of the many ethical dilemmas that have arisen, as will be discussed in the next section, in fact, right after Brighthouse's announcement, the consumer advocacy group Commercial Alert addressed a letter to the president of Emory University warning him against further research into neuromarketing because of the dangers it poses to consumers (Stanton et al. 2017).

When a new field of study emerges, it almost inevitably generates both positive and negative reactions from the scientific community, and this is especially true when human beings are used as test subjects. Neuromarketing has given rise to a wide variety of ethical difficulties and moral dilemmas that, if not resolved in an appropriate manner, could limit the growth of the field. Although some of the ethical questions we will discuss below are exaggerated, it is advised that neuromarketing companies and researchers be cautious with the preservation of data and respect the privacy of participants. Neuromarketing, as described by the great majority of writers, is the intersection of neuroscience and marketing. This definition prompted us to analyze the ethical concerns highlighted in neuromarketing literature within the conceptual frameworks of neuroethics and ethics in marketing research. In this study, we will briefly look into the issue of ethics from two perspectives: marketing research and neuroethics. We will next analyze the ethical concerns gleaned from neuromarketing literature and provide answers and guidelines.

1.2 Background of neuromarketing

The aim of this paper is to critically examine the ethical issues associated with neuromarketing practices, exploring both theoretical constructs and practical implications. By dissecting the ethical dilemmas from the dual perspectives of marketing research and neuroethics, this paper seeks to provide a nuanced understanding of these challenges. It aims to contribute to the field by offering viable solutions and guidelines to navigate the complex ethical landscape of neuromarketing. This comprehensive overview aspires to enrich the discourse in marketing ethics and to aid practitioners and researchers in making informed, ethical decisions in their neuromarketing endeavours.

2 Methodology

A general overview of neuromarketing literature focusing exclusively on ethical issues and considerations when conducting neuromarketing research. As neuromarketing is considered to be an interdisciplinary field, interlinking especially neuroscience and marketing, we reviewed also ethical practices in neuroscience by briefly discussing ethical questions in the field of neuroethics, and ethical practices in market research. By using „neuromarketing“ as a key word in research engines such as google scholar and PoP, we noticed that few papers were fully focused on demystifying the question of ethics in neuromarketing, although many other reviews have answered to the question succinctly. Due to time and reading constraints, we extracted and ranked the top 100 most-cited journal articles. After thorough reading, analysis, and coding, we retrieved 45 papers that either partially or extensively addressed ethics in neuromarketing. Then, we looked for the ethical questions and concerns that the authors brought up.

3 The rise of ethical issues in neuromarketing

Many authors and interested parties, presumably in good faith, distorted the concept of neuromarketing when it first became popular so that they could better promote their own publications and books, and some achieved this by making premature pledges and making unfounded assertions, which constitutes a fertile terrain for criticism and scepticism. In the contemporary corporate environment where the consumer is stifled by an endless choice of products and services, we can only imagine the enthusiasm of marketers when they are introduced to tools that unveil the hidden „buy button“ that is located inside the „black box,“ which alludes to the consumer's brain (Lee et al. 2007), in fact, we believe that the usage of such enticing terms has been detrimental to the concept's development. For the most part, the increased media interest in neuromarketing has focused on the widespread concern that the human brain may have a „purchase button“ which could be used to unethically promote products and services. The misleading promises made by commercial agencies and entities are the primary source of these misunderstandings (Javor et al. 2013). The hype surrounding neuromarketing and overselling its potential, with some describing it as a sort of „magic wand factory“ that will one day solve all of marketing's problems and make all marketers into superhumans, has given rise to a number of ethical concerns that are still impeding the discipline's progress in both academia and the business world, indeed, many of the earlier neuromarketing findings have been dramatized by the media, with claims that marketers have discovered the „buy button“ and that consumers are soon to be „brain-scammed“ (Fisher et al. 2010; Senior and Lee 2008; Wilson et al. 2008). These concerns are premature and exaggerated, but they are also comprehensible, especially when we consider Vicary's subliminal advertising as an analogy. Subliminal advertising first gained widespread attention in the 1950s, thanks to James Vicary (Rogers 1992). Vicary claimed that he could increase concessions sales at movie theatres by secretly inserting advertisements into on-screen action. In reaction, well-respected publica-

tions like The New Yorker said consumers' minds were being hacked (Moore 1982). Years later, Vicary acknowledged to fraud, but the idea of subliminal marketing was widely adopted, leading to concerns that businesses might abuse their power to influence people's purchasing decisions (Stanton et al. 2017). Neuromarketing is susceptible to the same pitfalls as any other novel or controversial subject, particularly when early commentators' unbridled excitement leads them to advocate fallacies and promote unproven claims. As we will see in the following sections, there is no scientific proof that the human brain has a „buy button“ (Gakhal and Senior 2008; Murphy and Illes 2008) and current neuroscientific research indicates that making a purchase choice is a highly complex process that does not involve a single brain region where emotions play a pivotal role (Ariely and Berns 2010; Hakim and Levy 2019; Plassmann et al. 2015; Stasi et al. 2018), as Senior and Lee (2008) pointed out, as consumer behavior is not a simple binary social response (i.e., „I saw the ad, ergo I buy the product“) attempts to pinpoint the location of such magic button are futile. In addition, there is currently no brain imaging technology that might manipulate customers in any way (Droulers and Rouillet 2007).

4 Conceptual framework

Ultimately, neuromarketing can be described as a marketing research method that developed as a result of mutual influence between the fields of neuroscience and marketing. From this description, we present an investigation of neuromarketing's ethical challenges and questions from the perspectives of marketing research ethics and neuroscience ethics. To do this, we will briefly examine the most pertinent ethical concerns in marketing and neuroscience to form the basis of a conceptual framework for the analysis and resolution of ethical dilemmas in neuromarketing studies, with an emphasis on their relevance, because as we will discuss in further sections, some of the ethical concerns highlighted in the literature are either exaggerated or fairly futuristic.

5 Ethics in marketing and marketing research

The study of ethics in marketing in general and in marketing research in particular is of crucial significance for the development of marketing theories and the improvement of their application. This is because the two areas of study are closely intertwined. Implementing ethics by a given company or organization in the creation endeavour of its marketing actions is fundamentally beneficial on a number of fronts, among which we can cite the following: building a trustworthy relationship with the customers, increasing customer loyalty and consequently elevating credibility in the market place, improving brand equity, and ultimately reaching financial goals. Ethics in marketing represent an important area of interest among scholars and practitioners because it is the most linked functional area related to ethical misconduct in firms. Since marketing is a vital company activity responsible for communicating and satisfying customers, it is an easy target for public criticism (Murphy and Laczniak 1981; Volle 2013). Bartels (2015) in his attempt of conceptualizing a model of ethics in marketing, he incorporated in his proposal some key concepts to be taken into consideration when studying ethical questions in marketing: (1) ethics as a norm of right behavior, (2) social interaction is where ethical judgments are made, (3) noneconomic and economic institutions influence personal conduct through role playing, (4) role expectations enforcing ethics through social sanction and (5) social sanction, not technical requirement, as ethical basis. Not to mention that these concepts need to be taken into consideration from two perspectives: the individual perspective and the organizational one. Individual values such as honesty, justice, integrity, and awareness to social and environmental issues can lead complex marketing decisions within the context of a business, these are the values that every marketer should uphold in order to avoid engaging in any unethical behavior. From the organizational standpoint, it is

necessary to have organizational values, organizational codes, and training. The term „ethics of marketing“ refers to practices that encourage honesty and fairness in all forms of marketing communication that are engaged in by businesses with all of their stakeholders. Companies are able to increase customer interest in their products and services, create value for their stakeholders, and form strong relationships with their customers if they adhere to the ethical principles and values that underpin marketing. It aids businesses in making decisions on their new marketing strategy as well (Bartels 2015; Tybout and Zaltman 2016).

In a very comprehensive work, Robin and Reidenbach (1986) summarized the most important ethical issues reported by many marketing scholars by describing each issue with the interactions engaged by different stakeholders. The ones we believe are most relevant to the scope of this work are the relation/exchange Seller-Buyer and Researcher-Respondent. A seller of a neuromarketing method or solution would then engage in unethical behavior especially if as an individual is utilitarian or the company in question as whole adhere to such current, where issues are regarded as right or wrong in terms of their net impact, for instance, a marketing research company offering Neuromarketing study may tend to overstate the findings in order to sell its service ad-hoc and the trustworthiness of the findings may be compromised as a result (Giraldi et al. 2014; Senior and Lee 2008). The interaction between the researcher and the participant as we will see further on, is linked to most cited ethical concerns in Neuromarketing literature, the arsenal of tools provided by neuroscience are suspected by critics to allow the researcher the abuse of the respondent's privacy, and expose the latter to risks of manipulation (Lim 2018; Murphy and Illes 2008). As Akaak (1990) stressed that marketing researchers face ethical challenges in the context of marketing research not only while interacting with respondents, but also in her/his relation with the company's clients, the company different departments and the general public, as an example, a researcher may not be completely forthright with respondents regarding the study's purpose in order to prevent respondents' responses from being influenced by that knowledge and so failing to meet the client's need for accurate and reliable data, this is interestingly a relevant ethical concern in the Neuromarketing context, as researchers and firms ought to conduct research under complete integrity and transparency, and guarantee participants their right to know the purpose of the study and have their full free consent to take part of the research/experiment (Tybout and Zaltman 2016). Chonko and Hunt (2000) reported that 1076 marketing professionals have indicated the 10 most difficult ethical problems they have experienced in their career. In ascending order of frequency these ethical issues are related to: (1) purchasing, (2) manipulation of data, (3) advertising, (4) confidentiality, (5) personnel, (6) product, (7) pricing, (8) honesty, (9) fairness, and (10) bribery. Some of these ethical problems reported are not relevant or mentioned in Neuromarketing literature, which its analysis showed that the main relevant ones are manipulation and overstatement of findings, confidentiality and consumer's privacy, and honesty vis à vis clients, respondents, corporation and public opinion. The growing importance of ethical concerns in marketing research has led to initiatives to implement guides or codes for the proper conduct of marketing studies. Perhaps one of the best-known initiatives to oversee the conduct of marketing research is the AMA's Statement of Ethics which addresses general norms across marketing research and focuses mostly on abuses committed by practitioners and interviewers as one of the many ethical challenges posed by marketing research (Bezilla et al. 1976), it focuses on marketers duties to avoid any unethical behavior towards all parties involved in marketing activities (Laczniak 2012). By exploring the AMA's statement, it appears that it proposes some guidelines for marketers to ensure an ethical conduct of marketing research, and it states that to achieve the highest possible level of ethical conduct, marketers should avoid any kind of harmful actions or omissions, foster trust in the marketing system by avoiding deceptive actions, and build transparent relationship with consumers based on honesty, responsibility, fairness and citizenship, for detailed reading of these values (note [1]).

