

MARKETING

SCIENCE

& INSPIRATIONS



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 XIX, 2024, číslo 1 | **Volume XIX, 2024, Number 1**

Dátum vydania | *Date of Issue* — Apríl 2024 | *April 2024*

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 managementu, Odbojárov 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, msijournal.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

Redakčná rada | *Editorial Board* — Predseda | *Editor-In-Chief*: Peter Štarchoň | Členovia | *Members*: Radim Bačuvčík, Gabriela Pajtinková Bartáková, Viera Cibáková, Boguslawa Dobek-Ostrowska, Miroslav Foret, Marie Hesková, László Józsa, Martina Juříková, Vanda Lieskovská, Štefan Majtán, Andrej Miklošík, Theodor Valentin Purcarea, Patricia L. Rees, Magdaléna Samuhelová, Jaroslav Světlík, Róbert Štefko, Peter Štetka, Pavel Štrach, Hans van der Velden

Grafická úprava | *Graphic Design* — Martina Figusch Rozinajová

Jazyková úprava | *Editing* — Miloslav Vojtech & Dagmar Weberová

Tlač | *Printer* — Valeur, s. r. o.

Hlavný sekretár | *Secretary-General* — František Olšavský

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

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

Vedecké príspevky sú recenzované anonymne dvomi nezávislými recenzentmi. Pokyny pre autorov sú zasielané na vyžiadanie. Za obsah a jazykovú úpravu jednotlivých príspevkov zodpovedajú autori. | *Scientific contributions are reviewed anonymously by two independent reviewers. Contribution instructions are provided upon request. Authors are responsible for the content of particular articles.* | Všetky príspevky uverejnené v tomto časopise sú licencované podľa Creative Commons Attribution 4.0 International License: Attribution-NoDerivatives 4.0 International License (CC BY-ND 4.0). | *All articles published in this journal are licensed under the Creative Commons Attribution 4.0 International License: Attribution-NoDerivatives 4.0 International License (CC BY-ND 4.0).*



Články z časopisu Marketing Science & Inspirations bude možné vyhľadať prostredníctvom výskumných databáz EBSCOhost, ERIH PLUS, Ulrichsweb, EconBiz a Google Scholar. | *Articles from the journal Marketing Science & Inspirations will be discoverable through EBSCOhost research databases, ERIH PLUS, Ulrichsweb (Ulrich's Periodicals Directory), EconBiz and Google Scholar.*



www.linkedin.com/company-beta/18012483

VÝSKUMNÉ PRÁCE | RESEARCH PAPERS

- 2** Maria Jewdaly L. Costales
Green marketing and its impact on consumer buying behavior in city of Muntinlupa, Philippines. Part II.
Zelený marketing a jeho vplyv na nákupné správanie spotrebiteľov v meste Muntinlupa, Filipíny. Časť II.
- 15** Mariangela Barraco
Characteristics of research on green marketing. Theoretical study.
Charakteristika výskumu zeleného marketingu. Teoretická štúdia.
- 26** Assia Guedjali, Riad Benghebrid
The use of smartphones among young people
Používanie smartfónov medzi mladými ľuďmi
- 39** Nabil Boumesbah, Moussa Chenini
Interaction between cognitive process and social dynamics in shaping individual analyzing of online reviews. Part I.
Interakcia medzi kognitívnym procesom a sociálnou dynamikou pri formovaní individuálnej analýzy online recenzií. Časť I.

MARKETING BRIEFS

- 50** Pavel Štrach
The rise of direct sales models for fast fashion 2.0: Sustainable greenwashing?
Vzestup modelů přímého prodeje rychlé módy 2.0: Udržitelný greenwashing?

ZAÚJALO NÁS | SHORT COMMUNICATIONS

- 52** Súťaž EFFIE Awards Slovakia 2023 má víťazov
EFFIE Awards Slovakia 2023 contest has its winners
- 53** Češi a reklama 2024
Czechs and advertising 2024

RECENZIE | REVIEWS

- 60** Magdaléna Samuhelová
Cialdini, B. Robert: Nové zbraně vlivu. Psychologie přesvědčování i v online světě

DICTIONARY OF USEFUL MARKETING TERMS

- 64** Dagmar Weberová

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

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.

3 Review of related literature — Green marketing is aimed at directing a company's efforts to undertake the processes of designing a product, its promotion, pricing, and distribution in a way that can help to protect the environment (Polonsky 2011). It can encompass all production and distribution systems. Green marketing is a creative opportunity to innovate in ways that make a difference and at the same time achieve business success (Maheshwari 2014). Thus, green marketing is a production mechanism which strives to produce products that are safer to use and protect the environment. Like previous studies (Rahbar et al. 2011; Zandhessami et al. 2016; Sarkar 2012), the current study has measured green marketing using three key variables: eco-labeling, green branding and green advertising.

Eco-labels are initiatives taken by organizations in order to preserve the environment and for which they receive third-party certification. Such certifications in the form of ecolabels are then used as a competitive advantage by companies to attract more customers by showing them that they are offering more environmentally friendly and healthy products (Ng et al. 2015). The practice of eco-labeling is used on the one hand, as a marketing strategy, and on the other hand, it is aimed at dealing with the problems of climate change and global warming (Bernard et al. 2015).

The primary aim of green marketing efforts is to reduce the environmental losses and to earn a good reputation for the company as an environmentally concerned company, with a responsible attitude towards the environment (Sarkar 2012), even in tourism (Kilichov and Olsavsky 2023) or honey production (Olsavsky 2021). It is a novel concept which helps organizations to achieve their long-term objectives of attracting more consumers to increase their consumer base. Organizations are paying increased attention to eco-innovation in order to use it as their marketing strategy. It is also helpful for organizations to not only achieve sustainable production processes but to gain a marketing advantage in the form of influencing the behavior of consumers to buy green products (Singh 2012). On the other hand, the organizations, by virtue of increased legal and regulatory pressures, are also bound to follow green practices for the protection of the environment and to provide consumers with healthy and green products and services (Sarkar 2012). The ultimate goal of all such activities is to influence consumers to contribute towards a healthy environment and a healthy lifestyle by purchasing green products.

Consumer buying behavior can be studied under Theory of Planned Behavior proposed (Ajzen 1991), which seeks to address the motivational factors behind the certain behavior of consumers as influenced by intentions, subjective norms and perceived behavioral controls. This theory says that intentions exhibit a significant influence on a consumer to behave in a certain way. Attitudes are formed by individual judgments of a certain behavior or the beliefs about the outcome of certain actions. For instance, if a consumer feels that purchasing a green product is helpful for him/her and society's well being, they will form the attitude to buy it and finally, they will perform the action. Normative beliefs, on the other hand, are societal or familial or spousal pressure on someone to act in a certain way. For example, societal or familial pressure on someone to buy and encourage consumption of green products for environmental protection influences a consumer's behavior to buy green products. Finally, perceived behavioral controls are the factors which influence consumer buying behavior in the form of whether he/she can afford to buy a product or the perceived ease or difficulty attached in its buying.

Researchers have also used behavioral theories to establish a behavior - attitude relationship for consumers, i.e. the consumers make buying decisions based on their favorable attitude towards certain products. The relationship between green behavior and the attitude of consumers is low (Ottman 2017). The study was conducted in the Turkish context to understand the role of environmental knowledge on shaping consumer buying behavior (Albayrak et al. 2011).

They found that green consumers are like confused consumers. This is because they are unable to specify what exactly is meant by green, so forming an attitude for green products is also difficult.

Many companies are trying to preserve the environment by delivering environment friendly products (Renfro 2010). Previous research argued that there are several factors which influence the behavior of the consumer in terms of the purchase of green products. Like previous research findings from different countries, in India consumer's income class and social norms (Purohit 2012), in Turkey environment protection behavior and social norms pressure (Boztepe 2012), in Korea gender, age, education, and income status (Lee et al. 2012) respectively plays an important role in the purchase of green products. Psychological and social factors are persuasively more influential on the consumer's behavior as compared to the demographic factors for the consistency of the green product purchase (Pickett et al. 1995). Green consumers are more educated and wealthier, yet there is democratization in the purchase behavior in Europe and North America (Laroche et. al. 2001).

All of this indicates that patterns of buying these green products and services are not similarly shared by all consumers. However, the scope of current research is restricted to the study of the direct impact of green marketing on consumer buying behavior and it has not taken into account the role of demographics to study their role for enhancing or decreasing the impact of green marketing activities on consumer buying behavior. Overall, many previous studies (such as Purohit 2012; Spanos 2008; Boztepe 2012; Lee et al. 2012) propose that organizations' green marketing practices directly or indirectly have a positive influence on the consumer buying behavior in different consumer goods industries.

Marketers may use eco-labeling in order to show that they have used environmentally safe and profound ways of production and distribution of goods. Such products hold a license from independent third parties for being environmentally friendly products (Okada and Mais 2010; Mishra and Sharma 2010). Ng and Wong (2015) found that in the construction sector of Hong Kong, the technique of eco-labeling has been largely used by marketers and it has been reported to bring positive results for marketers, influencing consumer buying behavior for the purchase of green products.

Another important determinant of green marketing is green branding. Green marketing contributes value to a brand image (Suki 2016). The main strategy used for green branding is green positioning (Raska and Shaw 2012). The positioning can be either emotional or functional, where functional strategy appeals to rational minds through the provision of detailed knowledge on the environmental benefits of products, while the emotional strategy focuses on emotional needs of consumers.

4 Materials and methods — The study will be in a quantitative type of research. Quantitative research is a formal, objective, systematic process to describe and test Relationships and examine cause and effect interactions among variables. Surveys may be used for descriptive, explanatory, and exploratory research. Since the present study or investigation focuses on determining the Brand strategy related to consumers' purchasing intention. The quantitative research method was the most appropriate method to use. The researchers used a descriptive research design to achieve the objective of the study in developing eco-friendly materials that may help improve the current productivity and efficiency of green marketing.

The study respondents will be the Business owner of selected eco-friendly products and Residents who consume eco-friendly products. The respondents must be 18-45 years old and currently living in the city of Muntinlupa. The participants will be

randomly selected using a quota sampling method. A quota sample is a non-probability sample selected based on the assigned number or quota of individuals.

- The total number of participants will be determined using G-power analysis:
 - | They must be 18-45 years old
 - | They must be resident in city of Muntinlupa.
 - | They bought an eco-friendly product.
 - | They are willing to participate in the study.

In this study, the researcher will be using a self-validated survey questionnaire to achieve the study's main objective. The researcher creates a questionnaire to gather data that will be used in the study and serve as primary tools using the Likert Scale. The questionnaire will be distributed to selected residents of city of Muntinlupa. The survey questionnaire will consist of (2) parts: First is the demographic profile of respondents based on the name, age and sex. The second part is assessing the brand strategies that are related to customers' buying behavior.

The primary source of the study focuses on the gathered data in survey questionnaire that are distributed in selected Muntinlupa residents, and the secondary source of this study is the literature that supports the study. This literature may include books, research papers and reports.

5 Results and discussions — The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographic features of consumers on purchasing behaviors of consumers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products. To identify factors that influence the consumer's buying behavior through environmental marketing, consumer behavior, availability and environmental factors. The objectives of this study are the following; to study the green marketing strategy will affect consumers' buying behavior in terms of quality, price, design and environmental benefits; to learn the benefits that consumers' get when purchasing environmentally friendly products through satisfaction, health benefit and peace of mind; to know if eco-friendly products affect consumers' buying decisions and to spot the level of effectiveness of having green marketing through eco-friendly products in consumers buying behavior.

As a result of the study, as environmental consciousness, green product features, green promotion and green price increase, green purchasing behavior increases as well. In most of the studies conducted until today, a negative relation between green price and purchasing behavior has been observed. Nevertheless, the result of our study shows that people are now willing to pay more for environmentally-friendly products. With industrialization and development and progress of technology, diversification in human needs has increased. The use of natural sources, environmental devastation and pollution affect human life negatively. Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, have started to consider whether the products they purchase are environment-friendly or not apart from price and quali-

ty features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly. They have started to produce environment-friendly products and have tried to reach the green marketing concept to the consumers.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
I buy eco-friendly products because they are affordable.	3.326	0.818	Highly affected
The design in eco-friendly looks expensive but it is cheaper.	3.326	0.701	Highly affected
I'm willing to pay a higher price when buying eco-friendly products.	3.196	0.806	Affected
TOTAL	3.283	0.575	Highly affected

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 1: DESCRIPTIVE STATISTICS ON GREEN MARKETING STRATEGY IN TERMS OF PRICE

SOURCE: AUTHOR

Table 1 shows the descriptive statistics on green marketing strategy in terms of price. „I buy eco-friendly products because it is affordable.“ and „The design in eco-friendly looks expensive but it is cheaper.“ both got the same mean score of 3.326 and were both interpreted as highly affected. However, „I'm willing to pay a higher price when buying eco-friendly products.“ got a mean score of 3.196 and was interpreted as affected. Therefore, a total mean score of 3.283 and SD of 0.575 was perceived by the respondents that the green marketing strategy in terms of price highly affects their purchasing intention.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
I like eco-friendly products because of their good packaging.	3.50	0.59	Highly affected
I like to buy Eco-friendly products because of green advertisements.	3.54	0.50	Highly affected
I buy eco-friendly products because it promotes cleaner environment.	3.80	0.40	Highly affected
TOTAL	3.62	0.41	Highly affected

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 2: DESCRIPTIVE STATISTICS ON GREEN MARKETING STRATEGY IN TERMS OF PROMOTION

SOURCE: AUTHOR

Table 2 shows the descriptive green marketing strategy in terms of price. „I buy eco-friendly products because it promotes a cleaner environment.“ got the highest mean score of 3.80 which was interpreted as highly affected. However, „I like to buy eco-friendly products because of green advertisements.“ got a score mean of 3.54 and „I like the eco-friendly products because of its good packaging.“ got a score mean of 3.15 and it is also both interpreted as highly affected. Therefore, a total mean score of 3.62 and SD of 0.41 was perceived by the respondents that the green marketing strategy in terms of promotion affects their purchasing intention.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
I buy eco-friendly products because it is available in our market.	3.13	0.653	Highly affected
I buy eco-friendly products when it's easily accessible.	3.326	0.56	Highly affected
I can choose many different eco-friendly products in our market near me.	3.087	0.661	Highly affected
TOTAL	3.181	0.485	Highly affected

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 3: DESCRIPTIVE STATISTICS ON GREEN MARKETING STRATEGY IN TERMS OF PLACE

SOURCE: AUTHOR

Table 3 shows descriptive statistics on green marketing strategy in terms of place that they bought Eco-friendly products because it is easily accessible with a score mean of 3.326 and was interpreted as Highly affected. While „Availability of eco-friendly products near me.“ got the lowest score mean of 3.087 and also interpreted as highly effective. Therefore, a total mean score of 3.181 and SD of 0.485 was perceived by the respondents that the green marketing in terms of place affects their purchasing intention.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
I usually buy eco-friendly products when I go to malls.	2.978	0.537	Highly affected
I choose to buy eco-friendly products rather than normal products.	3.087	0.661	Highly affected
I buy eco-friendly products because they are made up of green materials that help clean our environment.	3.500	0.548	Highly affected
TOTAL	3.188	0.425	Highly affected

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (affected); 3.26 – 4.00 (Highly affected)

TABLE 4: DESCRIPTIVE STATISTICS ON GREEN MARKETING STRATEGY IN TERMS OF PRODUCTS

SOURCE: AUTHOR

Table 4 shows the descriptive statistics on eco-friendly products in terms of products. „I buy eco-friendly products because it is made up of green materials that help clean our environment.“ got the highest mean score of 3.500 which is interpreted as highly affected. While „I usually buy eco-friendly products when I go to malls.“ got the lowest score of 2.978 but was also interpreted as highly affected. Therefore, a total mean score 3.188 and SD 0.425 was perceived by the respondents that the green marketing strategy in terms of products highly affects their purchasing intention.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
Price	3.283	0.575	Highly affected
Promotion	3.620	0.410	Highly affected
Place	3.181	0.485	Highly affected
Product	3.188	0.425	Highly affected
Total	3.317	0.367	Highly affected

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 5: SUMMARY OF DESCRIPTIVE STATISTICS ON GREEN MARKETING STRATEGY THAT AFFECTS CONSUMERS PURCHASING INTENTION

SOURCE: AUTHOR

Table 5 shows the summary of descriptive statistics on green marketing strategy that affects consumers buying behavior. Among the four marketing strategies, promotion has the highest mean score of 3.62 and was interpreted as highly affected. It is followed by price with a mean score of 3.283 and was also interpreted as highly affected. Then, the product was ranked 3 with a mean score of 3.188 and was also interpreted as highly affected. Place got the lowest rank with a mean score of 3.181 and was interpreted as highly affected. Therefore, the green marketing strategy highly affects the consumer purchase intention of the respondents with a total mean score of 3.317 and SD of 0.367.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
Your income must be high enough to buy eco-friendly products.	2.739	0.801	Effective
Members of my family pay attention to green product purchases.	2.978	0.745	Effective
I buy eco-friendly product because I'm educated to help our environment.	3.522	0.547	Highly effective
TOTAL	3.08	0.462	Effective

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 6: DESCRIPTIVE STATISTICS ON LEVEL OF EFFECTIVENESS ON ECO-FRIENDLY PRODUCT IN TERMS OF SOCIODEMOGRAPHIC

SOURCE: AUTHOR

Table 6 shows the descriptive statistics on level of effectiveness on eco-friendly products in terms of sociodemographic. „I buy eco-friendly products because I'm educated to help our environment.“ got the highest score of 3.522 and interpreted as highly effective. While „Your income must be high enough to buy eco-friendly products.“ got the lowest score mean of 2.739 and interpreted as effective. Therefore, a total score mean of 3.08 and SD of 0.462 was perceived by the respondents that the level of effectiveness on eco-friendly products in terms of sociodemographic was effective.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
I am ready to pay higher prices for a green product.	2.957	0.665	Effective
Green product purchasing is a sign of prestige and a higher social status.	2.500	0.937	Less effective
I do not buy because the prices are too high.	2.609	0.856	Effective
TOTAL	2.688	0.551	Effective

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 7: DESCRIPTIVE STATISTICS ON LEVEL OF EFFECTIVENESS ON ECO-FRIENDLY PRODUCT IN TERMS OF FINANCIAL STATUS

SOURCE: AUTHOR

Table 7 shows the descriptive statistics on level of effectiveness on eco-friendly products in terms of financial status. „I am ready to pay higher prices for a green product.“ got the highest mean score of 2.957 which was interpreted as effective. While „Green product purchasing is a sign of prestige and higher social status.“ got the lowest score which was interpreted as less effective. Therefore, a total mean score of 2.688 and SD of 0.551 was perceived by the respondents that the level of effectiveness on eco-friendly products in terms of financial status was effective.