It is then interesting to analyze and discuss the ethical concerns in neuromarketing with a hindsight on marketing ethics as a basic framework, which we will do in further sections of this paper.

6 Neuroethics: a new window of ethics in neuromarketing

Given the beforementioned definition of neuromarketing, beside ethics in marketing research we believe that the analysis of ethical concerns from the point of view of neuroscience would be interesting in building the framework of analysis and hopefully resolution of ethical issues in neuromarketing, that is because it basically borrows technologies and protocols from neurosciences in order to assess the human behavior resulting from stimuli exposure. Neuroscience is a scientific field that studies the nervous system and its functions (Baars and Nicole 2010), and with its rapid emergence as a multidisciplinary field (neuropsychology, affective neuroscience, neuroeconomics, etc.) multiple ethical concerns have accompanied its development in academia and industry, especially when it involves medical studies and interventions. As Kimberly Rose Clark (2020) pointed out, philosophers and neuroscientists alike discussed the moral and ethical concerns that might be raised by future medical innovations. It would be possible that neurological and physiological systems that govern humans' actions could be uncovered using data streams gathered from the brain and body, and it might be problematic when these data become accessible to for-profit organizations and governmental entities as it raises the possibility of influencing the behavior of individuals without their agreement, or more specifically informed consent. The continuing development of technology and especially brain imaging technologies has opened new horizons to neuroscience, sometimes controversial, which consequently led to the rise of more ethical concerns revindicated by scholars, scientists, media and public opinion, in fact, brain imaging techniques (fMRI, EEG, PET, TMS, etc.) have already proven their worth in conveying data about our identities and emotions (Farah 2012), and this extraordinary advantage gave birth to an array of ethical issues.

The ethical dilemmas that have accompanied the improvement of neuroscience opened up for the emergence of a new field of study: neuroethics. In 2002, the word „neuroethics“ was introduced to characterize an interdisciplinary area that brings together experts from the fields of neuroscience, medical bioethics, cognitive science, public policy, law, and philosophy (Clark 2020; Roskies 2002) to cover the many moral, legal and social concerns that have arisen in response to scientific advances in the field of neuroscience (Farah 2012; Northoff 2009). Those concerns have emerged especially from clinical neuroscience experiments and genetic testing via the use of technologies such as PET (positron emission tomography), fMRI (functional magnetic resonance imaging), EEG (electroencephalography), MEG (magnetoencephalography) and other technologies that vary in their invasiveness and portability, although they can be utilized to gather data stealthily while in a study originally designed for other purposes. Martha J. Farah (2005) pointed out that since neuroethics is so broad, early discussions focused on specific subgroups of the problems it raises. The potential benefits and drawbacks of neurotechnology are the focus of certain debates in the field of neuroethics. The development of various neuroimaging methods and intervention has allowed for more precise monitoring and manipulation of the human mind in recent years (i.e., brain enhancement for healthy and dysfunctional brains). Having in mind that the field of neuroethic studies ethics and ethical concerns in neuroscience (i.e., ethics of practice, conduct of neuroscientific research, data privacy, application of findings) (Levy 2010), for the purpose of our research, we decided to explore the literature of neuroethics, instead of going through neuroscience literature that mentions ethics and ethical concerns, this choice is motivated and justified by the fact that neuroethics is a field that specializes mainly in the scope of ethics in neuroscience, and includes some very comprehensive reviews that summarize the most important and cited ethical dilemmas in neuromarketing literature (Bercea

Olteanu 2015; Clark 2020; Ed 2007; Farah 2005, 2012; Illes and Bird 2006; Illes and Racine 2006; Levy 2010, 2011; Moreno 2003; Murphy and Illes 2008; Roskies 2002). The brief overview of the literature has allowed us to inventory a certain number of ethical considerations that we believe are relevant to neuromarketing application. We give a detailed description of these issues in the following section.

6.1 Brain privacy

Illes and Racine (2006) highlighted the importance of privacy of the human thought by emphasizing that it should weigh as much as privacy of genetic information does, if not more. The researchers described how the increased knowledge of individuals thinking is likely to generate ethical questions for both clinicians and researchers. Although, Steve Matthews cited in (Spence 2015) stressed that concerns related to brain privacy seem to be legitimate at first glance, but upon deeper inspection, these concerns are shown to be unfounded, but he does also warn that a persistent risk does remain as a result of the accumulation of brain data over time, and possibly the continuing and rapid advancement of neuroscience technology. This ethical challenge has preoccupied the public opinion for a long time, with an analogical comparison with genetics where people are concerned about having some deep personal information available for other parties, and it was suggested for any neuroscientific study, as it is the case for DNA analysis via tissue sampling, that participants need and have the right to be informed of the exact information that will be extracted (Farah 2005). Martha J. Farah (2012) one of the leading scholars in neuroscience and neuroethics made a very crucial point, namely that unlike traditional procedures (paper and pencil), psychological tests and experiments based on imaging technologies are well suited for covert applications, that is to say the possibility to gather brain scans with the total patient agreement for one announced purpose and then analyze the data for a totally different objective. We may extrapolate this issue to the field of neuromarketing, where it is essential that both businesses and professionals be completely forthright about their methods, the information they plan to collect, and the goals of their research.

6.2 Informed consent

One of the most mentioned issues in neuroethics literature is the concept of informed consent, which is considered to be crucial in all neuroscientific studies especially in medical experiments where it is of a crucial importance. For instance, Georg Northoff (2009) discussed this issue in clinical scientific studies and focused on how it is of crucial importance for studies involving psychiatric patients, and not only healthy ones. He explained how making a decision, or the ability to give informed consent, is a prerequisite for participating in any kind of decision-making process, as studies in neuroscience highlight the multifaceted nature of decision making, revealing the importance of both cognitive and emotional processes. Patients or participants with psychiatric or psychological diseases or disorders (depressions, schizophrenia) have probably impaired abilities to make valid and informed consent (Moreno 2003) which makes the issue of obtaining consent more complicated. For healthy participants the problem will not rise as long as they are informed with the exact purpose and procedures of the research, which is generally relevant to marketing research and neuromarketing studies where the researcher has the responsibility to make sure the participants in any given study are healthy and capable of giving a valid agreement, and to be totally transparent with the them.

6.3 Accidental findings

We invite the reader of this paper to project herself in the two following situations: We invite the reader of this paper to project herself in the two following situations: (1) You are a researcher taking part in a full-immersion neurological study with a specific goal in mind. While

looking at the fMRI images of one of the participants, you find a brain tumor, an abnormal substance, or a structural disorder that could be a sign of a mental illness. How would you handle this difficult situation? Would you rather inform the participant of your accidental discovery, taking into account the stress and the anxiety that will certainly result from such difficult news, or would you rather avoid such an announcement? (2) Now imagine you are taking part in such a study as a participant, and you agree to have your brain scanned using fMRI. Would you like to be informed of such findings?

There is not universal answer to these questions, some scholars argue that there is still a need for standards and protocols on how to handle the unexpected discovery of clinically significant abnormalities in research (Illes and Bird 2006), because it is not clear if researchers do have the responsibility to inform the participants of any abnormalities found on their brains, and if the participants themselves should have the option to not be informed of such incidental findings (Farah 2012). Other scholars argue that scientists and researchers have the duty and the obligation to inform participants that in predictive experiments based on brain imaging technologies might reveal some neurological and psychiatric conditions and pathologies (Glannon 2006), it is suggested to be the only way to have a genuine valid agreement to take part an experiment before it even commences. Other neuroethicists appear to have settled the issue for good, like Kimberly R. Clark (2020), who faced such a predicament in one fMRI study for one of the prominent television networks, when she noticed a brain tumor situated in the left prefrontal cortex of one participant, and she decided, in accordance with the study protocol that was previously evaluated and approved by an Institutional Review Board, to let the person know that a neurologist should be consulted because it was possible she was suffering from a neurological disorder.

It is important to note that only fMRI and some other brain scans technologies (PET, MEG, EEG, TMS) who confront the researchers to the possibility of incidental findings. In the context of neuromarketing, the dilemma is amplified when the researcher lacks the ability to diagnoses brain abnormalities. Although this issue is not relevant when neuromarketing studies are conducted using biometrics, eye-tracking and facial coding, and also some EEG devices specially customized for pure commercial use and not for medical purposes.