INDICATOR	MEAN	SD	VERBAL INTERPRETATION
Sociodemographic	3.080	0.462	Effective
Financial Status	2.688	0.551	Effective
TOTAL	2.884	0.465	Effective

Legend: 1.00 – 1.75 (Not affected); 1.76 – 2.50 (Less affected); 2.51 – 3.25 (Affected); 3.26 – 4.00 (Highly affected)

TABLE 8: SUMMARY OF DESCRIPTIVE STATISTICS ON LEVEL OF EFFECTIVENESS ON ECO-FRIENDLY PRODUCT

SOURCE: AUTHOR

Table 8 shows the summary of descriptive statistics on level of effectiveness on eco-friendly products in consumer purchasing intention. Sociodemographic got the highest mean score of 3.080 and was interpreted as effective. While, financial status got a mean score of 2.688 and was also interpreted as effective. Therefore, there is an effective eco-friendly product in consumer purchasing intention with a total mean score of 2.884 and SD of 0.465.

VARIABLES		Pearson's R	p
Green price	Sociodemographic	0.369	0.012
Green price	Financial status	0.097	0.521
Green price	Consumer purchase intention	0.241	0.107
Green promotion	Sociodemographic	0.191	0.203
Green promotion	Financial status	0.049	0.748
Green promotion	Consumer purchase intention	0.124	0.412
Green place	Sociodemographic	0.408	0.005
Green place	Financial status	0.299	0.043
Green place	Consumer purchase intention	0.380	0.009
Green product	Sociodemographic	0.387	0.008
Green product	Financial status	0.151	0.317
Green product	Consumer purchase intention	0.282	0.058
Green marketing strategy	Sociodemographic	0.445	0.002
Green marketing strategy	Financial status	0.194	0.196
Green marketing strategy	Consumer purchase intention	0.336	0.022

TABLE 9: PEARSON'S CORRELATIONS BETWEEN GREEN MARKETING STRATEGIES AND CONSUMERS' PURCHASING INTENTION
SOURCE: AUTHOR

Table 9 shows Pearson's correlation between green marketing's strategies and consumers buying behavior. Data revealed that there is a moderate positive correlation between price and sociodemographic with r value of 0.369 and p -value = 0.012 lower than the significance level at 0.05. While place has a strong positive correlation with sociodemographic ($r = 0.408$, p -value = 0.005), has a weak positive relationship with financial status ($r = 0.299$, p -value = 0.043), and moderate positive correlation with consumer purchase intention ($r = 0.38$, p -value = 0.008) with p -values lower than the significance level at 0.05. Product has a moderate positive correlation with sociodemographic ($r = 0.387$, p -value = 0.008) and weak relationship with consumer purchase intention ($r = 0.282$ and p -value of 0.058). Green marketing strategy has a strong correlation with sociodemographic ($r = 0.445$, p -value = 0.002). Green marketing strategy has a moderate positive correlation with consumer purchase intention with r values of 0.336 and p -values of 0.022 lower than the significance level at 0.05. Therefore, we will accept the alternative hypothesis.

The following conclusion were derived:

- | 1. Residents of Muntinlupa are engaged in buying eco-friendly products when it is affordable.
- | 2. In terms of promotion, consumers bought eco-friendly products because it promotes a cleaner environment.
- | 3. When an eco-friendly product is easily accessible, consumers are engaged to buy the product.
- | 4. The result revealed that consumers bought eco-friendly products because they are made up of green materials.

5. It showed in the result that promotion is the mostly affecting variable in all of the factors that affects consumer purchasing intention.
6. The result showed that Muntinlupa residents bought eco-friendly products because they were educated to help our environment.
7. In terms of financial status, Muntinlupa residents are willing to pay higher prices for an eco-friendly product.
8. The result revealed that there is a significant effect between green marketing and customers buying behavior.
9. They are Pearson's correlations between green marketing strategies and consumers' purchasing intention.

The recommendation are formulated and hereby endorsed:

- | 1. Since promotion was highly affected among green marketing strategies, it is recommended that eco-friendly businesses should use different kinds of advertisement to promote their product to promote the use of green eco-friendly products.
- | 2. The research revealed that place was the least affected among green marketing strategies. On this basis, green marketing eco-friendly businesses should prioritize the location of their store from their target consumer and how it can be accessible to customers.
- | 3. The researcher recommended that eco-friendly businesses should focus on socio demographic of their target market because it is the highly effective variable in having eco-friendly products in consumers buying behavior.
- | 4. The researcher recommended that green marketing eco-friendly businesses must pay attention to financial status of their target market. The study showed that customers are willing to pay higher prices for eco-friendly products.
- | 5. The study revealed that there was a significant relationship between green marketing and purchasing intention. The researcher recommended that eco-friendly businesses must invest in green marketing strategies that can help the business to be efficient.
- | 6. Consumer observation of the environment will impact purchase decisions, especially for green products.
- | 7. Selling products that are eco-friendly are profitable and help to build brand loyalty that achieve the best results for the product strategy, market analysis and product research.
- | 8. Raise recognition among consumers about the value of sustainability and the environmental impact of their purchasing decisions of eco-friendly products that could help reduce waste, pollution, and other negative impacts on the planet.
- | 9. Green marketing collaborates with influencers and partnering with influential personalities who are passionate about sustainability can help promote green marketing that can significantly impact consumers' purchasing intention.

END OF PART II.

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

Literatúra | List of References — [1] Ajzen, I., 1991. The theory of planned behaviour. In: Organizational Behavior and Human Decision Processes. 1991, 50(2), 179-211. ISSN 1095-9920. Available at: <https://doi.org/10.1016/0749-5978(91)90020-T> | [2] Albayrak, T. et al., 2011. The influence of skepticism on green purchase behavior. In: International Journal of Business and Social Science. 2011, 2(3), 189-197. ISSN 2219-1933. | [3] Alkhatib, S. et al., 2023. Green marketing in the digital age: A systematic literature review. In: Sustainability. 2023, 15(16), 12369. ISSN 2071-1050. Available at: <https://doi.org/10.3390/su151612369> | [4] Anvar, M. and Venter, M., 2014. Attitudes and purchase behaviour of green products among generation Y consumers in South Africa. In: Mediterranean Journal of Social Sciences. 2014, 5, 183. ISSN 2039-9340. | [5] Bernard, Y., Bertrandias, L. and Elgaaied-Gambier, L., 2015. Shoppers' grocery choices in the presence of generalized eco-labelling. In: International Journal of Retail & Distribution Management. 2015, 43(4/5), 448-468. ISSN 0959-0552. | [6] Boztepe, A., 2016. Green marketing and its impact on consumer buying behavior. In: European Journal of Economic and Political Studies. 2016, 5(1). ISSN 1307-6035. | [7] Costales, M. J., 2020. Green marketing, business sustainability and marketing practices of selected small and medium enterprises (SMEs) in Muntinlupa, City. In: Royal Institution Research Journal. 2020, 10. ISSN 2382-6347. OurRef:RI/RIRJ/2020-03-31/38836/HSMGA/all | [8] Delafrooz, N., and Goli, A., 2015. The factors affecting the green brand equity of electronic products: Green marketing. In: Cogent Business & Management. 2015, 2(1). ISSN 2331-1975. Available at: <http://dx.doi.org/10.1080/23311975.2015.1079351> | [9] Govender, J. et al., 2016; The influence of green marketing on consumer purchase behavior. In: Environmental Economics. 2016, 7(2), 77-85. ISSN 1998-605X. Available at: <https://doi.org/10.21511/ee.07(2).2016.8> | [10] Haba, H., 2023. Green consumer research: Trends and way forward based on bibliometric analysis. In: Cleaner and Responsible Consumption. 2023, 8, 100089. ISSN 2666-7843. | [11] Kapdan, E., 2022. Development of food supply of the cities after the industrial revolution. In: Paradoks Ekonomi Sosyoloji ve Politika Dergisi. 2022, 18(2), 133-148. ISSN 1305-7979. | [12] Kilichov, M. and Olsavsky, F., 2023. Sustainable tourism development: Insights from accommodation facilities in Bukhara along the silk road. In: Marketing Science & Inspirations. 2023, 18(2), 12-25. ISSN 1338-7944. Available at: <https://doi.org/10.46286/msi.2023.18.2.2> | [13] Laroche, M., et al., 2011. Green marketing: Need of the 21st Century. [online]. [cit. 2023-09-14]. Available at: <https://www.researchgate.net/publication/352020780_GREEN_MARKETING_NEED_OF_THE_21ST_CENTURY> | [14] Lee, et. al., 2012. Explaining pro-environmental behaviors with environmentally relevant variables: A survey in Korea. In: African journal of business management. 2012, 6(29), 8677-8690. ISSN 1993-8233. | [15] Maheshwari, P. S., 2014. Awareness of green marketing and its influence on buying behavior of consumers: special references to Madhya Pradesh, India. In: AIMA Journal of Management & Research. 2014, 8(1/4). ISSN 0974-0497. [online]. [cit. 2023-09-14]. Available at: <https://apps.aima.in/ejournal_new/articlespdf/3_dr_shruti_p_maheshwari.pdf> | [16] Martins, A., et al., 2021. Green marketing and perceived SME profitability: the mediating effect of green purchase behavior. In: Management of Environmental Quality. 2021, 33(2), 281-299. ISSN 1477-7835. | [17] Mayank, B., et al., 2013. Green marketing: A study of consumer perception and preferences in India. In: Electronic Green Journal. 2013, 1(36). ISSN 1076-7975. | [18] Mishara, P. and Sharma, P., 2010. Green marketing in India: Emerging opportunities and challenges. In: Journal of Engineering, Science and Management Education. 2010, 3, 9-14. ISSN 2278-1471. | [19] Ng, P. F. et al., 2014. Antecedents of green brand equity: an integrated approach. In: Journal of Business Ethics. 2014, 121(2), 203-215. ISSN 1573-0697. | [20] Okada, M. E. and Mais, L. E., 2010. Framing the „Green“ alternative for environmentally conscious consumers. In: Sustainability Accounting Management and Policy Journal. 2010, 1(2), 222-234. ISSN 2040-8021. Available at: <https://doi.org/10.1108/20408021011089257> | [21] Olsavsky, F., 2021. Consumer literacy and honey fraud. Part II. In: Marketing Science & Inspirations. 2021, 16(1), 2-10. ISSN 1338-7944. Available at: <https://doi.org/10.46286/msi.2021.16.1.1> | [22] Ottman, J., 2017. The new rules of green market-

ing. Strategies, Tools, and Inspiration for Sustainable Branding. London: Routledge, 2017. ISBN 9781351278683 | [23] Pickett, et. al, 2000. Integrated Approaches to Long-Term Studies of Urban Ecological Systems: Urban ecological systems present multiple challenges to ecologists—pervasive human impact and extreme heterogeneity of cities, and the need to integrate social and ecological approaches, concepts, and theory. In: BioScience. 2000, 50(7), 571-584. ISSN 1525-3244. Available at: <https://academic.oup.com/bioscience/article/50/7/571/354328> | [24] Purohit, H. C., 2012. Product positioning and consumer attitude towards eco-friendly labeling and advertisement: an analytical study. In: Journal of Management Research. 2012, 12(3), 153-162. ISSN 1941-899X. | [25] Polonsky, J. M., 2011. Transformative green marketing: impediments and opportunities. In: Journal of Business Research. 2011, 64(12), 1311-1319. ISSN 0148-2963. Available at: <https://doi.org/10.1016/j.jbusres.2011.01.016> | [26] Qayyum, A., Jamil, R. A. and Sehar, A., 2023. Impact of green marketing, greenwashing and green confusion on green brand equity. In: Spanish Journal of Marketing – ESIC. 2023, 27(3), 286-305. ISSN 2444-9709. Available at: <https://doi.org/DOI.10.1108/SJME-03-2022-0032> | [27] Rahbar, E. and Wahid, N. A., 2011. Investigation of green marketing tools' effect on consumers' purchase behavior. In: Business Strategy Series. 2011, 12(2), 73-83. ISSN 1751-5637. | [28] Raska et al., 2012. When is going green good for a company image? In: Management Research Review. 2012, 35(3/4), 326-347. ISSN 2040-8269. Available at: <https://doi.org/10.1108/01409171211210190> | [29] Reddy, P. K., et al., 2023. Consumers perception on green marketing towards eco-friendly fast moving consumer goods. In: International Journal of Engineering Business Management. 2023. ISSN 2456-7817. Available at: <https://doi.org/10.1177/18479790231170962> | [30] Renfro, L. A., 2010. Green business operations and green marketing. In: Gattton Student Research Publication. 2010, 2(2). | [31] Sarkar, N. A., 2012. Green branding and eco-innovations for evolving a sustainable green marketing strategy. In: Asia-Pacific Journal of Management Research and Innovation. 2012, 8(1), 39-58. ISSN 2319-510X. Available at: <https://doi.org/10.1177/2319510X1200800106> | [32] Singh, K. A. and Bansal, M., 2012. Green marketing: A study of consumer attitude & environmental concern. In: Indian Journal of Commerce. 2012, 65(2), 273-283. ISSN 1450-223X. [online]. [cit. 2023-09-14]. Available at: <https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2114142> | [33] Spanos, M., 2008. Green era. 2008. [online]. [cit. 2023-09-14]. Available at: <http://www.morax.gr/article_show.php?article_id=2302> | [34] Straughan, R. D. and Roberts, A. J., 1999. Environmental segmentation alternatives: A look at green consumer behavior in the new millennium. In: Journal of Consumer Marketing. 1999, 16(6), 559-575. ISSN 0736-3761. | [35] Suki, M. N., 2016. Green product purchase intention: impact of green brands, attitude, and knowledge. In: British Food Journal. 2016, 118(12), 2893-2910. ISSN 0007-070X. Available at: <https://doi.org/10.1108/BFJ-06-2016-0295> | [36] Vinod, S., 2016. A study on customers perception towards green marketing and products with special reference to Thiruvananthapuram City. In: International Journal of Recent Research in Commerce Economics and Management. 2016, 3(2), 28-33. ISSN 2231-4245. | [37] Yulianto, M. R., et al., 2021. Pengaruh green marketing product Lele Wakoel Sidoarjo Terhadap Keputusan Pembelian. In: Jurnal Ilmiah Manajemen dan Kewirausahaan. 2021, 1(1), 34-46. ISSN 2809-2406. | [38] ZandHessani, H. and Parvinchi, S., 2014. Application of the theory of planned behavior to examine consumer's green purchase intention. In: Journal of Development & Evolution Management. 2014, 6(18), 23-30. ISSN 2008-8558.

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 II.*

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 výrobkami, 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.

Kontakt na autorov | Address — Dr. Maria Jewdaly L. Costales, LPT., associate professor / special lecturer, Polytechnic University of the Philippines Santa Rosa, Laguna, Philippines, e-mail: jewdaly.costales@gmail.com; mjl-costales@pup.edu.ph

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

CHARACTERISTICS OF RESEARCH ON GREEN MARKETING. THEORETICAL STUDY.

The article highlights how the idea of sustainability has become an integral part of the business economy, presenting more effective strategies that can be adopted within companies to gain increasingly competitive advantages linked to sustainability. The concept of green marketing, focused on promoting products and services with low environmental impact, is gaining increasing relevance in this context. The number of companies adopting sustainable practices is growing significantly, partly due to the increasing attention that states and international organizations are devoting to sustainability. The social benefits arising from the synergy between business activities and sustainability are recognized, prompting various entrepreneurial entities to adopt these perspectives. This trend involves companies from every sector and size, as they operate in a globalized market influenced by the surrounding environment. To achieve effective integration of sustainability, companies should adopt innovative approaches that not only address the complex market challenges but also create long-term value. This not only improves the relationship with stakeholders who share values and objectives but also reflects a commitment to responsible business management.

Green marketing represents an essential tool in this context, promoting eco-friendly products and services, facilitating the communication of sustainable practices adopted by companies. This approach not only helps build a positive corporate image but can also positively influence consumer purchasing decisions, as they are increasingly oriented toward products and services that respect the environment. Furthermore, to tackle this complex challenge based on competitiveness, companies need to develop a robust Environmental, Social, and Governance (ESG) evaluation plan. This plan not only focuses on reducing environmental impact and responsible resource management but also contributes to enhancing corporate reputation, thus creating enduring value over time.

The goal of the article is to analyse how the integration of green marketing and sustainability can generate competitive advantages and create long-term value for companies. By examining the current business environment and the increasing importance of sustainability in the corporate environment, the article aims to identify the most effective strategies to promote products and services with a low environmental impact and to transparently communicate the sustainable practices adopted. In addition, the article aims to highlight the social benefits of the synergy between business and sustainability, which are driving more and more companies to adopt these perspectives. Through the analysis of case studies and empirical data, an attempt will be made to demonstrate how the implementation of innovative approaches can not only address market challenges, but also improve stakeholder relations and enhance cor-

porate reputation. Finally, the article aims to examine the importance of a sound environmental, social and governance (ESG) assessment plan in addressing competitive challenges, highlighting how such a plan can contribute not only to the reduction of environmental impacts, but also to the creation of lasting value through responsible business management.