6.4 Free will in neuroethics

One of the most recurrent questions in neuroscience trials is the individuals' free will and brain manipulation. One thing for sure is that brain imaging technologies can by no means influence or manipulate the human brain and dictate to it specific actions and behaviors, some technologies thou permit the influence of cerebral circuits and brain enhancing such as tools used to achieve brain stimulation like transcranial magnetic stimulation (TMS), deep brain stimulation (DBS) and other drugs and interventions used to enhance cognitive performance or treat mental and psychological disorders and diseases. In the sphere of neuroscience, these methods are specifically used to achieve better understanding of the human brain and to find new ways to treat diseases and to enhance brain's ability in some cases like Parkinson, for comprehensive reviews of these methods and technologies we'd refer the reader to the following papers: (Breit et al. 2004; Cagnan et al. 2019; Fecteau 2022; Lubner 2014; Thut and Pascual-Leone 2010). When it comes to brain enhancement, this is considered to be a very ancient activity, humans have for long time used diverse substances and interventions (i.e., chemicals, drinks and plants) to enhance their cognitive performances (Farah 2012). Some scholars worry that the accumulation of data through commercial and governmental access to personal and brain information could lead to the potential to control the behavior of individuals without their awareness or agreement (Clark 2020), It is debatable, but is it actually possible? Currently, and based on our research, there is no evidence that imaging technologies, originally

developed for neuroscientific purposes and afterwards employed in neuromarketing studies, are capable of controlling and affecting the behavior of humans.

Other issues should be noted, not necessarily of an ethical nature but rather barriers to the growth of neuroscience in general, which may be viewed as one of the causes of the increase in ethical concerns in the area. This refers to misinterpretation and overstatement of findings. A number of authors have made the argument that brain images are more likely to be viewed as objective and reliable by the general public than other forms of information regarding the human mind (Racine et al. 2005), and as Martha J. Farah, (2012) stressed, this could hasten the market entry of brain imaging technologies for several practical purposes based on premature judgments. She continues her argument by suggesting the necessity for entrepreneurs to develop guidelines in order to protect general public (citizens, consumers) from overhyped methods to avoid unrealistic assumptions and misunderstandings which nevertheless should not discourage researchers from conducting more studies and validating results. Illes and Bird (2006) noted how media portrayals of science in the popular press have had a significant influence upon ethical discussions and popular understanding of biomedical innovation, as evidenced by the development of the neuroscience field. However, there are several moral concerns that arise with sharing scientific findings with the general population. Invoking topics related to neuroscience and brain studies by using expressions such as „human brain is a black box“, „brain imaging to reveal the mind's mysteries“, „the brain does not lie“, or expressions found in neuromarketing literature like „the buy-button“, „how to directly sell to the consumer's brain“ are results of misinterpretations and overstatement of the potential of the current imaging technology which certainly delivers more precise and reliable measurements of neurological and psychological processes in order to provide a more accurate evaluation of human and consumer behavior (Farah 2005).

In the following section, we will review the ethical concerns that have been discussed in the previous research on neuromarketing, and we will try to analyze them by referring to ethics in marketing research and neuroethics as the main framework. Our ultimate goal is to discuss the significance of each concern and how it relates to neuromarketing.

7 Ethical concerns in neuromarketing literature

In order to conduct a literature review on the topic of ethics in neuromarketing, we needed to identify the works that have covered at least some parts of the subject. To accomplish this, we utilized „neuromarketing“ as a keyword in Google Scholar and PoP (publish or perish) to identify the top cited studies. Due to time and reading constraints, we extracted and ranked the top 100 most-cited journal articles. After thorough reading, analysis, and coding, we retrieved 45 papers that either partially or extensively addressed ethics in neuromarketing. Then, we looked for the ethical questions and concerns that the authors brought up. These are listed as follows in order of how often they came up: (1) the buy-button, (2) consumer's privacy, (3) manipulation, (4) integrity and transparency of companies, (5) participants' consent, and (6) free will. Table 1 summarizes the 23 papers that have mentioned each of the extracted ethical concerns, that we believe are ones that mostly require the attention of academicians and practitioners as we will discuss in the next section.

7.1 The buy-button

In the literature, there seems to be a consensus that the idea of the „buy button“ is not based on scientific evidence and is part of the overblown claims that early observers, especially the general press, made about neuromarketing and its potential to develop marketing tactics that consumers cannot resist. In anecdotal fashion, Lee et al. (2007) emphasized the irrelevance of such a concept by extrapolating the idea of unique and „magical“ regions of the human brain, on psychology, where scholars would have been excited to find the love button, given that

they've been using neuroscience technologies long before the advent of neuromarketing. To claim new knowledge before and without the evidence is in the human nature, and with the emergence of neuromarketing, the public opinion was concerned by the possibility of locating the magic buying spots of the consumer's brain which would permit for-profit organizations and advertising agencies to turn consumers into manipulated robots that would buy any marketed products (Ait Hammou et al. 2013; Fisher et al. 2010). This confidence among researchers of the inexistence of such concept is motivated by the available scientific research that indicates that the cognitive processes related with buying decisions are complex and therefore cannot be restricted to a particular area of involvement. In contrast, a specific brain area may participate in several cognitive activities, even if brain regions are considered to be functionally specialized by some neuroscientist they interact in a vast neuronal networks even for simple tasks, let alone complex ones like buying behaviors (Ariely and Berns 2010; Lee et al. 2018). As we have seen in neuroethics, misunderstanding and overstatement of findings represent an important ethical challenge that might impede the development of any novel area of study, and can be the source of the rise of an array of other ethical questions, which is the case here, as the premature and unfounded claims that technologies used in neuromarketing studies would allow marketers to locate buy buttons inside the consumer's brain is considered to be one of the most addressed concerns in the literature. It is then the responsibility of scholars and marketing academicians to tackle neuromarketing companies claiming that neuroscience provides a sort of golden key that opens up the so called black-box (Stanton et al. 2017), and give all neuromarketing concepts clear and factual descriptions. Since brain imaging technologies do not allow for invasion into the private sphere of mind, they cannot be used to stifle or excite any particular traits in an individual. To reiterate, such a possibility is currently impossible and may or may not be theoretically achievable in the future. No way can neuromarketing make people feel like they don't have a say in what they buy. In a free, competitive market, marketing's main goal is, of course, to influence consumer choices, and neuromarketing gives us more information that we couldn't get from more traditional marketing research methods, we can also argue some other marketing concepts such as data mining, big data might be way more manipulative than neuroscientific test giving the complexity of the human brain and the decision-making process.

7.2 Consumer's privacy

Keeping customers' personal information secure is an important part of conducting effective market research as it includes the disclosure of sensitive data. The Universal Declaration of Human Rights in 1948, made clear in article 12 that everyone has right to protection of his privacy, it is then axiomatic that neuromarketing companies respect such a right and take it into consideration in setting up their research protocols, and like medical institutions, they should take precautions to protect the privacy of the data they collect and to ensure the storage and transferability of data in complete anonymity (Fisher et al. 2010). It is also recommended that the research findings not be disclosed or sold to third parties, especially if they contain sensitive information about people; doing so under the pretext of conducting business would be unethical. Whether this is a common business practice or not, it is advised to withhold judgment for the time being. Our reluctance to take a stance on the matter is due to the fact that in the business world, some marketers and managers may engage in unethical behavior for the purpose of conducting business and increasing profit, and it is well-known within the marketing industry that some successful marketing managers may engage in certain unethical behaviors (Chonko and Hunt 2000). Even if the code of ethics established by the NMSBA (note [2]) states that the collection of personal information should be limited to defined aims and shall not be used for any other objective, also, researchers must ensure that suitable security mechanisms are in place to prevent unauthorized access to any gathered findings so that the data, including neu-

roimaging studies, will remain the sole property of the research firm and will not be divulged. The question that we should ask, are there defined post-study methods to verify and validate that the research was completed in full compliance with all applicable legal and institutional requirements? Institutional Review Board guidelines their main purpose is to establish a sort of guidelines framework that should be reviewed prior to the research starting (Murphy and Illes 2008; Senior and Lee 2008; Stanton et al. 2017), it may be possible to establish an external audit system to review the conducted neuromarketing researches, but for this to occur, local and universal charts of conducting neuromarketing studies are required.

7.3 Manipulation

The potential manipulation of customers' decisions through the use of neuroscience technologies is recognized as a crucial ethical issue in numerous scholarly works. Some of the cited sources indicated, with a concerned tone, that Neuromarketing could potentially possess the capacity to manipulate people and dictate their decisions, which, in our opinion, is overstated and premature. In their work on this subject, R. M. Wilson et al. (2008) argued that advancements in neuroscience and brain research would eventually lead to the ability to influence consumers without their knowledge. Their argument is that since suggestions to use brain waves in evaluating the impact of promotions on customers date back more than two decades, the application of neurosciences to the study of consumer purchasing behavior would be extremely risky. They then argued that neuroimaging technologies could be used in public context and enable mind reading and discern the exact stimuli that trigger different emotions on the consumer, such as excitement, trust, and pleasure, affirming that these emotions lead people to purchase. However, this is not entirely accurate; we should take such assertions with great caution, as emotions, even if they play a crucial role in decision-making processes in some contexts, do not have a direct causal relationship with the act of buying, it is not stated anywhere that consumers will buy a product if its advertisement makes them happy, it may though impact the intention and brand loyalty. In addition, we believe that neuroscientific tools and technologies are currently insufficiently advanced to read the minds of consumers, and that this possibility is not foreseeable in the near future, and we believe it would be difficult to set up neuroimaging instruments in public to scan and track the brain activity of consumers without their awareness, even in a futuristic scenario! Stanton et al. (2017) discussed a very interesting point, that bombarding neuromarketing with ethical problems is not justified when the issues in question are originally relevant to other disciplines like sales and advertising, they argued, and we adhere too, that it is unconceivable to manipulate consumers' choices the way laymen and public opinion imagine, it would require new technologies and heavy expenses. It is important to distinguish between two disparate concepts: influence is not a synonym of manipulation, we believe that all marketing actions share the same objective which is to make customers and potential clients to consider the company's products/services', this is achievable by influencing their choices, and we think it is the essence of marketing and a legitimate endeavor, and neuromarketing does not provide other solutions that go beyond statistical prediction and choice influence (Ariely and Berns 2010; Fugate 2007; Morin 2011; Stanton et al. 2017). The autonomy of consumers will not be compromised in the context of neuromarketing studies so long as no known technology permits such a practice and it cannot be altered by merely observing brain activity (Droulers and Rouillet 2007; Fisher et al. 2010).