1 Theoretical background to green marketing — Green marketing is the tool for companies to externally promote all the activities, practices, behaviors that live within a green brand. Defining green marketing is not easy as different meanings intersect and contradict each other. The concept of green marketing emerged in the 1970s. According to Panda (2004) is the definition of green marketing as follows: „Green or environmental marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, so that the satisfaction of these needs and wants occurs with minimal impact on the natural environment.“

As per the American marketing association (AMA), organised the first workshop on „ecological marketing“ in 1975, green marketing pertains to promoting goods assumed to be environmentally sound. Consequently, this approach encompasses a wide array of actions, including altering products, adjusting production methods, changing packaging, and adapting advertising strategies. However, defining green marketing is a complex endeavor due to conflicting and overlapping interpretations; this is evident in the diverse social, environmental, and commercial connotations associated with this term.

Other terms synonymous with green marketing include environmental marketing and ecological marketing. Thus, taking a comprehensive approach, green marketing is characterized as the concept wherein the production and marketing of environmentally friendly products and services occur in ways that minimize harm to the environment. There's a growing awareness of the consequences of global warming, environmental disruptions, non-degradable waste, and the adverse effects of pollution. This heightened awareness is making both marketers and consumers increasingly conscious. Although the shift toward green practices might seem costly initially, in the long term, it will undoubtedly prove essential and financially advantageous.

Economically, human needs and wants are unlimited, but our resources are limited. This is compounded by climate change and the depletion of natural resources. In this regard, businesses and institutions must develop new approaches to doing business. The needs of consumers and the environment must be considered collectively for sustainability. To this end, green marketing includes marketing activities that are environmentally conscious while meeting the needs of consumers and industry.

Although environmental issues influence all human activities, few academic disciplines have integrated the concept of green. Many companies have accepted concepts such as environmental management systems and waste minimization and have integrated environmental issues into all organizational activities. The most current challenge in modern marketing is the need to incorporate sustainability principles into marketing strategies. The promotion of sustainability principles

requires the setting of company-wide environmental goals and the development of marketing strategies that meet environmental requirements and customer preferences. While the process of globalization has brought numerous benefits worldwide, it has also brought with it numerous problems. One of the main ones is certainly the social and environmental concern of companies in their decision-making processes. Today consumers are more careful. They care about the planet Earth in which they live and want to contribute to its longevity and well-being.

In response to these consumer attitudes, companies have begun to formulate their marketing strategies to appeal to this growing awareness of the environment.

These marketing strategies, referred to as green marketing, led companies to adopt green policies in pricing, promotion, product features and distribution activities. The green industry has become popular in recent years. As the public's environmental awareness increases, the trend towards green consumption is entering the mainstream of the market. Most authors in developed countries consider environmental protection as an important factor in their purchasing decisions (Peattie 1992; Vilčeková et al. 2021; Kilichov and Olšavský 2023). Therefore, most companies offer green products to meet consumer needs and conduct green marketing initiatives to stimulate green consumption. Green marketing suggests that the entire life cycle of a product, from material acquisition, production, sale and consumption to waste disposal, has minimal impact on the environment (Charter 1991). This is a marketing model that incorporates the concept of environmental protection into the product design, production and service process. In an increasingly interconnected society, the acquisition of information is becoming easier. Consumers are more informed and certainly more aware of their actions. It is crucial for companies to be able to create a bond with customers. Being sustainable and not knowing how to communicate this externally is definitely a big problem.

Marshall and Brown in 2003 defined an „ideal“ sustainable organization model as one that does not consume natural resources faster than the rate at which they are depleted by restoring, recycling or regenerating them. This definition captures the essence of sustainability a strategy that nevertheless pervades the company's business model from the procurement stage neglects the social aspects of sustainability.

The concept of sustainability is based on a simple idea, that of building a society in which there is a real long-term balance between economic, social and environmental goals (Székely and Knirsch 2005). It is the marketing of these products that have so-called green benefits (i.e. are environmentally friendly) or green business practices that are used in their production. These green practices include:

- | sustainability of production,
- | reduction or complete elimination of carbon footprint,
- | reduction or complete elimination of water pollution,
- | recyclable ingredients and materials,
- | recyclable products,
- | renewable materials and ingredients,
- | eco-friendly (i.e. 'environmentally friendly') packaging and packaging materials,
- | reduction or zeroing of plastic pollution.

2 Benefits of adopting sustainable strategies — Sustainability offers companies several added values that can contribute to their long-term success. Here are some of the main benefits of sustainability for businesses (Khan et al. 2016):

- | 1. Reduced operating costs: Sustainable practices can lead to significant savings in energy costs, waste management, and resources. For instance, according to a McKinsey study, companies adopting energy efficiency strategies can reduce operating costs by 10% to 20% within five years (mckinsey.com 2023).
- | 2. Enhanced reputation and brand image: Sustainability can improve corporate reputation and increase consumer trust. A Nielsen study shows that over 70% of surveyed consumers globally prefer to buy products from companies engaged in socially responsible initiatives (nielsen.com 2018).
- | 3. Access to new markets and investment opportunities: Companies with a strong sustainable footprint can easily access new markets and attract investments. According to a Harvard Business Review study, 60% of professional investors consider ESG (Environmental, Social, Governance) factors before investing (hbr.org 2019).
- | 4. Improved employee retention and talent attraction: Sustainable initiatives can positively influence employee satisfaction and the ability to attract talent. According to a Cone Communications study, 76% of millennials consider it important to work for a company committed to social responsibility (conecomm.com 2016).
- | 5. Innovation: Sustainability can stimulate innovation in companies, prompting them to seek more sustainable solutions for their production processes, products or business models. This can lead to new business opportunities, the opening of new markets or the development of new innovative products and services. For example, investing in research and development to create eco-friendly products can enable companies to meet the needs of consumers seeking sustainable alternatives and gain a competitive advantage.

These data support the notion that sustainability not only contributes to the environment but also provides tangible and measurable advantages for businesses that embrace sustainable practices.

3 Research methodology — This article is of theoretical nature. For this purpose secondary data is collected. The companies selected for analysis are: Tesla, Enel, H&M and Nike. Organisations were chosen for several reasons:

- | 1. Diversity of sectors: The chosen companies operate in different sectors, thus allowing the impact of sustainability on a wide range of industries to be examined. Tesla is in the automotive sector, Enel in energy, H&M in fashion and Nike in sportswear. This diversity allows a broader perspective on the effectiveness of sustainable strategies in different business contexts.
- | 2. Relevance and visibility: The selected companies are leaders in their respective fields and are widely recognised for their commitment to sustainability. Tesla is known for its innovation in electric vehicles, Enel for its renewable energy initiatives, while H&M and Nike have been active in promoting sustainable practices in the fashion and apparel industry.

- | 3. Data availability: The selected companies are subject to a wide range of analyses and publications, which facilitates the collection of secondary data to support the theoretical analysis proposed in the article. This gives the authors access to a range of reliable and up-to-date information on the sustainable practices and business performance of these companies.

Tesla known for the driving green innovation: Tesla hasn't just introduced high-performance electric vehicles; it has also revolutionized how the automotive industry views energy. The company has invested in energy storage technologies, promoting not only electric cars but also energy storage solutions for homes and businesses. Through its leadership in the sector, Tesla has redefined the concept of sustainability in the automotive market, becoming synonymous with green innovation.

Enel offers globally responsible energy: Enel has embraced a holistic approach to sustainability, not only reducing its own emissions but also actively promoting renewable energy. The company has had a significant impact on integrating clean energy sources into global electric grids, demonstrating how an energy company can embrace sustainability as an integral part of its corporate mission, gaining a competitive edge in the process.

H&M deliver sustainable fashion for all: H&M has embraced sustainability in an industry known for resource-intensive practices and rapidly changing trends. The company has introduced sustainable materials into its products and initiated clothing recycling programs, showcasing how fashion can be both sustainable and accessible to a wider audience.

Nike, because is closer to eco-conscious athletics: Nike has emphasized innovation in materials and environmental responsibility in an industry often criticized for its ecological footprint. The company hasn't just utilized recycled materials but has also invested in shoe recycling programs and sought sustainable solutions throughout its supply chain and production processes.

These companies have demonstrated that environmental sustainability isn't just an ethical commitment but also a strategic advantage in today's market. By integrating sustainability into their business models, they've not only attracted more conscious consumers but also set higher standards within their industries, strengthening their competitive positions and contributing to the shift toward a more sustainable economy.

The business activity process has significantly changed with the adoption of green strategies by many companies. These changes manifest in several ways:

- | Sustainable supply chains: Companies have redirected their supply chains towards more sustainable suppliers and materials, reducing the environmental impact of finished products.
- | Reduced environmental footprint: Improved energy efficiency, lowered greenhouse gas emissions, and decreased use of non-renewable resources in production processes.
- | Product innovation: Development of more sustainable products and services, such as electric vehicles, recycled fabrics, or biodegradable packaging.

- | Stakeholder engagement: Increased involvement of employees, customers, and investors in sustainable initiatives, creating a more aware and responsible corporate culture.
- | Reporting and transparency: Enhanced transparency and reporting on the environmental and social impacts of business operations through specific sustainability reports.
- | Adherence to regulations and standards: Compliance with more stringent environmental regulations and standards, often surpassing minimum requirements.

These changes not only reflect a commitment to environmental sustainability but also a cultural and operational transformation within companies, addressing environmental and social challenges with a long-term perspective.

The main objective of the study is to analyze the impact of sustainable strategies on company performance, focusing on four leading companies in different sectors: Tesla, Enel, H&M and Nike. In particular, we aim to evaluate the effectiveness of the sustainable practices adopted by these companies in reducing operating costs, improving brand reputation and facilitating access to new markets. The article aims to provide an in-depth overview of how sustainability can influence business practice and offer practical recommendations for businesses wishing to successfully integrate sustainable strategies into their business model.

The research work was preceded by a phase of in-depth study of the academic literature and secondary sources relating to corporate sustainability and its implications on corporate performance. Academic journals, institutional reports, industry websites and newspaper articles were consulted to obtain a comprehensive understanding of the theoretical and practical context of the topic.

To evaluate the impact of sustainable strategies on company performance, financial and operational data relating to Tesla, Enel, H&M and Nike were collected and analyzed. In addition to the analysis of financial data, practical cases and success studies relating to the sustainable strategies adopted by each of the four companies were examined. This approach allowed us to better understand the practical implementation of sustainable strategies and highlight the challenges and opportunities encountered on the path towards corporate sustainability.

Key success factors and best practices emerging from the analysis of the four companies have been highlighted, in order to provide practical recommendations for other companies wishing to follow a similar path towards sustainability. This study is of great importance for corporate practice as it provides a comprehensive guide on how sustainable strategies can positively influence corporate performance in various sectors. Its importance derives from the combination of a sound theoretical basis with an in-depth empirical analysis of the four selected companies, thus providing a clear and detailed view of the opportunities and challenges related to sustainability.

The work involved in conducting this study was complex and multidisciplinary. It required in-depth research, the analysis of complex financial data and an understanding of the company dynamics specific to each sector. Furthermore, the need to integrate theory and practice required a holistic approach and the ability to translate theoretical concepts into practical recommendations for companies.

4 Competitive strategies based on sustainability — Sustainability-based competitive strategies are business approaches that integrate environmental, social and economic sustainability into business decisions in order to gain a competitive advantage in the market. These strategies can take different forms depending on the sector and business context, but some possible sustainability-based competitive strategies are listed below:

- | 1. Sustainable innovation: Companies can develop innovative products or services that have a positive impact on the environment or society. For example, they can invest in research and development of clean technologies, renewable energy, recyclable or biodegradable products, or solutions to reduce greenhouse gas emissions.
- | 2. Resource efficiency: Companies can adopt sustainable resource management practices in order to reduce operating costs and minimize environmental impact. This could include optimising the use of natural resources, reducing energy consumption, recycling and waste reduction, and responsible water management.
- | 3. Social responsibility: Companies can adopt socially responsible policies and practices, such as fair working conditions, fair wages, diversity and inclusion policies, and involvement with the local community. This can help improve the company's reputation and attract and retain talent, as well as create positive relationships with customers and society.
- | 4. Sustainable supply chain: companies can engage in the selection of suppliers and business partners that have sustainable policies and practices. This may include assessing the environmental and social performance of suppliers, adopting sustainable purchasing criteria, and promoting long-term partnerships based on sustainability.
- | 5. Circular economy: Companies can adopt business models based on the circular economy, which aim to reduce waste and maximize the reuse, recycling and regeneration of resources. This may include designing recyclable or repairable products, promoting renting or leasing instead of buying, and using recycled or biodegradable materials.
- | 6. Reporting and transparency: Companies can adopt reporting and transparency practices on the environmental and social impact of their activities. This can help improve consumer and investor confidence, and demonstrate the company's commitment to sustainability.
- | 7. Collaborations and partnerships: Companies can collaborate with other organisations, such as universities, non-governmental organisations, or other businesses, to address common sustainability challenges. This can enable the sharing of resources, expertise. Competitive advantage means that a company gains more profits or benefits than its competitors in terms of cost, technology, brand, management and so on. Chen (2015) discovered that green intellectual capital has positively influenced the competitive edge of business. Businesses can only gain a competitive advantage if they take specific and effective environmental management actions. This means efficiently integrating internal and external resources through organizational learning and incorporating the idea of green development into the entire product life cycle. This will

ensure the full implementation of the green innovation strategy, which in turn will positively affect the competitive advantage. Environmental sustainability is increasingly an important factor for companies that want to succeed. Companies that adopt sustainable practices can reduce costs, improve reputation and attract new customers.

5 Conclusion — Sustainability represents a broader phenomenon than the one presented to us. In conclusion, it can be stated that the introduction of sustainability in business processes is an operation that requires time and special attention. business processes is an operation that requires time and special attention. For this reason, many steps in the process are still in the making and not directly measurable. directly measurable, but it is essential that this culture spreads more and more.

The analysis of the companies has clearly shown a significant impact in altering their decision-making processes through the adoption of green strategies. The evidence collected indicates a tangible shift in operations and corporate choices, unequivocally demonstrating that integrating sustainable practices is not only feasible but has also become a fundamental component for the evolution and growth of these businesses.

In fact, only when everyone is willing to collaborate will it be possible to achieve a level of sustainable development that involves all sectors. Today's consumers are very sensitive and attentive to everything revolving around the topic of sustainability. It is therefore essential for companies to take into account these factors that condition their purchasing choices. Modern consumers prioritize environmentally friendly practices, ethical sourcing, and social responsibility when making purchasing decisions. Companies that acknowledge and integrate these aspects into their operations often resonate more strongly with their target audience.

For businesses, addressing these changing consumer preferences isn't just a choice; it's a necessity. Consumer behavior studies consistently show that a considerable portion of the market actively seeks products and services from companies that demonstrate a commitment to sustainability. To cater to this demand, companies are increasingly incorporating eco-friendly practices into their strategies. They're adopting sustainable sourcing, reducing their carbon footprint, promoting recycling initiatives, and ensuring transparency in their supply chains. Such actions not only attract environmentally conscious consumers but also enhance brand loyalty and reputation. Moreover, the influence of social media and digital connectivity has amplified consumer voices. Today's consumers are well-informed, empowered, and vocal about their values. They use various online platforms to advocate for sustainable practices and hold companies accountable for their actions. This dynamic interaction encourages companies to be more transparent, proactive, and accountable for their environmental and social impact.

In essence, acknowledging and acting upon consumers' increasing sensitivity to sustainability isn't just a trend; it's a business imperative. Companies that align with these values are better positioned to forge stronger connections with their audience, foster trust, and thrive in an evolving market where sustainability is a pivotal factor in consumer decision-making.

The landscape of regulations has undergone a significant transformation. Across sectors, there's a compelling need to adhere to specific sustainability stand-

ards and guidelines. Authorities worldwide are imposing stringent regulations, mandating businesses to align with environmentally friendly practices, minimize their ecological footprint, and ensure transparent communication with consumers. The ability of a company to effectively communicate its commitment to sustainability, alongside transparently sharing its policies and actions, can indeed wield a substantial competitive advantage. The end consumer is progressively basing their purchasing decisions not just on product quality or price but also on a company's demonstrated commitment to environmental and social responsibility. The correlation between a company's stance on sustainability and a consumer's preference for its products over those of its competitors is becoming more evident. Consumers are increasingly discerning, seeking assurance that the brands they support align with their own values. Therefore, a company that not only meets but exceeds sustainability standards can attract a loyal customer base, gain a competitive edge, and bolster its market position.

Furthermore, the evolving consumer mindset is leading to greater demand for accountability and transparency. Consumers actively seek information about the ecological impact of products and the ethical practices of the companies they engage with. Hence, businesses that embrace sustainability not only comply with regulations but also build trust, foster brand loyalty, and distinguish themselves in an increasingly competitive market. In essence, communicating robust corporate sustainability policies isn't merely a regulatory requirement; it's a strategic move that can substantially influence consumer behavior, enhance brand perception, and ultimately drive competitive advantage in the market. Companies that effectively integrate sustainability into their core values and communicate it transparently are poised to thrive in this changing landscape of consumer expectations and regulatory environments.