7.4 Integrity and transparency of companies

The manner in which businesses adopt and integrate neuroscience into marketing will either alleviate or increase ethical concerns. Neuromarketing firms and their clients are obligated

to discuss data and conclusions with test subjects and other individuals involved in the study project in an honest and forthright manner, is it a realistically expected approach from neuromarketing firms? We believe it is hardly conceivable as Stanton et al. (2017) argued that despite the potential benefits, neuromarketing firms are unlikely to adopt full openness and transparency because they are, first and foremost, for-profit businesses. The authors also examine the lack of peer review when neuromarketing businesses submit results and findings to their clients. They emphasize that instituting such guidelines for reporting results will reduce exaggerated claims and keep researchers within the realm of scientific integrity. Not only does it appear difficult to implement such a solution, but we also question the willingness of neuromarketing and marketing research firms to share openly the protocols and results of their studies, and as we suggested in the previous section, an external independent audit could help ensure companies adhere to ethical policies. The peer-review publication mechanism that is applied to published research is designed to ensure methodological rigor and appropriate interpretation of outcomes, making it less likely that academics may exaggerate the results or capabilities of their research. In this way, academic science uses peer review as a form of self-correction (Stanton et al. 2017). Transparency could be ensured by clearly explaining to test subjects the protocols of the study, its scope and the data the company seeks to retrieve, such procedures is referred to in ethical conduct of marketing research as debriefing (Tybout and Zaltman 2016) which is a widely common practice, although in the context of neuromarketing studies especially based on neuroimaging techniques, a more straightforward explanation in laymen terms will be highly recommended, and it should include information about procedures, benefits, eventual risks and discomfort, incidental findings when using neuroimaging technologies (Giraldi et al. 2014; Lee et al. 2018; Lim 2018; Ulman et al. 2015). As discussed in the section on ethical issues in marketing research, the relationship between the researcher and the respondent is crucial for the outcome of the study, both from an individual and an organizational perspective. The researcher and the company have the responsibility to adhere to professional integrity and transparency-based policies, which would be extremely beneficial to the company and to the growth of the industry.

7.5 Participants' consent

The summary in the section on neuroethics demonstrated that worries regarding consent should not arise when individuals are healthy and able to provide genuine informed consent. Typically, knowing that healthy individuals who are the most studied (Clark 2020), it should not be a cause for concern in the context of marketing research and neuromarketing so long as researchers ensure that participants can provide valid and authentic consent, which may be gained by being completely clear and honest with them about the goal of the study. We also think that participants should be able to choose whether or not their data can be used by any potential user/client of the research company after being told how the study's findings and results could be used by academia, corporations, for-profit and not-for-profit organizations, as Tybout and Zaltman (2016) suggested that to ensure the freedom to choose is not violated, researchers should inform participants of their right to refuse, provide them with sufficient information to make an informed decision, and allow them to choose. Some authors warned to potential of some instruments to allow marketers and sales persons to monitor their moods and emotions without their explicit informed consent in points of sales, the advent of some thermal video surveillance like the ones set up in airports, might be used to classify emotions, and this measure could be used then for merchandising (Clark 2020). We would categorially contest such practices, stealth neuromarketing is unethical and considered to be a clear violation of individuals' privacy. All of these efforts should be made to notify participants of their rights before studies are done (Giraldi et al. 2014), in order to minimize biased data and any type of pressure the researcher may exert on subjects.

The relation researcher-respondent is then crucial and ought to be established on solid policies to ensure the valid consent is gained, and consequently ensure a high quality results and insights (Murphy and Illes 2008; Pop et al. 2014), although in the majority of situations, if not always, participants consent to participate in a study in exchange for compensation, we question whether or not this affects the relationship's credibility.

7.6 Free will and neuromarketing practices

Consumer Alert in 2003 stated that the advent of neuromarketing will bring the end of free will (Madan 2010), some of the critics mentioned in the literature have stated that neuromarketing not only intends to obtain brain information from clients, but also exploit it to remove their freedom (Ait Hammou et al. 2013). It is true that the symbiosis between marketing and neuroscience was, maybe still perceived controversial, and the field opponents have concerns that consumers' freedom will be diminished by the usage of these methods, making them more susceptible to the company's marketing activities (Giraldi et al. 2014), but from a scientific perspective, neuromarketing has not advanced to the point where it would allow scientists to create an addictive marketing campaign that would force people to buy things against their will (Madan 2010; Stanton et al. 2017), or that it will lead to excessive consumerism and promotion of unhealthy products, which is a major concern in the public's mind. We should keep in mind that neuromarketing as a research method offers probabilistic rather than deterministic predictions, but it is important to note that companies have the responsibility to promote in a clearer manner that consumers in response to a given marketing campaign are more likely to purchase certain products under certain circumstances than under others, which is the ultimate goal of marketing research regardless of technique (Morin 2011; Stanton et al. 2017), nonetheless, consumers require a certain level of market and consumption habits education to exercise their free will (Wilson et al. 2008).

8 Conclusive thoughts and suggested solutions

Through this research paper, we have examined some of the main ethical questions regarding the field of neuromarketing, and we have noted that some of them are exaggerated, which is the case for example of the mention of the buy-button which is not supported by any scientific data and is a portion of the exaggerated statements that early observers made regarding the field, and we brought attention to the irrelevance of such a concept. As we have seen in the field of neuroethics, misinterpretation and exaggeration of findings constitute a significant ethical concern that has the potential to hamper the growth of any newly emerging field of research. Neuromarketing cannot in any way give the impression to consumers that they do not have a choice in the products they purchase. Because the technologies utilized for brain imaging do not permit an incursion into a person's private domain of mind, they cannot be used to stifle or excite any particular characteristics that an individual possesses. The code of ethics established by NMBSA specifies that the acquisition of personally identifiable information should be restricted to the achievement of identified goals and must not be utilized to accomplish any other goals. It is also advised that the findings of the research not be made public or sold to third parties, particularly if they contain sensitive information about persons; doing so under the pretense of conducting business would be unethical. The possibility that neuromarketing could have the ability to influence people and direct the choices they make is, in our view, is exaggerated and premature. We believe that academicians, marketing professionals and companies should focus more on the relationship buyer-seller and researcher-respondent that should be based on moral groundings in order to ensure a perfectly ethical conduct of their studies. The adherence of the ethical code of institutions like the NMBSA is crucial, but we argue it might be insufficient without external and independent surveillance especially when neuroimaging technologies are involved. We think that asking marketers and neuromar-

eters about the ethical challenges they encounter in their journey, how they actually handle them would be a valuable source to establish new guidelines and codes to be standardized within the field of marketing research in general and in neuromarketing in particular.

Poznámky | Notes — [1] The statement can be consulted in the following link: <https://myama.force.com/s/article/AMA-Statement-of-Ethics>., [2] The Neuromarketing Science & Business Association in the following link: <https://nmsba.com/neuromarketing-companies/code-of-ethics>.

Annex

	Buy button	Consumer's privacy	Free will	Integrity of companies & transparency	Participant's consent
The emergence of neuromarketing: Contributions and perspectives for practitioners and researchers. (Droulers and Rouillet 2007)	X	-	-	-	-
Is neuromarketing ethical? Consumers say YES, consumers say NO. (Flores et al. 2014)	X	-	X	-	-
Neuromarketing research practices: Attitudes, ethics, and behavioral intentions. (Bakardjieva and Kimmel 2017)	-	X	-	X	-
Welcome to the jungle! The neuromarketing literature through the eyes of a newcomer. (Lee et al, 2018)	X	-	-	X	-
Examining the influence of fame in the presence of beauty: An electrodermal „neuromarketing“ study. (Lee et al. 2018)	X	-	-	-	-
Neuroscience-inspired design: From academic neuromarketing to commercially relevant research. (Lee et al. 2018)	-	-	-	X	-
Ethical responsibility of neuromarketing companies in harnessing the market research: A global exploratory approach. (Lee et al. 2018)	-	-	X	X	X
Ethical issues in neuromarketing: „I consume, therefore I am!“ (Lee et al. 2018)	-	X	X	X	X
The contributions of neuromarketing in marketing research. (Ait Hammou et al. 2013)	X	-	X	X	-
A manifesto for neuromarketing science. (Senior and Lee 2008)	X	-	-	-	-
Demystifying neuromarketing. (Lim 2018)	-	X	-	X	X

Neuromarketing: the next step in market research? (Madan 2010)	X	X	X	-	-
A review of studies on neuromarketing: Practical results, techniques, contributions and limitations. (Giraldi et al. 2014)	-	X	X	X	X
Perceptions of marketing academics, neurologists, and marketing. (Eser et al. 2011)	X	X	-	-	-
Neuromarketing: Ethical implications of its use and potential misuse. (Stanton et al. 2017)	X	X	X	X	X
Neuromarketing and consumer neuroscience: Contributions to neurology. (Javor et al. 2013)	X	X	-	X	X
Neuromarketing and consumer free will. (Wilson et al. 2008)	X	X	X	X	X
Defining neuromarketing: Practices and professional challenges. (Fisher et al. 2010)	X	X	-	-	-
Neuromarketing: A layman's look at neuroscience and its potential application to marketing practice. (Fugate 2007)	X	-	-	-	-
Mapping the mind for the modern market researcher. (Senior et al. 2007)	X	-	-	-	X
Neuroethics of neuromarketing (Murphy and Illes 2008)	X	X	-	X	X
Neuromarketing; The hope and hype of neuroimaging in business. (Ariely and Berns 2010)	X	-	-	-	-
What is „neuromarketing“: A discussion and agenda for future research. (Lee et al. 2007)	X	-	-	-	-

Table 1: A comprehensive list of scholarly publications addressing the ethical considerations in neuromarketing
Source: Authors

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Kľúčové slová | Key Words — neuromarketing, ethics, neuroethics
neuromarketing, etika, neuroetika

JEL klasifikácia | JEL Classification — D87, M31

Résumé — **Prehľad etických otázok v neuromarketingu: Diskusia a možné riešenia**

Vznik nových oblastí výskumu často vyvoláva vo vedeckej komunite názorové rozpory, najmä ak ide o ľudí. Spotrebiteľská neuroveda, v populárnom diskurze bežne označovaná ako neuro-marketing, vyvolala v akademických kruhoch množstvo etických problémov a morálnych nejasností. Ak sa nezasiahne, tieto prekážky môžu brániť rozvoju tejto rodiacej sa disciplíny. Hoci sa niektoré etické obavy môžu zdať prehnané, je nevyhnutné, aby výskumníci aj neuromarketingové firmy dodržiavali prísne protokoly na ochranu údajov a ctili dôvernú účasť účastníkov štúdií.