-
- Literatúra | List of References** — [1] Boztepe, A., 2016. Green marketing and its impact on consumer buying behavior. In: *European Journal of Economic and Political Studies*. 2016, 5(1). ISSN 1307-6035. | [2] Carrol, A. B., 1991. The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. In: *Business Horizons*. 1991, 34(4), 39-48. ISSN 0007-6813. | [3] Chen, Y. S., Lin, Ch. Y. and Weng, Ch. S., 2015. The influence of environmental friendliness on green trust: The mediation effects of green satisfaction and green. In: *Sustainability*. 2015, 7(8). ISSN 2071-1050. | [4] Cone Communications, 2016. Cone communications millennial employee engagement study. 2016. [online]. [cit. 2023-11-11]. Available at: <<https://www.conecomm.com/research-blog/2016-millennial-employee-engagement-study>> | [5] Crane, A. et al., 2008. *The Oxford handbook of corporate social responsibility*. New York: Oxford University Press, 2008. ISBN 9780199211593. | [6] Székely, F. and Knirsch, M., 2005. Responsible leadership and corporate social responsibility: Metrics for sustainable performance. In: *European Management Journal*. 2005, 23(6), 628-647. ISSN 1873-5681. | [7] Freeman, R., 1984. *Strategic management: A stakeholder approach*. Cambridge: University Press, 1984, pp. 267. ISBN 978-0521151740. | [8] Harvard Business Review, 2019. The investor revolution. 2019. [online]. [cit. 2023-11-11]. Available at: <<https://hbr.org/2019/07/the-investor-revolution>> | [9] Hedstrom, G. S., 2018. *Sustainability: What it is and how to measure it*. DegPress, 2018. ISBN 1547416602. | [10] Khan, F. A., George, S. and Yoon, A., 2016. Corporate Sustainability: First Evidence on Materiality. In: *The Accounting Review*. 2016. 91(6), 1697-1724. ISSN " 1558-7967 | [11] Kilichov, M. and Olšovský, F., 2023. Sustainable tourism development: insights from accommodation facilities in Bukhara along the Silk Road. In: *Marketing Science & Inspirations*. 2023, 18(2), 12-25. ISSN 1338-7944. | [12] Kotler, P. and Armstrong, G., 2004. *Principles of*

marketing. Upper Saddle River: Pearson Education, 2004. ISBN 0131018612. | [13] Kotler, P. and Keller, K. L., 2016. Marketing management. Essex: Pearson Education Limited, 2016, pp. 103-104. ISBN 978-1-292-09271-3. | [14] Martins, A., et al., 2021. Green marketing and perceived SME profitability: the mediating effect of green purchase behavior. In: Management of Environmental Quality. 2021, 33(2), 281-299. ISSN 1477-7835. | [15] McKinsey, 2023. The business case for saving energy. 2023. [online]. [cit. 2023-11-11]. Available at: <https://www.mckinsey.com/business-functions/sustainability/our-insights/the-business-case-for-saving-energy> | [16] Nielsen, 2018. The sustainability imperative. 2018. [online]. [cit. 2023-11-11]. Available at: <https://www.nielsen.com/us/en/insights/report/2018/the-sustainability-imperative/> | [17] Ottman, J., 2011. The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding. Sheffield, UK: Greenleaf Publishing, 2011, pp. 52-55. ISBN 978-1605098661. | [18] Ottman, J., 2017. The new rules of green marketing. Strategies, tools, and inspiration for sustainable branding. London: Routledge, 2017. ISBN 9781351278683. | [19] Panda, T. K., 2004. Green or environmental marketing: A global perspective. In: The Marketing Review. 2004, 4(4), 461-476. ISSN 1472-1384. | [20] Peattie, K. and Charter, M., 2003. Green marketing. In: Baker, M. J. (Eds.), The marketing Book. Great Britain: Butterworth-Heinemann, pp. 726-755. ISBN 0-7506-5536-4. | [21] Peattie, S. and Peattie, K., 2008. Ready to fly solo? Reducing social and environmental impacts from aviation through consumer education and demand management. In: Corporate Communications: An International Journal. 2008, 13(3), 312-329. ISSN 1356-3289. | [22] Porter, M. E., Linde, v. D., 1995. Green and competitive: ending the stalemate. In: Harvard Business Review. 1995, 73(5), 120-33. ISSN 0717-9952. | [23] Rogers, E. M., 2010. Diffusion of Innovations. 4. Simon and Schuster, 2010, pp. 252-266. ISBN 9781451602470. | [24] Straughan, R. D. and Roberts, A. J., 1999. Environmental segmentation alternatives: A look at green consumer behavior in the new millennium. In: Journal of Consumer Marketing. 1999, 16(6), 559-575. ISSN 0736-3761. | [25] Szekely, F., Vollman, T. and Ebbinghaus, A., 1996. Environmental benchmarking. Becoming green and competitive. Cheltenham, UK: Stanley Cheltenham, 1996. ISBN 9780748718481. | [26] Vilčeková, L. et al., 2021. Sustainability as a factor of changing marketing strategies based on the customers' preferences in context of different generations in Slovakia. In: Marketing Science & Inspirations. 2021, 16(3), 2-12. ISSN 1338-7944.

Kľúčové slová | Key Words — green marketing, environmental marketing, ecological marketing, green consumer, green communication, recycling, sustainability | *zelený marketing, environmentálny marketing, ekologický marketing, zelený spotrebiteľ, zelená komunikácia, recyklácia, udržateľnosť*

JEL klasifikácia | JEL Classification — M31

Résumé — **Charakteristika výskumu zeleného marketingu. Teoretická štúdia.**

Článok poukazuje na to, ako sa myšlienka udržateľnosti stala neoddeliteľnou súčasťou podnikovej ekonomiky, a predstavuje účinné stratégie, ktoré možno prijať v rámci spoločností s cieľom získať čoraz viac konkurenčných výhod spojených s udržateľnosťou. Koncept zeleného marketingu, zameraný na propagáciu výrobkov a služieb s nízkym vplyvom na životné prostredie, získava v tejto súvislosti čoraz väčší význam. Počet podnikov, ktoré si osvojujú udržateľné postupy, výrazne rastie, a to aj vďaka rastúcej pozornosti, ktorú udržateľnosti venujú štáty a medzinárodné organizácie. Uznávajú sa sociálne výhody vyplývajúce zo synergie medzi podnikateľskými aktivitami a udržateľnosťou, čo podnecuje rôzne podnikateľské subjekty k akceptovaniu týchto príležitostí. Tento trend sa týka spoločností z každého odvetvia a každej veľkosti, keďže pôsobia na globalizovanom trhu ovplyvňovanom okolitým prostredím.

Na dosiahnutie účinného využitia udržateľnosti by spoločnosti mali prijať inovatívne prístupy, ktoré nielen riešia komplexné výzvy trhu, ale aj vytvárajú dlhodobú hodnotu. To nielenže zlepšuje vzťahy so zainteresovanými stranami, ktoré zdieľajú spoločné hodnoty a ciele, ale odráža aj záväzok k zodpovednému riadeniu podniku.

Zelený marketing predstavuje v tomto kontexte základný nástroj, ktorý propaguje ekologické výrobky a služby a uľahčuje komunikáciu o udržateľných postupoch prijatých spoločnosťami. Tento prístup pomáha nielen budovať pozitívny imidž spoločnosti, ale môže pozitívne ovplyvniť aj nákupné rozhodnutia spotrebiteľov, ktorí sa čoraz viac orientujú na výrobky a služby, ktoré rešpektujú životné prostredie. Okrem toho, aby spoločnosti mohli riešiť túto komplexnú výzvu založenú na konkurencieschopnosti, musia vypracovať spoľahlivý plán hodnotenia environmentálnej, sociálnej a riadiacej politiky (ESG). Tento plán sa zameriava nie-

len na znižovanie vplyvu na životné prostredie a zodpovedné hospodárenie so zdrojmi, ale prispieva aj k zvyšovaniu reputácie spoločnosti, čím sa vytvára dlhodobá hodnota v dlhodobom horizonte.

Cieľom článku je analyzovať, ako môže integrácia zeleného marketingu a udržateľnosti priniesť konkurenčné výhody a vytvoriť dlhodobú hodnotu pre spoločnosti. Na základe skúmania súčasného podnikateľského prostredia a rastúceho významu udržateľnosti v podnikovom prostredí sa článok zameriava na identifikáciu najúčinnejších stratégií na propagáciu výrobkov a služieb s nízkym vplyvom na životné prostredie a na transparentné informovanie o prijatých udržateľných postupoch. Okrem toho je cieľom článku poukázať na sociálne výhody synergie medzi podnikaním a udržateľnosťou, ktoré vedú čoraz viac spoločností k akceptovaniu týchto prístupov. Prostredníctvom analýzy prípadových štúdií a empirických údajov je v príspevku demonštrované, ako môže implementácia inovatívnych prístupov nielen riešiť trhové výzvy, ale aj zlepšiť vzťahy so zainteresovanými stranami a zvýšiť reputáciu spoločnosti. Nakoniec je cieľom článku preskúmať význam plánu hodnotenia environmentálnych, sociálnych a riadiacich aspektov (ESG) pri riešení konkurenčných výziev a zdôrazniť, ako môže takýto plán prispieť nielen k zníženiu vplyvov na životné prostredie, ale aj k vytvoreniu dlhodobej hodnoty prostredníctvom zodpovedného riadenia podniku

Kontakt na autorov | Address — Mariangela Barraco, University of Messina, Via dei verdi, 98122 Messina, Italy, e-mail: maribarraco00@icloud.com

Recenzované | Reviewed — 12. October 2023 / 2. January 2024

THE USE OF SMARTPHONES AMONG YOUNG PEOPLE

The aim of this article is to understand the phenomenon of the acquisition and use of smartphones by young Algerians, using a usage and gratification model approach and focusing on the user as the central actor. To do this, we targeted the category of young consumers, with a diverse sample in terms of age. The aim is to identify the level of penetration of mobile telephony by young consumers; to identify the ways in which they acquire and use mobile telephony; and finally, to identify the prospects for changes in usage practices (expectations). The recommended sample for this study is made up of 800 young consumers from the different states of Algeria. This article highlights the complexity of the relationship between young people and their smartphones, highlighting a diverse range of uses that reflect the multifunctional nature of these devices.

1 Introduction — Mobile telephony occupies a central place in the economic and social sphere in Algeria, and its use is increasingly essential for both individuals and businesses. The ease with which you can take a photo, make a call, watch a film, place an order or advertise are just some of the reasons why mobile telephony has become an integral part of people's everyday lives.

One of the most striking changes of the last millennium has been the integration of the mobile phone into everyday life, to the point where its indispensability has become indisputable. This phenomenon has affected all generations: baby-boomers, X, Y and Z, but the most enslaved is generation Z, followed by generation Alpha. The Algerian consumer is not to be outdone, in the sense that it has affected all social strata and all generations, becoming the communication and interpersonal tool par excellence.

Part of our survey, we focused on a population that is over-consuming ICTs but has no economic capital for the product acquisition process: the young consumer.

This article examines young consumers using data from a survey we carried out, from the perspective of uses and preferences. It is in this context that we look at how young people use smartphones.

The aim of this article is to understand how young Algerian consumers of mobile telephony behave, particularly in terms of loyalty or switching operators, the attractiveness of commercial offers, consumption patterns (usage); and secondly, to measure the level of appreciation of the quality of operators' services, promotional offers, the most commonly used chips (operator), mobile internet, the quality of connectivity, network coverage and the income spent on charges and/or the budgets devoted to mobile telephony. The aim is to draw up a clear picture of the different dimensions that make up the mobile telephony market in Algeria among young people and the different uses they make of it.

2 Literature review — Digital natives have grown up with smartphones and are among the earliest adopters of these technologies. They often see their mobile phone as an extension of themselves and use it for a variety of activities, including communication, social networking, gaming and accessing information (Lenhart 2015; Boyd 2014; Rosen, Carrier and Cheever 2013).

Indeed, the growth in smartphone penetration among young people has become ubiquitous, with a sharp increase in ownership of these devices (Anderson et al. 2015; Rideout 2015; Twenge 2019; Elhai et al. 2017). The ease of access to the internet and mobile applications has led to rapid adoption of smartphones among young consumers (Anderson et al. 2015).

Understanding these behaviours seemed relevant to us from the perspective of the uses and gratifications model approach, which recognises the receiver's own counter-power, punctuated by „needs“, „expectations“, „uses“ and „gratifications“ (Stafford and Stafford 2003; Stafford, Stafford and Schkade 2004; Parker and Plank 2000; Mukherji and Nicovitch 1998) and gives pride of place to the study of social media by focusing on the user as the central actor (Shao 2009; Papacharissi and Mendelson 2011). For more than two decades, researchers have shown a growing interest in the motivations linked to Internet use (Kaye 2010). This approach has been used to explore different domains, such as the Internet itself (Stafford and Stafford 2003; Stafford, Stafford and Schkade 2004; Parker and Plank 2000; Mukherji and Nicovitch 1998), which have made it possible to identify four categories: surveillance, distraction/entertainment, personal identification and social relations (Blumer and Brow 1972; Rubin 2000).

Other studies point out (Wang, Tchernev and Solloway 2012; Dhir et al. 2018) that social needs are the main motivation for young people to use social media, but that they do not necessarily experience social gratification by using them, but rather to satisfy emotional and cognitive needs. Work by lenhart (2015) suggests that teenagers are heavy consumers of social media because they own smartphones and spend a lot of time online (Marcus 2018) Social media represent a means of communication and social connection for young people. Lenhart (2015) highlights significant gender differences in social media use: girls are more likely to share personal content, while boys are more likely to play online games.

Twenge (2017, 2019) argues that young people face unique challenges due to their reliance on electronic devices, particularly smartphones, and their extensive use of social media, which have led to notable changes in young people's behaviour, including a lack of autonomy, the promotion of conformity and self-censorship, making them less prepared for adult life as a result of these trends. In addition, research by Przybylski et al. (2019) suggests that excessive use of digital media may be associated with decreased psychological well-being in adolescents, mainly on social networks (Facebook, Twitter and Instagram).

2.1 Description of the mobile telephony market in Algeria — Over the last twenty years, the telecommunications sector in Algeria has undergone a number of changes which have contributed to its development, in particular through the establishment of the regulator (ARPCE 2023), the introduction of new operators and the granting of licenses.

Following the adoption of law no. 03/2000 of 05/08/2000, the telecoms sector underwent an in-depth reform. This reform encouraged the development of the sector in a competitive environment, ensuring the competitiveness and diversification of the Algerian economy.

The mobile telephony market in Algeria is an oligopoly, with only three operators currently sharing the market (see Table 1): the incumbent public operator, Algérie Télécom via its subsidiary Algeria Telecom Mobile (ATM), „MOBILIS“ since 2003, Optimum Telecom Algérie (OTA), „DJEZZY“ since 2001 and Wataniya Telecom Algeria (WTA), „OOREDOO“ since 2004.

	4 th quarter 2021	1 st quarter 2022	2 nd quarter 2022	3 rd quarter 2022	4 th quarter 2022
Algeria Telecom Mobile	19 829 935	20 304 274	20 367 866	20 782 507	21 098 772
Optimum Telecom Algérie	14 593 618	14 661 938	14 672 436	14 994 977	15 177 875
Wataniya Telecom Algérie	12 592 204	12 705 272	12 624 923	12 727 217	12 742 119
Total	47 015 757	47 671 484	47 665 225	48 504 701	49 018 766

TABLE 1: THE MOBILE TELEPHONY (NUMBER OF SUBSCRIBERS)

SOURCE: ARPCE (CONSULTED ON 23/04/2023 AT 14:27)

The mobile telephony market in Algeria is growing and evolving. According to the most recent data, the sector's growth rate (from Q4 2021 to Q4 2022) is 4.26%, rising from 47 million subscribers in 2021 to 49 million subscribers in 2022. Add to this the penetration rate, which recorded a net increase of 4.34 points between the 4th quarter of 2021 (106.71%) and the 4th quarter of 2022 (111.05%), this development is due to the slight increase in the mobile telephony market on the one hand and the Algerian population on the other (ARPCE 2022).

2.2 Breakdown by type of subscription — The mobile telephony market is divided into the postpaid and prepaid markets.

| Postpaid is „a concept used to describe a telephone or television service that is paid for at the end of the month“.

| Prepaid is „payment made before the time credit is used up, and for a fixed period“.

	2021	2022
Mobilis	19 117 798	20 391 988
Djezzy	13 823 125	14 383 943
Ooredoo	11 462 459	11 613 170
Total	44 403 382	46 389 101

TABLE 2: NUMBER OF SUBSCRIBERS

SOURCE: ARPCE (CONSULTED ON 23/04/2023 AT 17:27)

The number of prepaid subscribers is higher than the number of post-paid subscribers. If we compare the two tables, we can see that subscribers are increasingly opting for the prepaid formula.

In conclusion, Algeria is the second largest consumer market in North Africa in the telecoms sector (www.veon.com consulted on 23/04/2023 at 5.45pm). Nowadays, many people own a Smartphone, and the mobile phone market in Algeria is also characterized by strong demand for Smartphones. Because of this high demand, mobile operators are offering unlimited mobile data packages and affordable handsets to attract new customers. However, the mobile sector in Algeria is facing challenges such as poor network coverage in some parts of the country and increased competition between operators. Despite this, the market continues to grow and evolve to meet the mobile communication needs of Algerian consumers.

3 Methodology — In order to gain a better understanding of the mobile telephony usage practices of young Algerians, it is essential to understand their consumption habits and expectations (Noui and Abedou 2016). With this in mind, a national survey based on questionnaires distributed to households was carried out, involving two profiles within the same household: on the one hand, young people under the age of 18 and, on the other, adults aged 18 and over.

The main objective of this survey was to focus on young Algerians, by gathering their opinions and behaviour regarding the use of telecommunications. It should be noted that the young people questioned were interviewed in the presence and with the prior permission of their parents.

The sample used in this study was selected from the parent population, i.e. Algerian households, according to data from the last national census in 2008. The recommended sample for this study consisted of 800 households from 15 regions of Algeria.

The questionnaire distributed to the 800 households was organised into several sections, including identification of the household, characteristics of the household members, details of the dwelling, and characteristics of the respondents, both adults and young people.

The questionnaire distributed to the 800 households is structured under the following headings:

- | Household identification
- | Characteristics of household members
- | Characteristics of the dwelling
- | Characteristics of respondent I (+18 years old)
- | Characteristics of respondent II (under 17)

To guarantee the reliability and usefulness of the information gathered, methodological precautions were taken. For example, with regard to the geographical distribution of the households surveyed, it was stipulated that at least 70% of households should belong to urban areas and 30% to rural areas, in line with the demographic distribution characteristics according to the national census. In addition, the third part of the questionnaire, dealing with the characteristics of the respondents within the household, had to be completed by two individuals: one adult aged between 18 and 99 and one young person under 18, in order to ensure a balanced representation of the different age groups within each household.

To ensure the accuracy of the information collected from children, specific measures were taken in the design and administration of the household questionnaires. The questionnaires were adapted to children's level of understanding, with simple,

clear questions. A separate section of the questionnaire was dedicated to them, addressing their habits and expectations regarding the use of mobile phones. The children were interviewed in the presence and with the permission of their parents, ensuring an ethical and secure environment. The confidentiality and anonymity of their answers were guaranteed to encourage free and honest expression. In addition, the language used was adapted to their age to facilitate understanding (Noui and Abedou 2016; Bouslah and Djebbouri 2022).

The sampling method used in this study is a combination of stratified and cluster sampling (China 2011). Stratified sampling was used to identify the 15 wilayas of Algeria (the strata) to ensure a diverse geographical representation. This stratification makes it possible to take account of regional variations in mobile phone usage patterns and to obtain nationally representative results. The cluster sampling method was used to form clusters of households. A cluster here refers to a group of households that are geographically close to each other. The clusters were selected randomly to avoid selection bias (China 2011). This cluster sampling method reduces data collection costs by grouping households located in close geographical areas. The households interviewed were selected at random from the clusters selected in each region. In this way, each household had an equal chance of being included in the sample.



MAP 1: SPATIAL DISTRIBUTION OF THE SURVEY SAMPLE (YOUNG CONSUMERS)

SOURCE: AUTHORS ACCORDING TO SURVEY DATA

4. Results — According to the results of the table below (see Table 3), there were total of 800 respondents in the 6-18 age groups. For methodological reasons, we have divided the sample into three age ranges.

4.1 The sample structure —

Age of respondents		Gender (%)		N° of phone (%)		N° of phone chip (%)		Operator (%)		
Age group	%	Male	Female	One	Two	One	Two	Mobilis	Ooredoo	Djezzy
6-11	11	53	47	11	0	11	0	35.0	44.6	20.0
12-15	43	48	52	43	25	43	25	27.1	52.2	26.1
16-18	45	44	56	45	75	45	75	15.4	46.2	38.5

TABLE 3: STATISTICAL SUMMARY OF SURVEY RESPONDENTS

SOURCE: AUTHORS BASED ON SPSS OUTPUTS

The first age group is between 6 to 11 years, corresponding to childhood and the primary school age group, the second is between 12 and 15 years of age, the teenage years when the entire population begins its transition from primary to secondary school. This age group is identified as an unstructured population, operating on the basis of mimicry, hence a consumption pattern converging towards the collective. It is a group in search of an identity. The third age group is the 16 — 18 year olds, the majority of whom are at secondary school. Unlike the previous category, this is a population that tends to differentiate itself and assert its identity. As a result, our population is made up as follows: 6 — 11 years old: 11.1%; 12 — 15 years old: 42.1% and 16 — 18 years old: 44.3.

The survey sample is broken down by gender and age category as follows: the 6 — 11 age group is made up of 53% boys and 46% girls, the 12 — 15 age group is made up of 48% boys and 51% girls, and the 16 — 18 age group is made up of 44% boys and 55% girls. The 16 — 18 age groups are made up of 44% boys and 55% girls. This relatively homogenous structure (male/female) reproduces the structure of the Algerian population, according to the National Statistics Office ONS data;

The arrival of technology in Algerian families is part of a process of social change in parental practices. In our sample, we found that mobile phone ownership starts at the age of 6, and we believe that this acquisition is part of a process of recycling parents' phones. However, for the second age group, we are dealing with a category of young adolescents who are still dependent but who are seeking autonomy by owning an individual object in order to stand out socially. Nevertheless, this acquisition is obviously made with the approval of the parents, who are responding to a utilitarian approach, by offering themselves assurance and undeniable social control over their children. For adolescents, this acquisition is a response to social normality, a vector of autonomy in relation to parents. We also note that the number of chips suitable for children is limited to one, which supports the previous idea that children use mobile phones as a result of recycling by their parents. On the other hand, for the other two age groups we are seeing a change in the number of phone chips acquired, and this trend is more pronounced in the third age group.

This change in the number of chips acquired follows a logical pattern in the transformation of the social use of the telephone (chips). The first chip acquired was because parents wanted to equip their children with a telephone line so that they could be contacted, but the second chip must correspond either to the construction of new extra-familial sociabilities or for reasons of more attractive commercial offers.

Given the affinity of the younger generation for social networks, video streaming, and gaming, the results for the choice of current operator converge towards the same logic. In this sense, the first criterion for choosing or keeping an operator is better connectivity for the three age categories, which rightly leads to the preferred choice of usage, followed by the criterion of 'attractive offers' (voice and data), by which we mean the ability to have a product that meets the optimum conditions at a lower acquisition cost.

For all three age categories, connectivity remains the key factor in the choice of operator. The choice of connectivity and more attractive commercial offers may be determining factors in the volatility of this category of consumers. Indeed, young people may migrate from one operator to another if better commercial and technical offers become available.

4.2 Mobile phone uses — Initially, the mobile phone was intended as part of a communications system designed to transmit and receive the „human voice“, enabling people to make phone calls anywhere. With the advent of the internet, the mobile phone now serves a dual purpose: making phone calls and accessing the internet. At present, mobile phones are used for a trilogy of purposes: communicating, viewing images and listening to sound (see Figure 1).

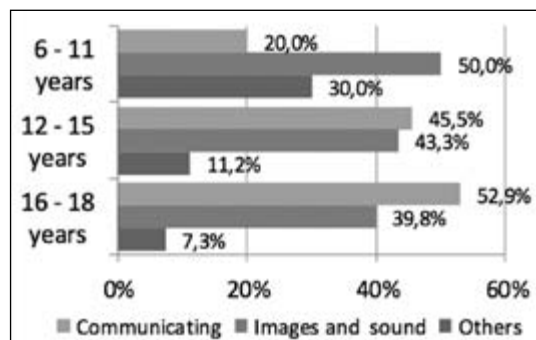


FIGURE 1: MOBILE PHONE USES
SOURCE: AUTHORS ELABORATION BASED ON YOUNG SURVEY ON YOUNG SURVEY 2023 OUTPUTS

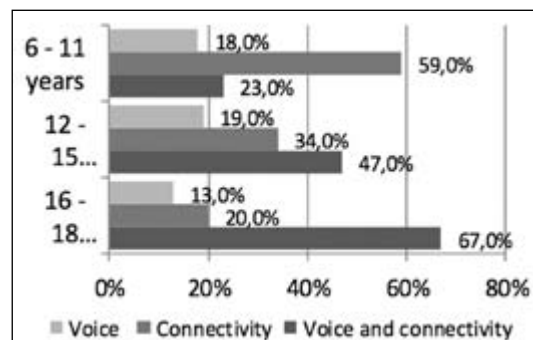


FIGURE 2: FREQUENCY OF PHONE USES
SOURCE: AUTHORS ELABORATION BASED ON YOUNG SURVEY ON YOUNG SURVEY 2023 OUTPUTS

Initially, the mobile phone was intended as part of a communications system designed to transmit and receive the „human voice“, enabling people to make phone calls anywhere. With the advent of the internet, the mobile phone now serves a dual purpose: making phone calls and accessing the internet. At present, mobile phones are used for a trilogy of purposes: communicating, viewing images and listening to sound.

For our sample, the initial use of the mobile phone, which is conversational, remains unchanged for the last two age groups and to a much lesser extent for children (aged 6 — 11). On the other hand, the primary use made by children is likened to the extension of television use through downloading and viewing videos, plus video games.

The 12 — 15 age groups is following the same trend as children, using their mobile phones as an extension of audiovisual activities, but in addition to communication

via social networks. This need to interact via social networks becomes more pronounced in the third category (16 — 18 year olds). Adolescence is a period of life when the need to interact and communicate is crucial, and the data collected confirms this for the 16 — 18 year olds. Uses are mainly oriented towards the trilogy: listening to music online, watching videos and using social networks.

The least common use, which could have been dominant for this age group given that most of them attend school, is documentary research, which is absent from young people's uses. As a result, these two age groups stand out for their use of voice and data, as part of a strategy to build new social.

4.3 Consumption limits — As per the figure below, telephone uses remains minimal for all age groups, with the majority of respondents spending between 0 and 10 minutes on voice calls. It can be argued that this minimum time spent on voice is utilitarian (calls to parents to report delays, unforeseen events, etc.).

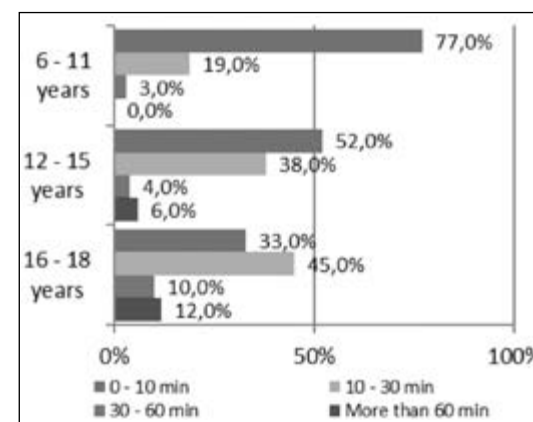


FIGURE 3: MOBILE PHONE CONSUMPTION
SOURCE: AUTHORS ELABORATION BASED ON YOUNG SURVEY ON YOUNG SURVEY 2023 OUTPUTS

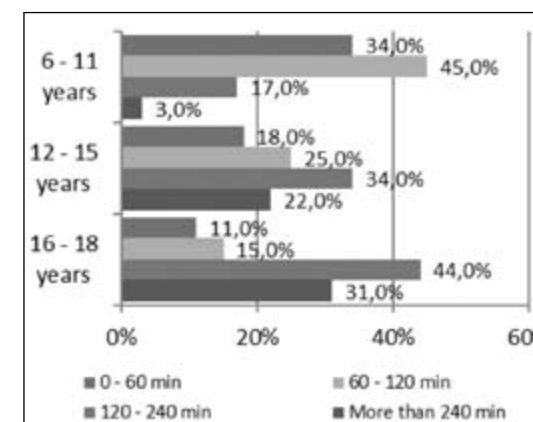


FIGURE 4: FREQUENCY OF CONSUMPTION
SOURCE: AUTHORS ELABORATION BASED ON YOUNG SURVEY ON YOUNG SURVEY 2023 OUTPUTS

The second interval is between 10 and 30 minutes, when the majority of calls are made by 16 — 18 year olds. In this sense, the quest for new social activities for young adults involves telephone conversations, which may be moderate, but when added to the time interval devoted to data, this age group over-consumes all the functions of the telephone (voice and data).

Data usage is indeed prevalent, yet its utilization remains relatively low among children aged 6 to 11 during both time intervals of (0 — 60 minutes) and (60 — 120 minutes). On the other hand, data consumption is confirmed in the second age category, where the number of hours connected is almost equivalent for the four time bands, broken down as follows: 0 — 60 minutes: 47%, 60 — 120 minutes: 49%, 120 — 240 minutes: 41%, more than 240 minutes: 40%. On the other hand, young adults (aged 16 — 18) are essentially in the maximum time frame, in fact, 54% of 16 — 18 years old.

Nevertheless, the breakdown of consumption by gender shows that girls are predominantly in the lower timeframes. However, boys are positioned in terms of data consumption in the most excessive timeframes (+240 minutes/day).

As part of this new form of digital parenting, we highlight the budget spent by parents on topping up their children's phones, which averages between DZD 100 and DZD 500 per month (see Figure 5).

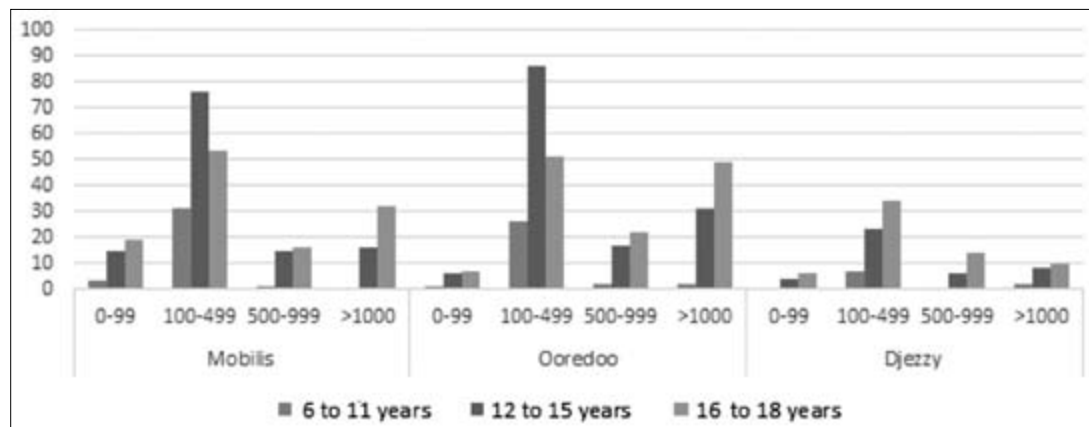


FIGURE 5: RELOADING BY AGE INTERVAL
SOURCE: AUTHORS BASED ON YOUNG SURVEY (2023)

The graph above validates a consistent budget falling within the range of DZD 100 to DZD 499 across the three age groups and three mobile operators. Notably, this budget range strongly characterizes the spending pattern of 12 – 15 year-olds. The graph also indicates a shift in age categories as the budget increases. Specifically, amounts between 100 and 499 DZD predominantly apply to 12 – 15 year-olds, whereas sums of 500 DZD or more are allocated to the 16 – 18 year-old category.

It is worth mentioning that the acquisition of 4G is widespread across chip purchases from Mobilis, Ooredoo, and Djezzy for all age categories in our sample (refer to Figure 6). Nevertheless, a significant portion of subscribers, especially with Ooredoo, appears to still be on 3G plans. This tendency could be attributed to the potential absence of 4G coverage in certain regions.

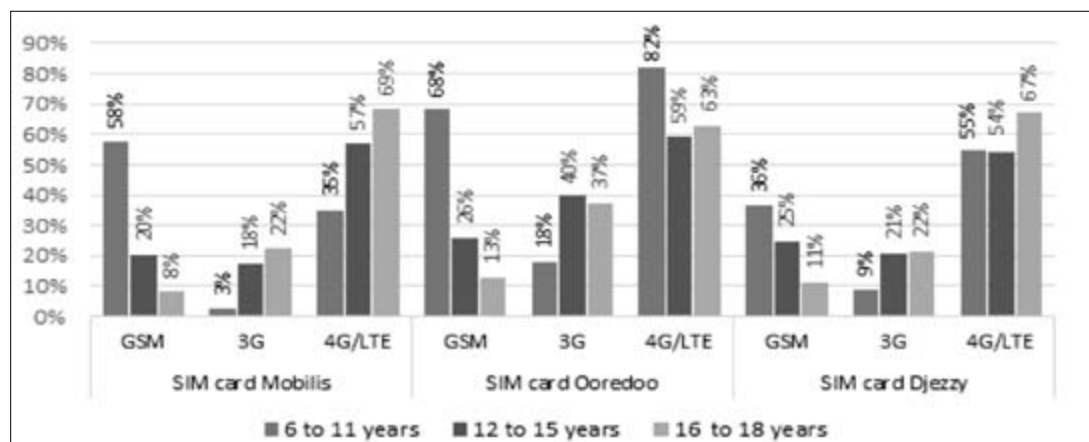


FIGURE 6: APPROPRIATION OF TECHNOLOGY BY YOUNG PEOPLE
SOURCE: AUTHORS BASED ON YOUNG SURVEY (2023)

5 Synthesis — The survey findings among young people (Generation Z) indicate that the specified age groups are not conflicting but rather represent stages or phases in the life cycle of youth, encompassing the transition from childhood to young adulthood. The results illustrate that all participants went through initial phases of engagement, typically between the ages of 6 to 11, followed by a subsequent stage (12 – 15 years) characterized by heightened usage of mobile telephony (both voice & data) involving extended digital activities and a broadening array of applications (such as Facebook and phone usage). The third age category (16 – 18 years old) signifies an increased intensity or enthusiasm in digital behavior.

To achieve this goal, we have outlined the typical consumer profiles within the mentioned categories as follows:

Digital Initiation Phase

Target Audience: Children aged 6 to 11 years old.

Description: in this phase, children are provided with a mobile phone to ensure accessibility by their parents. They primarily use data for activities such as watching videos and playing games.

Digital Appropriation Phase

Target Audience: Adolescents aged 12 to 15 years old.

Description: during this phase, adolescents exhibit more pronounced behaviors compared to the previous category. They engage in extensive and diverse use of mobile telephony, incorporating both voice and data, with a focus on more extended periods of usage.

Digital Dependence Phase

Target Audience: Young adults aged 16 to 18 years old.

Description: this phase comprises young adults characterized by conscientious digital behavior. They demonstrate a high level of dependence, with internet connection times exceeding four hours per day, indicating a significant reliance on digital technology.

The examination and interpretation of data collected from a survey of individuals under the age of 18 revealed key insights organized into a typology. This typology is designed around three primary user profiles for mobile telephony, encompassing both (Voice and Data) usage.