Koncepcia neuromarketingu, ako sa bežne uvádza vo vedeckých prácach, označuje prienik oblastí neurovedy a marketingu. Táto definícia nám poslúžila ako katalyzátor nášho skúmania etických úvah vyjadrených v neuromarketingovej literatúre, situovaných do teoretických konštruktov neuroetiky a etiky marketingového výskumu. Tento článok skúma etickú dilemu z dvoch hľadísk, a to z hľadiska marketingového výskumu a neuroetiky. Nasledujúci diskurz sa zaoberá etickými problémami vyplývajúcimi z existujúcej neuromarketingovej literatúry, pričom poskytuje životaschopné riešenia a usmernenia na efektívne prechádzanie týmto neprebádaným etickým priestorom.

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Recenzované | Reviewed — 22. November 2023 / 29. November 2023

GREEN MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR IN CITY OF MUNTINLUPA, PHILIPPINES.

PART I.

The purpose of this paper is to provide a comprehensive literature review of green marketing, eco-friendly products, and green consumers aims to give information about the effect of green marketing on customers purchasing behaviors. First of all, environment and environmental problems, one of the reasons why green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. These days, green marketing businesses are significantly helping our environment in a competition with the other products in terms of producing eco-friendly products. Being eco-friendly comes up with how you will sell it in the market nowadays. The problem seeks to understand green marketing and its impact on consumers buying behavior in city of Muntinlupa. The researcher came up with a solution to easily attain objectives by gathering enough data through quantitative research, which allows the study to collect information from prospects through a set of Questions via an online survey that was a self-made validated questionnaire. For the sampling technique and size, researcher also used the quota sampling method to complete the 65 out of 100 participants which are based on G*Power analysis from ages 18-45 years' old who are residents in city of Muntinlupa. According to the results of the research analysis, the environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers conclusively. The demographic characteristics have an average effect on the representation, that brand strategies like product, price, and promotion have a significant relationship with consumers buying behaviors in city of Muntinlupa.

1. Introduction

There are several aspects that influence the outcomes of buying decisions, some of these specifically happen in an exact situation and occasion determined by social status, preferences, disposition, and economic position of the customers or consumers. Most likely Entrepreneurs consider consumer's interest and like leading them to create new brands that definitely fits to their taste and affordable to their budget. Recently, consumers are well informed and influenced by social media in considering appearance, price, and availability and location of the product.

The globalization process continues across the world, and also brought some problems with it. The leading problem is our environmental issues that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda over the years and people have started to talk about these negativities. Consumers now have concern about the future of the world and as a result of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal to increasing apprehension of this environment-friendliness. These

marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

On the other hand, global warming has reached everyone's mind and there are lots of campaigns on the green environment and making us advocate to preserve Mother Earth. The ideas have been relevant to plan creating ways in how to promote a greener environment, thus a long-term planning must be executed to recycle post-consumer products for the packaging of the products. Consequently, green marketing must exhibit eco-friendly goods and services. Besides, the opposite of this idea is disastrous to the environment. Most likely air pollution, etc. will destroy surroundings, habitat, and nature as a whole. Presently we are experiencing trying times on the pandemic, world economics shut down and manufacturing ceased for a time. However, new products come out like new face masks, new brands of alcohol, soap, vitamins, and etc. Manufacturing starts to redesign their venue and sites to fit on health protocols, hence site expansion and work schedule shifting happened to promote social distancing to maintaining the operations.

The green consumer is generally defined as one who adopts environmentally friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors.

A number of past studies have analyzed the relationship between demographic variables and attitudes/ consumptions of ecologically aware consumers. Such variables, if significant in terms of statistics, offer easy and efficient ways to segment the market and capitalize on green attitudes and behaviors for marketers. The purpose of this empirical study is to operationalize the relationship of green marketing's influence on consumer attitudes via the mediating role of marketing mix towards green products; willingness to be environmentally friendly. The model is based on structural equation modeling (SEM) from data collected from 977 online consumers. The findings revealed that green consumption intention was significantly and indirectly driven by attitude to green products. Additionally, the effect of perceived quality on marketing mix and consumer willingness in environmental concern is both significant and positive. However, when a restaurant has high consumer social responsibility (CnSR) for marketing mix, the consumer attitudes of cognitive, affective, and behavioral model (C-A-B model) is less effective.

These findings have contributed to the revival of the theory of planned behavior (TPB) and offer a comprehensive understanding of consumer attitude, consumer social responsibility, marketing mix and perceived quality impact that a restaurant has on the ability to raise consumer willingness to purchase green products or food. We provide valuable suggestions to marketers to design from the perspective of green marketing policies and strategies in order to accommodate Taiwan's indigenous green restaurants.

The purpose of this paper is to provide a comprehensive literature review of green marketing, eco-friendly products and green consumers. Nowadays, awareness on different environmental problems has increased significantly and it is of global concern to reduce negative impact on the environment. In relation to this, there has been a change in consumption patterns. As a result, a new segment of consumers were introduced, the so called green consumers. Green marketing tries to adapt by putting in the center of attention the needs of such a consumer. An increase of organic products exists in both parts, in demand and offer. To maintain the welfare of present and future generations, sustainable development is essential. The effect of environmentally friendly paper toward purchasing intention.

This research aims to examine and analyze the effect of green positioning, product attributes, health consciousness, social influence on purchase intention. The method used in this research is a descriptive method. The object of this research is consumers of PT. Berkah Wahana Saudara with 130 respondents. The approach used in this research is Structural Equation Model (SEM) analysis tool Smart-PLS 3.2. 8. The results showed green positioning had a significant positive effect on purchase intention. Product attributes have a significant positive effect on purchase intention. Health consciousness has a significant positive effect on purchase intention. Social influence has a significant positive effect on purchase intention.

2 Theoretical framework

This study was anchored on the theories of human behavior adapting the green innovation process like green technology to manage sustainable development among organizations to ensure social-ecological change from various authors. The theories developed by Siebenhuner and Arnold primarily focused on environmental sustainability strategies and their underlying strategies in helping organizations. This study was also supported by Schwartz's Norm Activation Theory (NAT) which states that activation of personality held moral norms influences prosocial behavior such as which are considered determinants of consumers' pro-environmental behavior. Another theoretical foundation of this study is Stern's Value-Belief-norms Theory (VBN) which explains that green behaviors are more likely to occur when a casual series of variables (i.e., values, belief and personal norms) is present. These theories will serve as a guide for this study as the researcher aimed at determining the green marketing and its impact on consumer buying behavior in city of Muntinlupa.

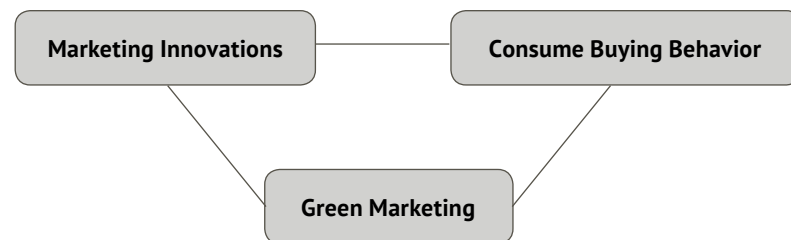


Figure 1: Theoretical framework of the study

Source: Author

The framework illustrates that green marketing is the main variable which has been measured through eco-labeling, green branding and green advertising. Its direct as well as mediated impact on consumer buying behavior. The theories developed by Siebenhuner and Arnold primarily focused on environmental sustainability strategies and their underlying strategies in helping organizations. This study was also supported by Schwartz's Norm Activation Theory (NAT)

END OF PART I.

Poznámky | Notes — I would like to acknowledge and give thanks to my family for understanding when undertaking my research and writing my project. And dedicated this journal in loving memory of my mother who passed away in 2022 before I finished this research study. Finally, I would like to thank God for letting me through all the difficulties. I have experi-

enced your guidance day by day. I will keep on trusting you for my future.

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Kľúčové slová | Key Words — green marketing, environmental awareness, green product features, green promotion, green price, green purchasing behavior
zelený marketing, environmentálne povedomie, zelené vlastnosti produktu, zelená propagácia, zelená cena, ekologické nákupné správanie

JEL klasifikácia | JEL Classification — M31, M38

Résumé — **Zelený marketing a jeho vplyv na nákupné správanie spotrebiteľov v meste Muntinlupa, Filipíny. Časť I.**

Cieľom tohto príspevku je poskytnúť komplexný prehľad literatúry o zelenom marketingu, ekologických výrobkoch a zelených spotrebiteľoch s cieľom poskytnúť informácie o vplyve zeleného marketingu na nákupné správanie zákazníkov. Najprv sa definuje životné prostredie a environmentálne problémy, ktoré sú jedným z dôvodov vzniku zeleného marketingu a potom sa vysvetľujú pojmy zelený marketing a zelený spotrebiteľ. V súčasnosti podniky zeleného marketingu výrazne pomáhajú nášmu životnému prostrediu v konkurencii s ostatnými výrobcami, pokiaľ ide o výrobu ekologických výrobkov. V kontexte myšlienky ekologickej produkcie je potrebné zodpovedať otázku, ako sa bude v súčasnosti predávať na trhu. Cieľom problému je pochopiť zelený marketing a jeho vplyv na nákupné správanie spotrebiteľov v meste Muntinlupa. Autorka uvádza výsledky získaných údajov v kvantitatívnom prieskume. Ten umožnil zhromaždiť informácie od potenciálnych zákazníkov prostredníctvom súboru otázok v online prieskume formou dotazníka. Ako techniku a veľkosť vzorky autorka použila metódu kvótového výberu, aby získala 65 účastníkov zo 100 oslovených, ktorí sú na základe analýzy G*Power vo veku 18-45 rokov. Všetci sú obyvateľmi mesta Muntinlupa. Podľa výsledkov analýzy dát environmentálne povedomie, zelené vlastnosti výrobku, zelené propagačné aktivity a zelená cena jednoznačne ovplyvňujú ekologické nákupné správanie spotrebiteľov. Demografické charakteristiky majú priemerný vplyv na tvrdenie, že stratégie značky, produktu, ceny a propagácie majú významný vzťah na nákupné správanie spotrebiteľov v meste Muntinlupa.

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Recenzované | Reviewed — 25. September 2023 / 30. September 2023

NATIVE ADVERTISING: „NATIVITY“ GOES BEYOND MATCHING THE PUBLISHER'S DESIGN

In the ever-evolving landscape of marketing, native advertising has emerged as a powerful and innovative strategy. As consumers became increasingly adept at ignoring traditional banner ads, marketers sought new ways to engage their audience. Native advertising emerged as a solution, leveraging the visual and contextual aesthetics. Native advertising has roots that trace back to advertorials in print media, where advertisements were designed to mimic the editorial content of the publication. Advertorials and native advertising share similarities as they both aim to integrate promotional content with non-promotional material to create a more organic and non-disruptive user experience. Native advertising, however, is a broader concept that encompasses various types of paid content that blends with the platform's general content. Native advertising includes sponsored articles, in-feed ads, promoted listings on websites, and social media sponsored posts.

There are best case examples, which advertisers may consider following. Recently, the Washington Post teamed up with one hotel in National Harbor, Maryland. Washington Post readers could enjoy an interactive native AR experience and watch a cherry blossom virtually grow. A native campaign for Croatian Lottery topped the Native Advertising Awards 2022 working creatively with the theme of gambling and offering a lot of engagement and gamification to visitors. One year before, in 2021, HBO Max ran a native ad for Season 1 of Friends offering a snippet for free and encouraging viewers to purchase the whole thing.

Transparency has been an issue with native advertising, and ethical considerations regarding disclosure have been in the center of professional discussions. In an era where consumers are increasingly conscious of their online experiences, there is a growing demand for transparency. Many users appreciate honesty and disclosure, and platforms and advertisers that prioritize transparency align with the values of an empowered and informed consumer base. Some native ads are clearly labeled as "sponsored" or "promoted," while others may be less explicit, posing potential challenges and questions to advertisers, marketers, and audiences alike. While mimicking the visual and stylistic elements of the platform enhances user engagement, it also runs the risk of being discarded as misleading or deceptive advertising. Users may be tricked into thinking the content is unbiased editorial material rather than a paid promotion.

For publishers, native advertising is a high-risk game. Allowing untrustworthy brands to run native advertising on their platform could produce a loss of their audience. For brands, which run profiles on social media, exposure of social media users to sponsored contextual feeds could deter their intended positioning. In case, native advertising becomes highly prevalent, for instance on social media feeds or with content recommendation widgets, users may feel that their experience has been compromised by overt commercialization. This sense of intrusion can lead to a less enjoyable user experience and may even prompt users to disengage from the platform.

Some critics argue that native advertising stimulates only short-term engagement but lacks the lasting impact and therefore compromises deeper customer connections. Native ads are often designed to capture attention quickly and deliver a concise message, limiting the potential for sustained interest.

As users become more aware of native advertising, they might employ ad-blockers to avoid sponsored content altogether. Even if ad-blockers are not engaged, users may become over time accustomed to identifying and ignoring native ads, reducing their overall effectiveness. This undermines the effectiveness of native advertising campaigns and poses a challenge for marketers seeking to reach their target audience.

Striking a balance between unobtrusive seamless integration, transparency and longer term customer interest is crucial to ensuring that native advertising remains a valuable and ethical approach to digital advertising.

Résumé — Nativní reklama: Integrace musí směřovat za rámec kopírování designu vydavatele

Nativní reklama stala silným a inovativním formátem, který vychází z advertorialu. Nativní reklama zahrnuje různé typy placeného obsahu: sponzorované články, feedy, příspěvky na webových stránkách a sponzorované příspěvky v sociálních médiích. Nalezení rovnováhy mezi nenápadnou a funkční integrací, transparentností a dlouhodobým upřímným zájmem zákazníků je klíčové pro zajištění toho, aby nativní reklama zůstala účinným a etickým přístupem k digitální reklamě.

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KONFERENCIA COINTT 2023

24. a 25. októbra 2023 sa v hoteli Saffron v Bratislave konal v poradí štvrtý ročník najväčšej odbornej konferencie k téme transferu technológií na Slovensku – COINTT 2023, ktorú organizuje Centrum vedecko-technických informácií SR. Súčasťou prestížneho podujatia bol aj slávnostný večer, na ktorom sme sa dozvedeli mená víťazov súťaže Cena za transfer technológií na Slovensku 2023. Vedecký časopis Marketing Science & Inspirations prináša informácie, ktoré zverejnili organizátori konferencie v tlačovej správe.

Najväčšie odborné fórum o transfere technológií COINTT (Cooperation Innovation Technology Transfer) bolo aj tento rok významnou súčasťou konferenčnej jesene. Tak, ako tomu bolo po minulé roky, aj tento rok bol jeden z hlavných cieľov podujatia spojiť akademický a podnikateľský svet. COINTT 2023 ponúkol hosťom z radov vedeckovýskumných pracovníkov, akademikov, podnikateľov či zástupcov neziskových organizácií a podnikateľských asociácií naozaj bohatý program. Na dvoch pódioch sa počas dvoch dní vystriedalo 51 vystupujúcich z domova i zo zahraničia.

Biele miesta v inováciách a transfere technológií

Ústrednou témou konferencie COINTT 2023 bola otázka, ako vyplniť „biele miesta“ v oblasti transferu technológií a inovácií, aby sa na Slovensku sústavne zlepšovali podmienky na efektívny transfer technológií z akademického prostredia do praxe.

Na podujatí odzneli aj ďalšie zaujímavé prednášky v rámci tém INNOVATION, COOPERATION a TECHNOLOGY TRANSFER.

Počas dvoch konferenčných dní sa renomovaní spíkri venovali téme optimalizácie a koordinácie procesov na štátnej úrovni v rámci rôznych iniciatív, ktoré majú vplyv na proces transferu technológií, aj spoločenskej zodpovednosti vedeckých inštitúcií, príkladom spolupráce a „zosieťovaniu“ pracovísk pre transfer technológií. Diskutovalo sa o udržateľnosti pôsobenia akademických inštitúcií v oblasti transferu technológií. Neobišla sa ani etika v rámci transferu technológií vo vzťahu zamestnávateľ a zamestnanec.

Priestor dostal aj prvý úspešný prevod duševného vlastníctva v rámci slovenských univerzít, ktorý bol realizovaný v závere minulého roka. Ide o technológiu, ktorá môže prispieť k úspešnosti asistovanej reprodukcie metódou IVF.

Key-note témy priniesli zahraniční rečníci

Hneď v prvý deň konferencie odznela prvá téma s názvom „Spoločenská zodpovednosť univerzít a úloha transferu technológií v nej“. Svoje skúsenosti v tejto téme odprezentoval Sean Fielding, bývalý riaditeľ pre inovácie a obchod na University of Exeter vo Veľkej Británii. V súčasnosti je členom výboru pre profesionálny rozvoj Európskej asociácie odborníkov v oblasti vedy a techniky (ASTP).

O prepojení univerzít a firiem na dennej báze nám na podujatí porozprávala Barbara Tan z University of Antwerp, ktorá má viac než 20-ročnú prax v rôznych oblastiach vyššieho vzdelávania so zameraním na výskum, inovácie a vedeckú a technologickú politiku. Na University of Antwerp pôsobí ako poradkyňa pre politiky transferu poznatkov v rámci YUFE (Young Universities for the Future of Europe).

Veľkým prínosom bol aj tretí keynote spíker, Jeff Skinner z London Business School, bývalý výkonný riaditeľ Školského inštitútu pre podnikanie a súkromný kapitál na London Business School vo Veľkej Británii. Vo svojej prezentácii: „Budovanie kultúry vzdelávania, vedy, transferu technológií“, načrtol rôzne mechanizmy a taktiky, ktoré môžu univerzity a akademickí lídri zaviesť na podporu výskumníkov, aby sa aktívne zapojili do „prenosu poznatkov“. Na túto prezentá-



doc. MUDr. Pavol Török, CSc. a prof. MUDr. Viliam Donič, CSc. z Univerzity Pavla Jozefa Šafárika v Košiciach a Michal Kardoš výkonný riaditeľ Slovenskej aliancie pre inovatívnu ekonomiku



Ing. Nikola Čajová Kantová, PhD. zo Žilinskej univerzity v Žiline a Ján Solík prezident Združenia podnikateľov Slovenska



zástupcovia Technologického a inovačného parku Univerzity Pavla Jozefa Šafárika v Košiciach a jeho Centra transferu technológií a Michal Novota poradca prezidentky SR pre vnútornú politiku

ciu nadviazali zástupcovia slovenských akademických inštitúcií, ktorí diskutovali o možnostiach aplikovania vhodných postupov na Slovensku.