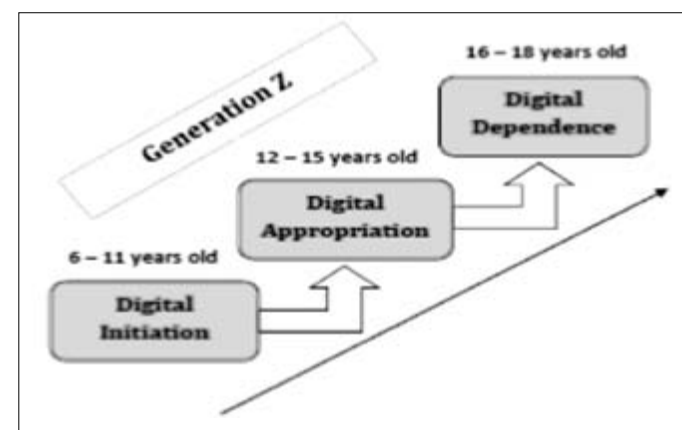


FIGURE 7: USER PROFILES ON THE MOBILE PHONE (VOICE & DATA)
SOURCE: AUTHORS BASED ON YOUNG SURVEY (2023)

The table below sets out the main characteristics of young Algerian mobile phone consumers and the actions and guidelines that have resulted.

Consumption phase (Voice & Data)	Age & generation	Features	Actions/Orientations
Digital initiation phase	6 — 11 years (Z)	- Latent potential age range - Possession of a mobile phone is from the age of 6 - Parents partially control consumption (voice and data)	Marketing and communication strategy oriented towards parents with an emphasis on the reachability of children + location technology
Digital appropriation phase	12 — 15 years (Z) pre-post adolescent	- Potential age range (target population) - Consumption of social relationships - Having a small budget dedicated to mobile telephony	A mixed marketing and communication strategy oriented towards both pre-post adolescents and parents: attractiveness of the data offer
Digital addiction phase	16 — 18 years (Z) young adult	- Potential age group (target population) - Having a small budget dedicated to mobile telephony - Preference for 4G - Hyper-connected age group - Greater voice consumption than other generation Z age groups	Strategy of targeting young people with offers oriented towards more data broken down in terms

TABLE 4: STRATEGIC ORIENTATIONS BASED ON THE RESULTS OF THE SURVEY

SOURCE: AUTHORS BASED ON SPSS OUTPUTS

6 Conclusion — A rallying tool, a socialising tool, a versatile instrument for interacting with others, the smartphone creates links and enables people to become part of a group and a system of virtual relationships. In addition to its many advantages for searching, encoding information, broadcasting messages, recording images, learning, remote control, etc., the smartphone enables its user to take his or her network of relationships anywhere and at any time. This article also highlights the complexity of the relationships between young people and their smartphones, highlighting a diverse range of uses that reflect the multifunctional nature of these devices.

However, despite these advantages, the negative implications cannot be overlooked. Growing concerns about the impact on young people's mental health of excessive smartphone use highlight the urgent need for collective reflection on managing the balance between online and offline life. Screen addiction, diminished attention spans and social isolation are all challenges facing society.

Literatúra | List of References — [1] Anderson, M. and Jiang, J., 2018. Teens, social media & technology 2018. Pew Research Center. 2018. [online]. [cit. 2023-12-05]. Available at: <https://www.pewresearch.org/internet/wp-content/uploads/sites/9/2018/05/PI_2018.05.31_TeensTech_FINAL.pdf> | [2] Boyd, D., 2014. It's complicated: The social lives of networked teens. Yale University Press. ISBN 978-0300166316. | [3] Blumer, J. G. and Brow, B. J., 1972. Uses and gratifications of television news and their relation to news preference. In: Journalism Quarterly. 1972, 49(2), 299-305. ISSN 0022-5533. | [4] Bouslah, M. A. and Djebbouri, M., 2022. An applied study to measure the impact of mobile service quality on customer satisfaction using structural equations (case of Algeria). In: Economic review El bachair. 2022, 8(1), 968-988. ISSN 1112-7201. | [5] Chine, L., 2011. Methodology of Algerian employment surveys. In: Economic studies review. 2011, 5(3), 325-332. ISSN 2507-7597. | [6] Diedrich, M., 2018. Everyday internet use. How do end users use the mobile internet? In: Marketing Science & Inspirations. 2018, 13(1), 21-29. ISSN 1338-7944. | [7] Dhir, A., Chen, S. and Nieminen, M., 2018. Predicting adolescent problematic online gaming using teacher ratings of student behavior and motivations for playing. In: Computers in Human Behavior. 2018, 78, 10-17. ISSN 0747-5632. | [8] Elhai, J. D., Levine, J. C., Hall, B. J. and Hall, B. J., 2017. Fear of missing out, need for touch, anxiety and depression are related to problematic smartphone use. In: Computers in Human Behavior. 2017, 69, 75-81. ISSN 0747-5632. | [9] Kaye, B. K., 2010. It's a numbers game: Self-esteem regulation, emotional distress, and social network site user behavior. In: Journal of Computer-Mediated Communication. 2010, 15(1), 144-154. ISSN 1083-6101. | [10] Lenhart, A., 2015. Teens, social media & technology overview 2015. Pew Research Center. 2015. [online]. [cit. 2023-12-05]. Available at: <<https://www.pewresearch.org/internet/2015/04/09/teens-social-media-technology-2015/>> | [11] Mukherji, J., Mukherji, A. and Nicovich, S., 1998. Understanding dependency & use of the Internet: a uses & gratifications perspective. In: American Marketing Association. 1998, 31, 198-213. ISSN 0022-2437. | [12] Noui, R. and Abdou, A., 2016. Mobile telephony in Algeria: non-economic factors and the social embedding of operator choice. In: Annals of Social and Human Sciences. 2016, 16, 1-16. ISSN 1112-7880. | [13] Papacharissi, Z. and Mendelson, A. L., 2011. Toward a new(er) sociability: Uses, gratifications, and social capital on Facebook. In: S. Papathanassopoulos (Ed.), Media perspectives for the 21st century. Routledge, 2011, pp. 212-230. ISBN 978-0-415-78052-6. | [14] Papacharissi, Z. and Rubin, A. M., 2000. Predictors of internet use. In: Journal of Broadcasting & Electronic Media. 2000, 44(2), 175-196. ISSN 0883-8151. | [15] Parker, R. S. and Plank, R. E., 2000. A uses and gratifications perspective on the Internet as a new information source. In: American Business Review. 2000, 18(2), 43-49. ISSN 0889-4419. | [16] Przybylski, A. K., Orben, A. and Weinstein, N., 2019. Are associations between „screen time” and lower psychological well-being robust across national contexts? Evidence from three large-scale datasets. In: Psychological Science. 2019, 30(7), 987-1008. ISSN 0956-7976. | [17] Report Mobile „Market Report”. Regulatory Authority for the Post Office and Electronic Communications. 2023. [online]. [cit. 2023-12-05]. Available at: <<https://www.arpce.dz/fr/doc/raa>> | [18] Rosen, L. D., Carrier, L. M. and Cheever, N. A., 2013. Facebook and texting made me do it: Media-induced task-switching while studying. In: Computers in Human Behavior. 2013, 29(3), 948-958. ISSN 0747-5632. | [19] Rideout, V. J., 2015. The common sense census: Media use by tweens and teens. Common Sense Media, 2015. ISBN 978-0-9981943-0-2. | [20] Stafford, T. F. and Stafford, M. R., 2003. Identifying motivations for consumer web site loyalty. In: Journal of Strategic Marketing. 2003, 11(3), 155-169. ISSN 0965-254X. | [21] Stafford, T., Roynce, M. and Schkade, L., 2004. Determining uses and gratifications for the internet. In: Decision Sciences. 2004, 35, 259-288. ISSN 0011-7315. | [22] Shao, G., 2009. Understanding the appeal of user-generated media: A uses and gratification perspective. In: Internet Research. 2009, 19(1), 7-25. ISSN 1066-2243. | [23] Twenge, J. M., 2017. iGen: Why today's super-connected kids are growing up less rebellious, more tolerant, less happy and completely unprepared for adulthood and what that means for the rest of us. Atria Books, 2017. ISBN 978-1501151989. | [24] Wang, S. S., Tchernev, J. M. and Solloway, T., 2012. A dynamic longitudinal examination of social media use, needs, and gratifications among college students. In: Computers in Human Behavior. 2012, 28(5), 1829-1839. ISSN 0747-5632.

Kľúčové slová | Key Words — young people, approach to usage, smartphone, social networks | *mladí ľudia, prístup k používaniu, smartfón, sociálne siete*

JEL klasifikácia | JEL Classification — M31, Z13

Résumé — Používanie smartfónov medzi mladými ľuďmi

Cieľom tohto článku je pochopiť fenomén nadobúdania a používania smartfónov mladými Alžírčanmi, a to pomocou prístupu založeného na modeli používania a uspokojovania a so zameraním na používateľa ako hlavného aktéra. Za týmto účelom sme sa zamerali na kategóriu mladých spotrebiteľov, pričom vzorka bola z hľadiska veku rôznorodá. Cieľom je identifikovať úroveň penetrácie smartfónmi u mladých spotrebiteľov; identifikovať spôsoby, akými získavajú a používajú smartfóny; a napokon identifikovať perspektívy zmien v spôsoboch ich používania (očakávaní). Odporúčanú vzorku pre túto štúdiu tvorí 800 mladých spotrebiteľov z rôznych štátov Alžírska. Tento článok poukazuje na zložitosť vzťahu medzi mladými ľuďmi a ich smartfónmi, pričom vyzdvihuje rôznorodé spôsoby používania, ktoré odrážajú multifunkčný charakter týchto zariadení.

Kontakt na autorov | Address — Dr. Assia Guedjali, Centre for Research in Applied Economics for Development, Rue Djamel Eddine El Afghani – El Hammadia BP.197, Rostomia, Bouzareah, Alger, Algeria, e-mail: assiaguedjali@gmail.com, corresponding author

Dr. Riad Benghebrid, Centre for Research in Applied Economics for Development, Rue Djamel Eddine El Afghani – El Hammadia BP.197, Rostomia, Bouzareah, Alger, Algeria, e-mail: riad.cread@gmail.com

Recenzované | Reviewed — 10. February 2024 / 12. March 2024

INTERACTION BETWEEN COGNITIVE PROCESS AND SOCIAL DYNAMICS IN SHAPING INDIVIDUAL ANALYZING OF ONLINE REVIEWS. PART I.

While internal factors like review and reviewer characteristics have been extensively studied, the influence of external, particularly social factors, on online review processing remains relatively unexplored. This research bridges this gap by investigating how social pressures: social conformity, social validation, affects how individuals analyze online reviews. By combining the Elaboration Likelihood Model (ELM) and the Social Influence Theory (SIT), we propose a comprehensive framework to examine two key dimensions: Online review processing and the influence of social factors on this process. We conduct a study among skincare product consumers, revealing that social conformity, significantly influence reliance on peripheral cues (ratings, source credibility), however social validation does not exhibit a significant effect. Furthermore, by introducing expertise as a moderator, we observe that the direct impact of social factors becomes attenuated. This suggests that individuals with strong subject knowledge are less susceptible to the persuasive power of social cues when evaluating online review.

1 Introduction — Online reviews has become a significant factor in consumer purchase decisions (Cheung 2014). With the rise of the internet and social media, consumers can easily share their opinions and experiences about products and services with others (Hennig-Thurau 2004). Social media has shifted the power dynamic between brands and consumer (Kočíšová 2023). Comparing it with traditional word of mouth, the effect of eWOM is expected to be greater due to its convenience, reach, source and speed of interactions (Augusto and Torres 2018). People are more likely to trust word-of-mouth recommendations than direct advertising; this is because they trust real user experiences more than controlled marketing messages (Idrawati and Mathaiyah 2023). It exerts a powerful influence that transcends product and service sales (Ye 2011; Li 2020), intention to buy (Ismagilova 2020), shaping brand image (Park and Jeon 2018), and decision risks reduction (Ismagilova 2017). As a result, this has led to an abundant body of research on the impact of online review on consumer behavior.

However, relatively few studies have delved into the impact of personal factors on the process analyzing of such reviews (Varma 2023b). As human behavior is guided by not only subjective values or attitudes, but also by the perceived behavior of others (Cialdini and Goldstein 2004), this complexity leads to nuanced results of studies (Ismagilova, Dwivedi and Rana 2021), regarding the analysis, interpretation, and

reaction to online reviews. This study aims to address this gap by investigating how these factors impact the cognitive processes involved in information analysis.

2 Literature review, framework and hypothesis — Electronic word of mouth is a positive or negative statement made by potential, current or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau 2004) Ismagilova et al. (2017) has proposed a comprehensive definition as „dynamic and continuous process of information exchange related to a brand, product, company, or service. This exchange is facilitated by former, current, and potential consumers on the Internet, accessible to a wide audience.“

People believe that online reviews are more credible and reliable than company websites created by marketing departments (Fernandes et al. 2022), for that reason, they increasingly rely on online reviews to guide their buying choices (Erkan and Evans 2016). However, the important volume of online reviews can present a challenge for consumers. Sifting through large amounts of information can be time-consuming and overwhelming, making it difficult to identify the most relevant and credible reviews. One key step in the process of analyzing online reviews is to identify the most credible reviews. Online review credibility refers to the extent to which consumers perceive online reviews as credible, true, factual (Varma et al. 2023a, Levy and Gvili 2015).

Several studies tried to address online review analysis by proposing theoretical models, in order to better understand this process and its impact to consumer behavior. They adopted for example: Information Adoption Model „IAM“ (Gunawan and Huarng 2015; Tapanainen et al. 2021; Onofrei et al. 2022), Theory Reasoned Action „TRA“ (Erkan and Evans 2016; Lee and Hong 2016; Rao et al. 2021). According to Ismagilova, Dwivedi and Rana (2021), the Elaboration Likelihood Model (ELM) is considered as the most suitable framework for explaining online review analysis. This model is supposed to be a hypothesis of dual-track information processing (central and peripheral), which affect consumer reactions and decisions (Abbasi et al. 2023).

This model has proven especially useful in the domain of marketing and advertising (Petty and Brinol 2013), and it has been widely adopted by marketing scholars to explain how the same online review can be perceived differently by consumer (Zheng 2021). For this reason, this research initially adopted this model.

According to ELM, receivers process Online review through the central route which include analyzing argument quality (Chung and Thadani 2012; Varma et al. 2023), valence of review (Srivastava and Kalro 2019). For the peripheral route, the most cited variables to analyze are, source credibility (Ohanian 1990; Cheung and Kuan 2012), consistency (Zhang et al. 2014), and review rating (Cheung et al. 2009). The literature indicates that the influence of the ELM peripheral route factors (source credibility) on consumers is smaller than of central route factors (Cheng and Ho 2015).

As we mentioned previously, most of the research on online review credibility, and its impacts, has focused on the internal factors (e.g., review and reviewer related characteristics), ignoring social external factors (Varma et al. 2023a; Varma et al. 2023b), and the fact that ELM is not clear regarding situational context in which receiver process information (Le, Robinson and Dobebe 2022). So we decided to integrate

the Social Influence Theory (SIT) to our framework, as an extension of ELM, to explain how the context, social norms, affects online review processing, and contribute to the formation of attitudes toward online reviews.

The SIT was developed by (Kelman 2006), to explain how individuals' thoughts, feelings, and behaviors are influenced by the presence and actions of others within social contexts. It suggests that changes in attitudes and behaviors occur due to the social influence via various mechanisms: compliance, identification, and internalization (Zhao, Stylianou and Zheng 2018).

The main reason for integrating this theory is that we presume that individuals, change their perceptions and analysis of online review, depending on the extent of influence of external social factors. we hypothesis that these external social factors can change the way individuals analyze online review, such as the weight they give to different characteristics of information (review and reviewer characteristics) and the criteria they use to evaluate online review.

Principal hypothesis:

Individuals who are more influenced by social factors, are more likely to process information superficially (peripheral route), thereby positively influencing their online review analysis behavior on social media platforms by increasing the importance attributed to overall evaluations.

2.1 Impact of social conformity on review processing — Social conformity is the act of changing one's personal opinion when challenged by a contradicting group majority. Asch's work highlighted the powerful influence of social factors on individual decision-making and demonstrated the tendency of people to conform to group opinions, even when those opinions are clearly wrong (Asch 1951). For instance, (Tsao et al. 2015) have found that, for conformists people, a large quantity of negative online review is more damaging to their booking intentions; for non-conformists, a large quantity of positive online review is more likely to increase their booking intentions. Moreover, (Zhu et al. 2014; Huberman 2012) found that individuals are more likely to change their online purchase decisions under social pressure, and align with the majority after reading opposing reviews, even when they have predetermined personal preferences. Social conformity to online review, can be assimilated to , informational conformity, which is the process of adjusting to other people's choices after receiving important information (Badawi et al. 2021), so it's a function of majority size, nature of the task, but also, self-confidence and certain personality traits (Wijenayake et al. 2020).

Therefore, this concept, can be also viewed as a personality trait where individuals have willingness or tendency to follow others ideas, values, and and behavior (Mehrabian and Stefl 1995), this approach recognizes that people differ in their susceptibility to social conformity. From this perspective, people with high level of susceptibility to conformity (conformity tendency) are more liked to follow the opinions, values, and actions of others and are more likely to follow their behaviors (Zhu et al. 2009). For that reason, online review is used by marketers to spread positive information related to their products, so that it can increase consumer conformity (Ngarmwongnoi et al. 2020). This means that, some people are more likely to be swayed by the majority, while others prioritize independent thinking. The thoughtful effort might be more pronounced in individuals who resist conformity and

engage in deeper evaluation despite social pressure. In our case of study, we state that higher levels of social conformity may lead individuals to prioritize shortcuts (peripheral route) to evaluate online review, rather than deep cognitive process of evaluation.

H01: Higher levels of social conformity tendency, will lead individuals to adopt the peripheral route when processing (online review).

2.2 Impact of social validation on review processing — Another explanation can be found in the principle of social validation, also known as social proof. It is based on the recognition that individuals often judge the appropriateness of their actions by what others do (Cialdini 1984). It is a psychological phenomenon where individuals seek approval or affirmation from their social environment. When consulting online reviews, the need for social validation can lead individuals to conform to reviewers comments. They may be influenced by the number of approvals, likes, or positive comments associated with a product or service, and might alter their own perceptions to align with the majority in order to feel accepted or validated within the online community. (Zhao, Stylianou and Zheng 2018). The impact of social validation need, is greater in situations where a person is unsure of appropriate response (Guandagno 2013).

H02: Higher levels of social validation will lead individuals to adopt the peripheral route when processing (online review).

2.3 Moderated effect of expertise of the reader — Ears do not hear the same way; online review messages are not processed identically due to receiver characteristics especially there degree of knowledge (expertise). The expertise of online review receivers is built from their knowledge of the product and their understanding of the surrounding context (Le, Robinson and Dobele 2022). Expertise in the ELM aligns with deeper information processing; it is associated with the ability to process information. Due to his expertise and knowledge, consumers have enough cognitive resources to perform this kind of information processing (Park and Kim 2008). As a result, ELM proposes that consumers with low expertise tend to favor peripheral cues, such as the number of arguments presented, as they require less cognitive effort. Conversely, individuals with high expertise are more likely to engage in the central route, expending mental effort to analyze the quality of arguments themselves (Luo et al. 2014; Petty et al. 1983).

H03: Expertise moderates the impact of social factors on online review processing, attenuating reliance on peripheral cues.

So we suggest that when individuals have high expertise in a particular subject, products, or areas, they are less likely to be swayed by social factors and rely on simpler cues (peripheral cues) when processing online review. Instead, they focus on deeper cues like content quality, factual accuracy, and alignment with their own knowledge and experience.

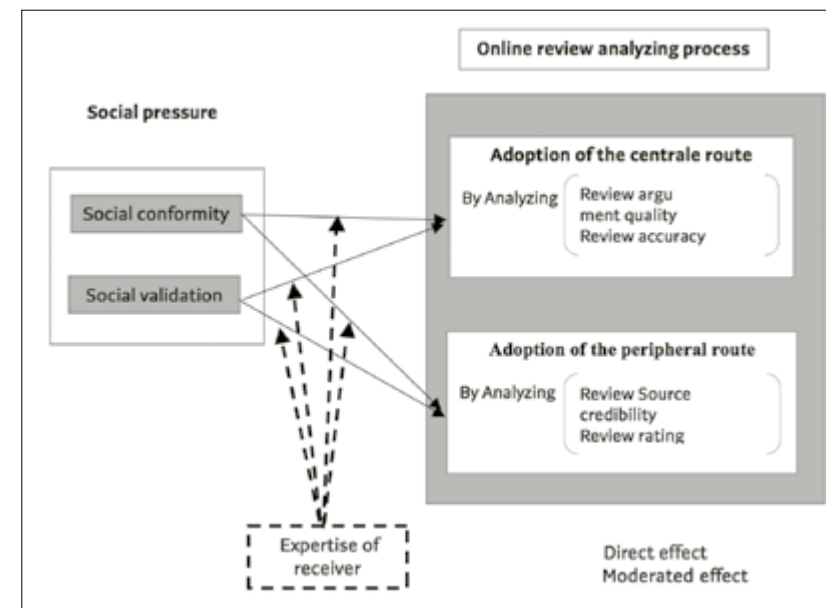


FIGURE 1: CONCEPTUAL FRAMEWORK

SOURCE: AUTHORS

3 Research methodology — This study adopts an explanatory approach to test the impact of social influence on consumers' processing of online review. Explanatory research excels at identifying causal relationships (Rahi 2017), which is crucial for understanding how social factors influence how individuals evaluate online reviews. In this kind of research (explanatory) the data are quantitative and almost always require the use of a statistical test to establish the validity of the relationships (Sue and Ritter 2012).

The sampling method employed in this study involved a two-step process. Firstly, a large Facebook group dedicated to skincare products was identified. The choice of skincare product sector is due to many reasons:

- | 1) it's a sector experiencing significant growth of 3.6 from 2022 to 2031 according to (Allied Market Research 2023), making it a relevant and timely area to explore consumer behavior.
- | 2) consumers in the skincare sector heavily rely on online reviews (Joshi et al. 2022; Putri and Wandobori 2016) on social media (Alamar et al. 2023) to make informed purchasing decisions.
- | 3) This type of groups are considered as active online communities. These groups typically involve frequent discussions, product recommendations, and question-and-answer sessions, creating an active environment with continuous user engagement.

Secondly, a convenience sampling method was employed to select participants from within this Facebook group. Convenience sampling involves selecting participants who are readily available and willing to participate, making it a cost-effective and time-efficient method for data collection. While convenience sampling may not ensure the generalizability of findings to the entire population (Andrade 2020), it

was chosen due to limited resources, allowing for data collection within budget and time constraints.

Data collection was conducted over a three-month period (September, October, November 2023), through an online, self-administered questionnaire developed using Google Form. To enhance data relevance, our online survey within a skincare Facebook group began with a screener question: „Do you buy skincare products for personal use?”. This ensured only participants actively involved in the skincare market participated, strengthening the connection to our research on social pressures and online review analysis.

The questionnaire was structured in three main sections (dependent/independent variables and the moderated variable). Each sub-section focused on a distinct topic related to a variable from our research framework. The instruments utilized with each variable were taken from previous research and subsequently adapted to align with the specific research context.

	Variables		Definition	Sources of items
Dependent variables	Variables for central route	Argument quality	The persuasive strength of arguments embedded in the review.	Adopted from (Chakraborty 2019); (Cheung, Sia and Kuan 2012)
		Accuracy of review	Refers to the reliability and correctness of online reviews.	Adapted from (Cheung et al. 2009); (Fang 2014)
		Valence	Valence refers to the evaluative tone of a review, which is classified into positive, neutral and negative.	Adapted from (Hong and Pittman 2020); (Filieri 2016)
	Variables for central route	Source credibility	the extent to which an information source is perceived to be believable, competent, and trustworthy by the information recipient.	Adapted from (Ohanian 1990)
		Rating	It refers to number of rating assigned to assigned to a specific online review.	Adapted from (Hong and Pittman 2020)
		Consistency	It focuses on whether the information and opinions expressed throughout the review are consistent and form a cohesive picture of the reviewer's experience.	Adapted from (Chakraborty 2019)
The moderated variable	Expertise	The expertise of online review receivers is built from their knowledge of the product and their understanding of the surrounding context.	Adapted from (Le, Robinson and Dobebe 2022)	

Independent variables	Social conformity	Social conformity is the act of changing one's personal opinion when challenged by a contradicting group majority.	Adapted from (Huberman 2012)
	Social validation	It is based on the recognition that individuals often judge the appropriateness of their actions by what others do.	Adapted from (Zhao, Stylianou and Zheng 2018)

TABLE 1: CONSTRUCT VARIABLES AND ITEMS SOURCES
SOURCE: AUTHORS

A structural equation analysis using SPSS AMOS will be used to examine the relationships between these variables. Due to the inherent latent nature of social conformity and social validation in our research framework, SEM offers a powerful combination of confirmatory factor analysis like identifying underlying psychological traits and path analysis (exploring causal relationships) within a single model (Fan et al. 2016). This allows for a more comprehensive understanding of how these latent variables influence online review processing. By investigating these interactions within the specific context of skincare, this research aims to offer valuable insights into the intricate mechanisms influencing consumer decision-making in the digital age.

END OF PART I.

Literatúra | List of References — [1] Abbasi, Z. A. et al., 2023. Investigating the impact of social media images' value, consumer engagement, and involvement on eWOM of a tourism destination: A transmittal mediation approach. In: *Journal of Retailing and Consumer Services*. 2023, 71. ISSN 0969-6989. Available at: <https://doi.org/10.1016/j.jretconser.2022.103231> | [2] Alamar, M. A. et al., 2023. Impact of social media on choosing skin care and cosmetic products among females in Saudi Arabia. In: *Cureus*. 2023, 15(12). ISSN ISSN 2168-8184. Available at: <https://doi.org/10.7759/cureus.49922> | [3] Andrade, C., 2020. The inconvenient truth about convenience and purposive samples. In: *Indian Journal of Psychological Medicine*. 2020, 43(1). ISSN 0975-1564. Available at: <https://doi.org/10.1177/025371762097700> | [4] Asch, S., 1951. Groups, leadership and men. In: H. Guetzkow (Ed.), *Effects of group pressure upon the modification and distortion of judgments*. Oxford: Carnegie Press, 1951, p. 177-190. | [5] Augusto, M. and Torres, P., 2018. Effects of brand attitude and eWOM on consumers' willingness to pay in the banking industry: mediating role of consumer-brand identification and brand equity. In: *Journal of Retailing and Consumer Services*. 2018, 42, 1-10. ISSN 0969-6989. | [6] Badawi, B. et al., 2021. Consumer conformity, social ties and EWOM in digital marketing. In: *Ingénierie des Systèmes d'Information*. 2021, 569-576. ISSN 1247-0317. | [7] Chakraborty, U., 2019. Perceived credibility of online hotel reviews and its impact on hotel booking intentions. In: *International Journal of Contemporary Hospitality*. 2019, 31(9), 3465-3483. ISSN 1757-1049. | [8] Cheng, Y. H. and Ho, H. Y., 2015. Social influence's impact on reader perceptions of online reviews. In: *Journal of Business Research*. 2015, 68(4), 883-887. ISSN 1905-355X. | [9] Cheng, X. et al., 2021. The paradox of word-of-mouth in social commerce: Exploring the juxtaposed impacts of source credibility and information quality on SWOM spreading. In: *Information & Management*. 2021, 58(7), 103505. ISSN 0262-2769. | [10] Cheung, C. Y., Sia, C. L. and Kuan, K., 2012. Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. In: *Journal of the association information system*. 2012, 13(8), 618-635. ISSN 1536-9323. | [11] Cheung, R., 2014. The influence of electronic word-of-mouth on information adoption in online customer communities. In: *Global economic review*. 2014, 43(1), 42-57. ISSN 1226-508X. | [12] Cheung, M. Y. et al., 2009. Credibility of electronic-

word-of-mouth: Informational and normative determinants of online consumer recommendations. In: *International Journal of Electronic Commerce*. 2009, 13(4), 9-38. ISSN 1086-4415. | [13] Cheung, C. and Lee, M., 2012. What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. In: *Decision Support Systems*. 2012, 53(1), 218-225. ISSN 0167-9236. | [14] Chung, C. M. K. and Thadani, D. R., 2012. The impact of electronic word-of-mouth-communication: A literature analysis and integrative model. In: *Decision Support Systems*. 2012, 54(1), 461-470. ISSN 0167-9236. Available at: <<https://doi.org/10.1016/j.dss.2012.06.008>> | [15] Cialdini, R., 1984. *Influence: The psychology of persuasion*. Harper Collins, 1984. ISSN 978-0-06-189990-4. | [16] Cialdini, R. B. and Goldstein, N. J., 2004. Social influence: Dompliance and conformity. In: *Annual Review Psychology*. 2004, 55, 591-621. ISSN 0066-4308. Available at: <<https://doi.org/10.1146/annurev.psych.55.090902.142015>> | [17] De Cannière, M. H. et al., 2010. Relationship quality and purchase intention and behavior: The moderating impact of relationship strength. In: *Journal of Business and Psychology*. 2010, 25, 87-98. ISSN 0889-3268. | [18] Eastman, J. K. et al., 2022. Luxury not for the masses: Measuring inconspicuous luxury motivations. In: *Journal of business research*. 2022, 145, 509-523. ISSN 2079-8296. | [19] Erkan, I. and Evans, C., 2016. The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. In: *Computers in Human Behavior*. 2016, 61, 47-55. ISSN 0747-5632. Available at: <<https://doi.org/10.1016/j.chb.2016.03.003>> | [20] Fan, Y. et al., 2016. Applications of structural equation modeling (SEM) in ecological studies: an updated review. In: *Ecological Processes*. 2016, 5(19). ISSN 2192-1709. Available at: <<https://doi.org/10.1186/s13717-023-00477-2>> | [21] Fang, Y. H., 2014. Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives. In: *International Journal of Electronic Commerce*. 2014, 18(3), 67-102. ISSN 1086-4415. Available at: <<https://doi.org/10.2753/JEC1086-4415180303>> | [22] Fernandes, S. et al., 2022. Measuring the impact of online reviews on consumer purchase decisions – A scale development study. In: *Journal of Retailing and Consumer Services*. 2022, 68. ISSN 0969-6989. Available at: <<https://doi.org/10.1016/j.jretconser.2022.103066>> | [23] Filieri, R., 2016. What makes an online consumer review trustworthy. In: *Annals of Tourism Research*. 2016, 58, 46-64. ISSN 0160-7383. Available at: <<https://doi.org/10.1016/j.annals.2015.12.019>> | [24] Fisher, R. J. and Katz, J., 2000. Social desirability bias and the validity of self-reported values. In: *Psychology and Marketing*. 2000, 17(2), 105-120. ISSN 0742-6046. | [25] Gawronski, B. and Creighton, L. A., 2013. Dual process theory. In: D. Carlston, *The Oxford handbook for social cognition*. Oxford University Press, 2013, p. 282. ISBN 9780199984688. | [26] Good, M. C. and Hyman, M. R., 2020. Fear of missing out': antecedents and influence on purchase likelihood. In: *Journal of Marketing Theory and Practice*. 2020, 28(3), 330-341. ISSN 1069-6679. Available at: <<https://doi.org/10.1080/10696679.2020.1766359>> | [27] Granovetter, M. S., 1973. The strength of weak ties. In: *American Journal of Sociology*. 1973, 78(6), 1360-1380. ISSN 0002-9602. | [28] Guandagno, R., 2013. *Social Influence Online: The Six Principles in Action*. In C. Liberman, *Social influence online: The six principles in action from casing persuasive communication*. Kendall Hunt Publishing, 2013. ISBN 978-1-4652-1753-0. | [29] Gunawan, D. D. and Huarng, K. H., 2015. Viral effects of social network and media on consumers' purchase intention. In: *Journal of Business Research*. 2015, 2237-2241. ISSN 0148-2963. | [30] Hagiladi, N. and Plaut, P. O., 2021. Social networks' group tie strength and travel behavior. In: *Journal of transport Geograpghy*. 2021, 93 103079. ISSN 0966-6923. | [31] Hennig-Thurau, T. et al., 2004. Electronic word of mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet. In: *Journal of Interactive Marketing*. 18(1), 38-52. ISSN 1094-9968. | [32] Hong, S. and Pittman, M., 2020. eWOM anatomy of online product reviews: Interaction effects of review number, valence, and star ratings on perceived credibility. In: *International Journal of Advertising*. 2020, 39(7), 892-920. ISSN 0265-0487. | [33] Hsu, C. L. et al., 2017. Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and. In: *Journal of Retailing and Consumer Services*. 2017, 34, 145-152. ISSN 0969-6989. | [34] Huberman, B. and Zhu, H., 2012. To switch or not to switch: Understanding social influence in online choices. In: *American Behavior Scientist*. 58(10), 1329-1344. ISSN 0002-7642. Available at: <<https://doi.org/10.1177/0002764214527089>> | [35] Hung, S. W., Chang, C. W. and Chen, S. Y., 2023. Beyond a bunch of reviews: The quality and quantity of electronic word of mouth. In: *Information & Management*. 2023, 60(3), 103777. ISSN 0930-5181. | [36] Hussain, S. et al., 2023. Fear of missing out and compulsive buying behavior: The moderating role of mindfulness. In: *Journal of Retailing and Consumer Services*. 2023, 75, 103512. ISSN 0969-6989. | [37] Idrawati, Y. P. C. P. and Mathaiyah, S., 2023. eWOM via