Cena za transfer technológií pre najlepších

Aj tento rok boli počas podujatia ocenení víťazi súťaže Cena za transfer technológií na Slovensku – CTTS 2023, ktorá má za cieľ motivovať vedeckovýskumných pracovníkov, aby sa zapojili do procesu ochrany duševného vlastníctva a jeho komercializácie v zmysle interných pravidiel slovenských vedeckovýskumných inštitúcií. Spoznali sme mená víťazov jedenásteho ročníka súťaže, ktorí si svoje ocenenie prevzali počas slávnostného večera a pripojili sa tak k 27 oceneným víťazom predchádzajúcich ročníkov.

Z nominácií v troch kategóriách – INOVÁCIA, INOVÁTOR/INOVÁTORKA a POČIN V OBLASTI TRANSFERU TECHNOLOGIÍ, ktoré od 1. apríla do 31. augusta 2023, zasielali zástupcovia slovenských verejných a štátnych vedeckovýskumných inštitúcií, vybrala výberová komisia troch víťazov. Tí si svoje ocenenie prevzali počas slávnostného večera konferencie COINTT 2023 a pripojili sa tak k 27 oceneným víťazom predchádzajúcich desiatich ročníkov.

V kategórii INOVÁCIA si ocenenie z rúk Michala Kardoša, výkonného riaditeľa Slovenskej aliancie pre inovatívnu ekonomiku, prevzali prof. MUDr. Viliam Donič, CSc. a doc. MUDr. Pavol Török, CSc., ktorí zastupovali desaťčlenný kolektív pôvodcov z Univerzity Pavla Jozefa Šafárika v Košiciach v zložení: doc. MUDr. Pavol Török, CSc., prof. MUDr. Viliam Donič, PhD., MUDr. Tomáš Grendel, PhD., MUDr. Ladislav Kočan PhD., MUDr. Martin Nosál, MUDr. Dušan Rybár, PhD., MUDr. Filip Depta, MUDr. Štefan Imrecze PhD., doc. MUDr. Jozef Firment, PhD. a MUDr. JUDr. Peter Firment. Víťaznou sa stala inovácia: „Zariadenie na umelú ventiláciu pľúc s identifikáciou nehomogenity distribúcie plynov a spôsob riadenia zariadenia pri umelej ventilácii pľúc“.

Víťazkou v kategórii INOVÁTOR/INOVÁTORKA sa stala Ing. Nikola Čajová Kantová, PhD. zo Žilinskej univerzity v Žiline, ktorá sa venuje výskumu analýzy palív a redukcii emisií predovšetkým tuhých znečisťujúcich látok v malých zdrojoch tepla. Sošku, ktorá je dielom talentovaných dizajnérov z MEJD studio a diplom jej odovzdal Ján Solík, prezident Združenia podnikateľov Slovenska.

„Úspešný transfer technológie: „Spôsob neinvazívneho testovania úspešnosti in vitro fertilizačného procesu“ do praxe realizovaný formou prevodu práv“, ktorý zrealizovali zástupcovia Technologického a inovačného parku Univerzity Pavla Jozefa Šafárika v Košiciach a jeho Centra transferu technológií, Vedeckého parku Univerzity Komenského v Bratislave a jeho Centra transferu technológií a Centra pre transfer technológií na Masarykovej univerzite v Brne, sa stal víťazom v kategórii POČIN V OBLASTI TRANSFERU TECHNOLOGIÍ. Zástupcom ocenených univerzít odovzdal sošku a diplom poradca prezidentky SR pre vnútornú politiku, Michal Novota.

Samotné vyhlásenie víťazov súťaže CTTS 2023 bolo streamované aj prostredníctvom internetu – dostupné v reálnom čase na webovej stránke podujatia www.cointt.sk. Videozáznamy z jednotlivých programových vstupov sú na webovej stránke dostupné vo videogalérii. Rovnako je na stránke zverejnená aj fotogaléria.

Organizátorom podujatia COINTT 2023 je Centrum transferu technológií pri Centre vedecko-technických informácií SR (CTT CVTI SR). Spoluorganizátormi pre rok 2023 boli: Slovenská aliancia pre inovatívnu ekonomiku (SAPIE), Združenie podnikateľov Slovenska (ZPS) a Národné centrum transferu technológií SR (NCTT SR) združujúce 7 verejnoprávnych univerzít, SAV a CVTI SR za účelom podpory transferu technológií na Slovensku a jeho systematizácie. Záštitu nad konferenciou COINTT 2023 prevzali prezidentka SR Zuzana Čaputová a Ministerstvo školstva, vedy, výskumu a športu SR.

Podujatie COINTT je realizované v rámci implementácie národného projektu Národná infraštruktúra pre podporu transferu technológií na Slovensku II – NITTSK II. Investícia do Vašej budúcnosti. Tento projekt je podporený z Európskeho fondu regionálneho rozvoja (www.opii.gov.sk).

Ďalšie informácie o konferencii COINTT 2023 nájdete na webovej stránke www.cointt.sk.



DEVATENÁCTÝ ROČNÍK SOUTĚŽE MARKETÉR ROKU VYHLÁŠEN

Česká marketingová společnost vyhlásila devatenáctý ročník soutěže Marketér roku. Ještě před začátkem programu tradičního semináře, který pořádala Česká marketingová společnost společně s profesním Klubem učitelů marketingu v Praze 22. 11. 2023 na téma Komunikace mezi bublinami, byl tradičně vyhlášen další, již 19. ročník soutěže Marketér roku, tentokrát pro rok 2023.

Zasvěceně o soutěži, kterou každoročně vyhlašuje Česká marketingová společnost, a podmínkách účasti v tomto prestižním klání, pohovořili Jitka Vysekalová, Tomáš David a Petr Uchytíl.

Soutěž Marketér roku umožňuje jednak ocenění a zasloužené prezentování v očích veřejnosti těch, kteří představují vynikající vzory v teorii i praxi marketingu, jednak objevení těch, kteří v řadě organizací, i neziskového typu, jsou významnými realizátory marketingu, aniž by veřejnost o nich dostatečně věděla.

Součástí soutěže, určené pro vysokoškolské studenty marketingových oborů, je i vyhlášení ceny Mladý delfín, tentokrát na téma Jak úspěšně komunikovat regionální produkt (výrobek, službu, turistickou oblast, lokální značku) na tuzemském trhu.

Podrobnosti o soutěži, zejména o způsobu podávání přihlášek, jsou k dispozici na www.cms-cma.cz.



Jitka Vysekalová, čestná prezidentka ČMS, Tomáš David, prezident ČMS a Petr Uchytíl, člen prezidia.

JAKUBÍKOVÁ, DAGMAR A JANEČEK, PETR, 2023. STRATEGICKÝ MARKETING. STRATEGIE A TRENDY – 3. PŘEPRACOVANÉ A ROZŠÍŘENÉ VYDÁNÍ.

PRAHA: GRADA. 432 S. ISBN 978-80-271-3722-0.

Autori tejto bezpochyby zaujímavej a potrebnej publikácie sami v predhovore odôvodňujú svoje pohnútky vydať jej tretie prepracované vydanie významnými zmenami v spoločnosti, ku ktorým došlo rovnako v celom svete ako i v Českej republike a s dosahom na úplne všetky typy organizácií, inštitúcií a firiem.

Autormi publikácie sú významní špecialisti na marketing, problematiku strategického, marketingu a marketingových aplikácií, zároveň ale s výraznými praktickými skúsenosťami, či už ako členka AMU (Americkéj marketingovej asociácie), alebo ako vedúci Inštitutu Turizmu v českej centrále cestovného ruchu CzechTourism.

Autori na 432 stránkach odbornej publikácie prechádzajú všetky aspekty strategického, marketingu práve v kontexte dopadov najvýraznejších zmien a to ako zapríčinených pandémiami, spôsobujúcich zmenu správania spotrebiteľov i organizácií, tak i dopadom vojnových hrozieb, ktoré podľa ich slov boli, a ešte stále sú, sprevádzané veľkou migráciou miestnych obyvateľov do zahraničia, výrazným problémom je neustále samotná globalizácia, chudoba tzv. tretieho sveta, kultúrna relativizácia a konzumná spoločnosť. Zároveň však taktiež podľa autorov pokračuje populačný rast a urbanizácia, pričom sa spoločnosť čoraz viac stratifikuje, dopady negatívnych aspektov ostatných rokov sa prejavujú rastom cien energií a prakticky všetkých vstupov do výroby, ale aj produkcie služieb. Rovnako výrazne ovplyvňujúci je rast inflácie, či nástup nových technológií a s nimi spojený priemysel 4.0 a umelá inteligencia. Oveľa väčšej pozornosti, než tomu bolo v minulosti, je venované udržateľnému rozvoju. A čo je pre túto publikáciu najvýznamnejšie, a na to autori výrazne upozorňujú, v nadväznosti na všetky zmeny sa mení aj marketing. Na výslnie sa dostáva tzv. digitálny marketing, ale výrazne komunikovaný je tiež udržateľný marketing a strategické nastavenie marketingu pre schopnosť organizácie prispôbiť sa neustálym zmenám.

Práve pre zvyšovanie schopnosti organizácií a to ako veľkých, tak i malých, ziskových, ale i verejných a neziskových, uspieť v dnešnej dobe prinášajúcej neustále zmeny, musia byť, podľa autorov publikácie, organizácie schopné porozumieť spotrebiteľom a predvídať dopady vývoja zmien prostredia na svoju činnosť. Preto musia byť rovnako schopné kreovať produkty pre zákazníkov dnešnej doby, prinášajúce klientom relevantnú hodnotu pre uspokojenie ich potrieb a priání, ale zároveň naplňajúce ich vnímanie a potrebu udržateľnosti spoločnosti a riešenie problémov.

Nielen autori predkladanej publikácie poukazujú na skutočnosť, že marketing je v dnešnej dobe viac ako potrebný, rovnako tento názor presadzujú iné svetové vedecké kapacity. Nestačí len pochopenie jeho dôležitosti, ale taktiež jeho integrácia do strategického riadenia a plánovania.

Vhodne nastavené strategické a taktické ciele a výber efektívnych stratégií na ich dosiahnutie umožní organizáciám priblížiť sa svojim klientom, produkty adekvátne odkomunikovať, a tým zvyšovať svoju schopnosť produkty tiež približovať potrebám svojich klientov.

Marketing už nesmie byť ani vo verejnom sektore chápaný ako „propagácia“ alebo ako aktivita, ktorej cieľom je prinútiť pomocou rôznych trikov ľudí k tomu, aby si kúpili aj to, čo vôbec nepotrebujú. A práve toto majú snahu autori publikácie zmeniť, poukázať na zmeny, ktoré prebiehajú všade okolo nás, pričom špeciálne sa v samostatnej kapitole venujú oblasti udržateľného rozvoja. Vo svojej publikácii v štrnástich kapitolách v logickej nadväznosti, a to od vysvetlenia podstaty strategického riadenia firiem cez jednotlivé etapy strategického riadiaceho procesu až po prepojenie strategického riadenia so strategickým marketingom a pokrytie všetkých tém strategického marketingu, prinášajú manažérom, marketingovým pracovníkom, ale i študentom vysokých škôl a ďalším skupinám osôb, ktorí majú záujem sa bližšie zoznámiť so strategickým marketingom poznatky z tejto oblasti vo veľmi zrozumiteľnej a názornej forme. Ich snahou je ponúknuť informácie, ktoré v oblasti strategického marketingu a marketingových stratégií boli zhromaždené na základe výskumov realizovaných v českých firmách, pričom bolo prekvapivo zistené, že napriek klišé zameranému vo všeobecnosti na verejnú správu, práve aj mnoho súkromných firiem zďaleka nevyužíva moderné informačné, výrobné a obchodné techniky a technológie a napriek tomu sú úspešné. Paradoxne autori publikácie ponúkajú vysvetlenie, že tento úspech spočíva v dobrej práci s trhom, v jeho priebežnej analýze a prispôsobovaní stratégií.

Publikácia je formulovaná zmysluplne a prináša nové poznatky. Kapitoly sú zrozumiteľne štruktúrované a každá ucelene spracováva čiastkovú problematiku. Osviežujúco pôsobia konkrétne a veľmi adresne poňaté príklady z praxe, kedy autori napríklad v kapitole 12 vysvetľujú špecifikum Centra Babylon a to konkrétne, že sa síce preslávilo prvým tematickým aquaparkom v Českej republike, ale i keď postupne v rôznych mestách vyrástli plavecké bazény doplnené o tobogany a vodné atrakcie, nikdy sa nestali turistickými dominantami regiónu. Dôvodom je nekomerčné poňatie organizácie a istota dotácií z verejnej sféry. Oceňujem, že autori sa nevyhýbajú ani výsostne aktuálnym a potrebným témam ako sú Fake news, či už spomínaná udržateľnosť, ale tiež umelá inteligencia a kolaboratívne filtrovanie, až po predikciu desiatich najväčších spotrebiteľských trendov na rok 2030 – hybridné nákupné centrum. Oceňujem jasné, ale výsostne odborné a napriek tomu užívateľsky skutočne prívetivé nastavenie publikácie a verím, že si nájde čas ju preštudovať každý manažér, či už súkromnej alebo verejnej organizácie.

DICTIONARY OF USEFUL MARKETING TERMS

N

necessitate | vyžiadať si, vynútiť — Reduction in government spending will necessitate further cuts in education.

Zníženie vládnych výdavkov si vyžiada ďalšie škrty v školstve.

necessity | potreba — Is there any necessity to reply to his complaint?
Je potrebné odpovedať na jeho sťažnosť?

negate | negovať — The increase in their profits has been negated by the rising costs of running the company.

Nárast ich ziskov bol negovaný rastúcimi nákladmi na prevádzku spoločnosti.

negation | negácia, nesúhlas — Tom shook his head in negation.

Tom nesúhlasne pokrútil hlavou.

negative | negatívny — They experienced a negative reaction to their latest advertising campaign.

Na svoju najnovšiu reklamnú kampaň zažili negatívnu reakciu.

negativism | negativizmus — More negativism in the campaign of the political party has led to the increased voting of the population.

Viac negativizmu v kampani politickej strany viedlo k zvýšeniu volebnej účasti obyvateľstva.

negativity | negativita — There is too much negativity in the current world.

V súčasnom svete je príliš veľa negativity.

negotiable | vyjednatelný — Everything is negotiable at this stage – I'm ruling nothing out.

V tejto fáze je všetko vyjednatelné – nič nevyklúčujem.

negotiate | vyjednať, rokovať — Don't pay top price, negotiate a discount.

Neplaťte najvyššiu cenu, vyjedajte si zľavu.

negotiated | dohodnutý — She says there must be a negotiated solution to the conflict.

Tvrdí, že musí existovať dohodnuté riešenie konfliktu.

negotiating | rokovací — The two sides came to an agreement at the negotiating table.

Obe strany dospeli k dohode pri rokovacom stole.

negotiation | vyjednanie, rokovanie — The exact details of the agreement are still under negotiation.

Presné detaily dohody sú stále predmetom rokovania.

negotiator | vyjednávač — A very skillful negotiator will be needed to settle this dispute.
Na urovanie tohto sporu bude potrebný veľmi šikovný vyjednávač.

net | sieť, čistý — At the moment, this company has a net profit of 40 million euros.

Momentálne má táto spoločnosť čistý zisk 40 miliónov eur.

network | sieť — They could reduce their costs by developing a more efficient distribution network.

Mohli by znížiť svoje náklady vybudovaním efektívnejšej distribučnej siete.

network/multilevel marketing | sieťový/multilevel marketing

The company decided against distributing products through local pharmacies and health food shops and instead opted for a network marketing system.

Spoločnosť sa rozhodla nedistribúovať produkty prostredníctvom miestnych lekární a obchodov so zdravou výživou a namiesto toho sa rozhodla pre systém sieťového marketingu.

neurolinguistics | neurolingvistika — The conference brings together researchers from psychology, general linguistics, psycholinguistics and neurolinguistics.

Na konferencii sa stretávajú vedci z oblasti psychológie, všeobecnej lingvistiky, psycholingvistiky a neurolingvistiky.

neuromarketing | neuromarketing — In neuromarketing, researchers study the human brain's decision-making processes.

V neuromarketingu výskumníci skúmajú rozhodovacie procesy ľudského mozgu.

never | nikdy — Wars never solve anything.

Vojny nikdy nič nevyriešia.

never-ending | nikdy nekončiaci — It is the phenomenon of the never-ending election campaign.

Je to fenomén nikdy nekončiacej predvolebnej kampane.

new | nový — They have to invest in new technology if they are to remain competitive.

Ak si chcú zachovať konkurencieschopnosť, musia investovať do nových technológií.

new blood | nová krv, noví zamestnanci — The new blood in the team should improve our company performance.

Nová krv v tíme by mala zlepšiť výkonnosť našej spoločnosti.

news | informácie, správy — Was there anything interesting on the news tonight?

Bolo dnes večer v správach niečo zaujímavé?

news agency | tlačová agentúra, spravodajská agentúra — Reuters, established in London in 1851, is one of the largest news agencies in the world.

Reuters, založená v Londýne v roku 1851, je jednou z najväčších tlačových agentúr na svete.

news headlines | titulky správ — The website features streaming radio, news headlines, podcasts, community events, blogs, and photos.

Webová stránka obsahuje streamované rádio, titulky správ, podcasty, komunitné udalosti, blogy a fotografie.

newsletter | newsletter, bulletin — The company regularly sends newsletters and leaflets.
Spoločnosť pravidelne zasiela newslettery a letáky.

newspaper | noviny — She was so enraged at the article about her that she sued the newspaper.
Článok o nej ju tak rozzúril, že noviny zažalovala.

news stand | novinový stánok — The magazine still has a circulation of 60,000 copies distributed by subscription and newsstand sales.
Časopis má stále náklad 60 000 kusov distribuovaných formou predplatného a predaja v novinových stánkoch.

niche | výklenok, medzera — This product fills a niche in the market.
Tento produkt vyplní medzeru na trhu.

niche marketing | špecializovaný marketing — Niche marketing allows you to develop a strong presence in the chosen niches of your marketing areas.
Špecializovaný marketing vám umožňuje vybudovať si silnú pozíciu vo vybraných výklenkoch vašich marketingových oblastí.

nicher/nichist | špecialista vyplňajúci medzeru na trhu — The company is a classic example of a nicher – it is a company that has successfully acquired a small, specific part of the market.
Firma je klasickým príkladom špecialistu – je to firma, ktorá úspešne získala malú, špecifickú časť trhu.

noise | hluk — Lots of tourists have complained about the noise.
Veľa turistov sa sťažovalo na hluk.

noise pollution | hluková záťaž — An airport can generate a high level of noise pollution 24 hours a day.
Letisko môže generovať vysokú úroveň hlukovej záťaže 24 hodín denne.

noiseless | tichý, bezhlučný — Nowadays, many cars are noiseless.
V súčasnosti je veľa áut bezhlučných.

noiselessly | potichu, bez hluku — He opened the entrance door noiselessly and went to the bathroom.
Potichu otvoril vchodové dvere a išiel do kúpeľne.

noisemaking | hlučný — All the children had noisemaking toys.
Všetky deti mali hlučné hračky.

nominal | nominálny, symbolický — The company delivers orders to customers' homes for a nominal fee.
Spoločnosť doručuje objednávky do domácností zákazníkov za symbolický poplatok.

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