the TikTok application and its influence on the purchase intention of somethinc products. In: *Asia Pacific Management Review*. 2023, 28(2), 174-184. ISSN 0954-2957. | [38] Ismagilova, E., et al., 2020. The effect of electronic word of mouth communications on intention to buy: a meta-analysis. In: *Information Systems Frontiers*. 2020, 22, 1203-1226. ISSN 1387-3326. | [39] Ismagilova, E., Dwivedi, Y. K. and Rana, N., 2021. The use of elaboration likelihood model in eWOM research: Literature review and weight-analysis. In: Dennehy, D. et al.: *Responsible AI and analytics for an ethical and inclusive digitized society*. Springer, 2021, pp. 506-516. ISSN 0302-9743. Available at: <https://doi.org/10.1007/978-3-030-85447-8_41> | [40] Ismagilova, E. et al., 2017. Electronic word of moth (eWOM) in the marketing context. A state of art analysis and future directions. Springer Cham, 2017. ISBN 978-3-319-52458-0. Available at: <<https://doi.org/10.1007/978-3-319-52459-7>> | [41] Joshi, M. C. et al., 2022. The impact of social media on skin care: A narrative review. In: *Lviv Clinical Bulletin*. 2022, 85-96. ISSN 2306-4269. Available at: <<https://doi.org/10.25040/lkv2022.01-02.085>> | [42] Kai, Y. at al., 2021. Social learning? Conformity? Or comparison? An empirical study on the impact of peer effects on Chinese seniors' intention to purchase travel insurance. In: *Tourism Management Perspectives*. 2021, 38, 100809. ISSN 2211-9744. | [43] Kelman, H., 2006. Interests, relationships, identities: Three central issues for individuals and groups in negotiating their social environment. In: *Annual Review Psychology*. 2006, 57, 1-26. ISSN 1545-2085. | [44] Kim, S. et al., 2018. The influence of eWOM communications: An application of online social network framework. In: *Computers in Human Behavior*. 2018, 80, 243-254. ISSN 0747-5632. | [45] Kinasih, V. T. T. et al., 2023. The influence of brand image, celebrity endorser, and onlie customer review on purchasing decision on skintific beauty products with fear of missing out FOMO as madiating role. In: *Journal Ekonomi*. 2023, ISSN 2252-5564. | [46] Kočišová, L. et al., 2023. The role of marketing metrics in social media: A comprehensive analysis. In: *Marketing Science & Inspirations*. 2023, 18(2), 40-49. ISSN 1338-7944. Available at: <<https://doi.org/10.46286/msi.2023.18.2.4>> | [47] Krah, B. A. and Miklošik, A., 2022. Creating communities: A way of entering foreign markets in 2022. *Marketing Science & Inspirations*. 2022, 17(1), 38-50. Available at: <<https://doi.org/10.46286/msi.2022.17.1.4>> | [48] Ladhari, R. and Michaud, M., 2015. eWOM effects on hotel booking intentions, attitudes, trust and website perceptions. In: *International Journal of Hospitality Management*. 2015, 46, 36-45. ISSN 0278-4319. | [49] Laursen, B. and Veenstra, R., 2021. Toward understanding the functions of peer influence: A summary and synthesis of recent empirical research. In: *Journal of Research on Adolescence*. 2021, 31(4), 889-907. ISSN 1050-8392. | [50] Le, T. D, Robinson, L. and Dobeles, A. R., 2022. eWOM processing from receiver perspective: Conceptualising the relationships. In: *International journal of consumer studies*. 2022, 36(4), 440-454. ISSN 1470-6423. | [51] Lee, J. and Hong, I. B., 2016. Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. In: *International Journal of Information Management*. 2016, 36(3), 360-373. ISSN 0268-4012. | [52] Lee, J. E. at al., 2019. Understanding purchase intention of university students towards skin care products. In: *PSU Research Review*. 2019, 3(3), 161-178. ISSN 2399-1747. | [53] Lee, M. K. O. and Cheung, C. M. K., 2012. What drives consumers to spread electronic word of mouth in online. In: *Decision Support Systems*. 2012, 53(1), 218-225. ISSN 0167-9236. | [54] Lee, S. H. at al., 2010. The role of network centrality in the flow of consumer influence. In: *Journal of Consumer Psychology*. 2010, 20(1), 66-77. ISSN 1057-7408. | [55] Levy, S. and Gvili, Y., 2015. How credible is e-word of mouth across digital-marketing: channels? The roles of social capital, information richness, and interactivity. In: *Journal of Advertising Research*. 2015, 55(1), 95-109. ISSN 0021-8499. | [56] Li, C., 2013. Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory. In: *Computer in human behavior*. 2013, 29(1), 264-275. ISSN 0747-5632. | [57] Li, K. et al., 2020. Exploring the influence of online reviews and motivating factors on sales: A meta-analytic study and the moderating role of product category. In: *Journal of Retailing and Consumer Services*. 2020, 55, 102107. ISSN 0969-6989. | [58] Luo, C. and al., 2014. The effects of individualism-collectivism cultural orientation on eWOM information. In: *International Journal of Information Management*. 2014, 34(4), 446-456. ISSN 0268-4012. | [59] Maheshwari, S., 2019. When is a star not always star? When it's an online review? 2019. [online]. [cit. 2024-01-05]. Available at: <<https://www.nytimes.com/2019/11/28/business/online-reviews-fake.html>> | [60] Mehrabian, A. and Stefl, C. A., 1995. Basic temperament components of loneliness, shyness, and conformity. In: *Social Behavior and Personality*. 1995, 23(3), 253-264. ISSN 0301-2212. | [61] Miremadi, A. and Haghayegh, M., 2022. The competitive advantage of EWOM in digital marketing. In: *European Journal of Business and Management Research*. 2022, 7(2), 258-269. ISSN 2507-1076. | [62] Neumann, D.,

2020. Fear of missing out. The international encyclopedia of media psychology. John Wiley & Sons, 2020, 1-9. ISBN 9781119011071. | [63] Ngarmwongnoi, C. et al., 2020. The implications of eWOM adoption on the consumer journey. In: Journal of Consumer Marketing. 2020, 37(7), 749-759. ISSN 0736-3761. | [64] Nieto-Garcia, M., Munoz-Gallego, P. and González-Benito, O., 2017. Tourists' willingness to pay for an accommodation: The effect of eWOM and internal reference price. In: International Journal of Hospitality Management. 2017, 62, 66-77. ISSN 0278-4319. | [65] O'Reilly, K. et al., 2016. Extending our understanding of eWOM impact: The role of source credibility and message relevance. In: Journal of internet commerce. 2016, 15(2), 77-96. ISSN 1533-2861. | [66] Ohanian, R., 1990. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. In: Journal of Advertising. 1990, 19(3), 39-52. ISSN 0091-3367. | [67] Onofrei, G. et al., 2022. Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. In: Journal of Business Research. 2022, 142, 100-112. ISSN 0148-2963. | [68] O'Reilly, C. and Chatman, J., 1986. Organizational commitment and psychological attachment: The effects of compliance, identification, and internalization on prosocial behavior. In: Journal of Applied Psychology. 1986, 71(3), 493. ISSN 0021-9010. | [69] Park, D. H. and Kim, S., 2008. The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. In: Electronic Commerce Research and Applications. 2008, 7(4), 399-410. ISSN 1567-4223. | [70] Park, H. H. and Jeon, J. O., 2018. The impact of mixed eWOM sequence on brand attitude change: Cross-cultural differences. In: International Marketing Review. 2018, 35(3). ISSN 0265-1335. | [71] Petty, R., 1986. The elaboration likelihood model of persuasion. In: Advances in Experimental Social Psychology. 1986, 19, 124-206. ISSN 0065-2601. | [72] Petty, R. E. and Brinol, P., 2013. The elaboration likelihood model. In: Dillard, J. P. and Shen, L., The SAGE handbook of persuasion. 2013, p. 240. ISBN 9781847875143. | [73] Petty, R. E. et al., 1983. Central and peripheral routes to advertising effectiveness: the moderating role of involvement. In: Journal of Consumer Research. 1983, 134-146. ISSN 0093-5301. | [74] Petty, R. E. and Cacioppo, J. T., 1981. Attitude and persuasion: Classic and contemporary approaches. Dubuque, IA: Wm. C. Brown, 1981. ISBN 0-697-06551-0. | [75] Pihlaja, J. et al., 2017. From electronic WOM to social eWOM: Bridging the trust deficit. In: Journal of Marketing Theory and Practice. 2017, 25(4), 340-356. ISSN 1069-6679. | [76] Przybylski, A. K. et al., 2013. Motivational, emotional, and behavioral correlates of fear of missing out. In: Computers in Human Behavior. 2013, 29(4), 1841-1848. ISSN 0747-5632. | [77] Putri, L. and Wandobori, H., 2016. Factors influencing cosmetics purchase intention in indonesia based on online review. In: International Conference on Ethics of Business, Economics, and Social Science. 2016, pp. 255-263. ISSN 2528-617X. | [78] Rahi, S., 2017. Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. In: International Journal of Economics and Management Sciences. 2017. ISSN 3046-9279. Available at: <<https://doi.org/10.4172/2162-6359.1000403>> | [79] Rao, K. S. et al., 2021. Examining eWOM-purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. In: IIMB Management Review. 2021, 33(4), 309-321. ISSN 0970-3896. | [80] Sparks, B. A. and Browning, V., 2011. The impact of online reviews on hotel booking intentions and perception of trust. In: Tourism Management. 2011, 32(6), 1310-1323. ISSN 0261-5177. | [81] Srivastava, V. and Kalro, A. D., 2019. Enhancing the helpfulness of online consumer reviews: the role latent (content) factors. In: Journal of Interactional Marketing. 2019, 48, 33-50. ISSN 1094-9968. | [82] Steffes, E., and Burgee, L., 2009. Social ties and online word of mouth. In: Internet Research. 2009, 19(1), 42-59. ISSN 1066-2243. | [83] Sue, V. M. and Ritter, L. A., 2012. Conducting online surveys. SAGE Publications, 2012. ISBN 9781412992251. | [84] Sukumaran, A., Vezich, S., McHugh, M. and Nass, C., 2011. Normative influences on thoughtful online participation. Proceedings of the SIGCHI conference on human factors in computing systems. New York, 2011, pp. 3401-3410. | [85] Tapanainen, T. et al., 2021. Impacts of online word-of-mouth and personalities on intention to choose. In: Computers in Human Behavior. 2021, 116, 106656. ISSN 0747-5632. | [86] Taylor, C. R., 2018. The new era of electronic word of mouth (eWOM): Be more chill over rules the critics. In: International Journal of Advertising. 2018, 37(6), 849-851. ISSN 0265-0487. | [87] Tsao, W. C. et al., 2015. Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. In: International Journal of Hospitality Management. 2015, 46, 99-111. ISSN 0278-4319. | [88] Varma, D. et al., 2023b. Understanding the impact of eWOM communication through the lens of information adoption model: A meta-analytic structural equation modeling perspective. In: Computers in Human Behavior. 2023, 143, 107710. ISSN 0747-5632. | [89] Varma, D. et al., 2023a. A meta-analysis of antecedents and consequences of eWOM credibility: Inves-

tigation of moderating role of culture and platform type. In: Journal of Business Research. 2023, 154, 113292. ISSN 0148-2963. | [90] Varma, S. and Yadav, N., 2021. Past, present, and future of electronic word of mouth (EWOM). In: Journal of interactive marketing. 2021, 53, 111-128. ISSN 1094-9968. | [91] Vermeulen, I. E. and Seegers, D., 2009. Tried and tested: the impact of online hotel reviews on consumer consideration. In: Tourism Management. 2009, 30(1), 123-127. ISSN 0261-5177. | [92] Wang, X. et al., 2012. Social media peer communication and impacts on purchase intentions: A consumer socialization framework. In: Journal of Interactive Marketing. 2012, 26(4), 198-208. ISSN 1094-9968. | [93] Wang, J. J. et al., 2018. Understanding the effects of eWOM social ties on purchase intentions: A moderated mediation investigation. In: Electronic Commerce Research and Applications. 2018, 28, 54-62. ISSN 1567-4223. | [94] Wijenayake, S. et al., 2020. Impact of contextual and personal determinants on online social conformity. In: Computers in Human Behavior. 28, 106302. ISSN 0747-5632. | [95] Ye, Q. et al., 2011. The influence of user-generated content on traveler behavior: an empirical investigation on the effects of eWOM on hotel online bookings. In: Computers in Human Behavior. 2011, 27(2), 634-639. ISSN 0747-5632. | [96] Zhang, K. Z. et al., 2014. Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model. In: Decision Support Systems. 2014, 67, 78-89. ISSN 0167-9236. | [97] Zhao, K., Stylianou, A. C. and Zheng, Y., 2018. Sources and impacts of social influence from online anonymous user reviews. In: Information & Management. 2018, 55(1), 16-30. ISSN 0930-5181. | [98] Zhao, M. and Xie, J., 2010. Effects of social and temporal distance on consumers' responses to peer recommendations. In: Journal of Marketing Research. 2010, 48(3). ISSN 0022-2437. | [99] Zheng, L., 2021. The classification of online consumer reviews: A systematic literature review and integrative framework. In: Journal of Business Research. 2021, 135, 226-251. ISSN 0148-2963. | [100] Zhu, H. et al., 2014. To switch or not to switch: Understanding social influence in online choices. In: American Behavioral Scientist. 2014, 58(10), 2257-2266. ISSN 1552-3381. | [101] Zhu, R. et al., 2009. The effect of conformity tendency on pedestrians' road-crossing intentions in China: An application of the theory of planned behavior. In: Accident Analysis & Prevention. 2009, 41(3), 491-497. ISSN 0001-4575.

Kľúčové slová | Key Words ——— online review processing, social conformity, social validation, expertise, Elaboration Likelihood Model (ELM), Social Influence Theory (SIT) | *spracovanie online recenzií, sociálna konformita, sociálna validácia, odbornosť, model pravdepodobnosti vypracovania (ELM), teória sociálneho vplyvu (SIT)*

JEL klasifikácia | JEL Classification ——— M31

Résumé ——— **Interakcia medzi kognitívnym procesom a sociálnou dynamikou pri formovaní individuálnej analýzy online recenzií. Časť I.**

Zatiaľ čo interné faktory, ako sú recenzie a charakteristiky recenzentov, boli podrobne preskúvané, vplyv externých, najmä sociálnych faktorov na spracovanie online recenzií zostáva pomerne málo známy. Tento výskum preklenuje túto medzeru tým, že skúma, ako sociálne tlaky: sociálna konformita, sociálna validácia, ovplyvňujú spôsob, akým jednotlivci analyzujú online recenzie. Kombináciou modelu pravdepodobnosti vypracovania (ELM) a teórie sociálneho vplyvu (SIT) navrhujeme komplexný rámec na skúmanie dvoch kľúčových dimenzií: Spracovanie online recenzií a vplyv sociálnych faktorov na tento proces. Uskutočnili sme štúdiu medzi spotrebiteľmi výrobkov starostlivosti o pleť, pričom sme odhalili, že sociálna konformita, významne ovplyvňuje spoliehanie sa na periférne podnety (hodnotenia, dôveryhodnosť zdroja), avšak sociálna validácia nevykazuje významný vplyv. Okrem toho zapojením expertízy moderátora pozorujeme, že priamy vplyv sociálnych faktorov sa oslabuje. To naznačuje, že jednotlivci so silnými znalosťami daného predmetu sú pri hodnotení online recenzií menej náchylní na presvedčovaciu silu sociálnych podnetov.

Kontakt na autorov | Address ——— Dr. Nabil Boumesbah, Abderrahmane Mira University, Department of Commercial Sciences, Bejaia, Algeria, e-mail: nabil.boumesbah@univ.bejaia.dz

Moussa Chenini, Higher School of Management, Department of Management, Tlemcen, Algeria, e-mail: m.chenini@esm-tlemcen.dz

Recenzované | Reviewed ——— 27. February 2024 / 14. April 2024

THE RISE OF DIRECT SALES

MODELS FOR FAST FASHION 2.0:

SUSTAINABLE GREENWASHING?

Direct sales models have become popular alternatives to traditional retail in fast moving consumer goods, fashion, grocery, consumer electronics, home and personal care, home improvement or pet & animal assortment to name a few. Whereas traditional brick-and-mortar retail sales have been either stable or declining, online retail turnover has recently increased in many developed markets. The overall technological advancements and the rise of (inexpensive and fast) home delivery services provided a fertile ground ever greater number of items, which are at large individually packaged and delivered to customers. Direct sales models offer brands greater control over their customer relationships and brand narratives. As consumer expectations continue to evolve dynamically, direct sales models are likely to remain a key strategy for brands looking to thrive in an increasingly digital and competitive retail landscape.

Direct sales models empower brands to differentiate themselves in a crowded market and maintain control over their product offerings, pricing strategies, and marketing initiatives. Brands can directly convey their unique value propositions, tell their brand stories, and build deeper connections with their target audiences. Furthermore, direct sales models generate valuable data and insights that help brands understand consumer behavior, preferences, and purchasing patterns. By leveraging data analytics, brands can optimize their offerings, marketing strategies, and customer engagement efforts, hence deliver personalized customer experiences.

Direct sales model is believed to have a lower carbon footprint compared to traditional retail models, primarily due to shorter supply chains bypassing warehouses and intermediaries. Direct sales models often operate on a "made-to-order" or "just-in-time" basis, hence reduce the need for excessive (potentially disposable) inventory. Many online marketplaces utilize advanced IT systems, optimize shipping and delivery routes. Several prioritize or offer sustainable transportation methods and packaging.

While direct sales models generally tackle sustainability benefits in terms of carbon footprint compared to traditional retail models, it's essential to consider other factors beyond transportation emissions, such as material sourcing, production technologies, labor practices, and/or product durability. Despite the sustainability claims made by many product and store brands operating under direct sales models, there is a growing concern about greenwashing. Exaggerated claims about sustainable practices, misleading marketing tactics, or the use of vague and unsubstantiated sustainability labels are not uncommon. Others do not emphasize sustainability in their operating practices whatsoever.

For instance, the fashion industry has witnessed a seismic shift towards Fast Fashion 2.0. E-commerce giants like Temu and Shein have disrupted the fashion landscape with their fast-paced, trend-driven business models and operate directly out of China. The Spanish fashion giant Inditex and its Zara brand are behind most of the cargo traffic at Zaragoza airport and have been repeatedly accused of excessive transport emissions. The reliance on air cargo for transporting fashion goods from distant manufacturing hubs poses significant environmental challenges. Air freight emits higher levels of greenhouse gases compared to other modes of transportation, contributing to climate change and air pollution. Manufacturing in developing countries also raises concerns regarding sustainability, ethical sourcing, and labor practices. Balancing the convenience and affordability of online shopping with sustainability and social responsibility remains a pressing challenge for these emerging players.

Fast Fashion 2.0 represents a paradigm shift in the fashion industry, characterized by a renewed focus on sustainability, transparency, and direct-to-consumer sales models. While these developments hold promise for a more responsible and ethical fashion ecosystem, challenges persist, particularly concerning the environmental impact of air cargo and the practices of e-commerce giants like Temu and Shein. Addressing these challenges will require collaboration, innovation, and a concerted effort from brands, consumers, and policymakers alike. Ultimately, the future of fashion lies in striking a balance between profitability and sustainability, where ethical considerations are woven into the fabric of every garment. By cutting out intermediaries in direct distribution models, brands can lower costs, improve profit margins, and respond more swiftly to consumer demands. And the speed of bringing latest trends to market seems to be the decisive feature.

Résumé — Vzestup modelů přímého prodeje rychlé módy 2.0: Udržitelný greenwashing?

Fast Fashion 2.0 představuje změnu paradigmatu v módním průmyslu, která se vyznačuje důrazem na rychlost přinášení trendů spotřebitelům a přímé modely prodeje. Modely přímé distribuce pomáhají snižovat distribuční náklady, zvýšit ziskové marže a rychleji reagovat na požadavky spotřebitelů. A právě rychlost uvádění nejnovějších trendů na trh se zdá být pro módu rozhodujícím prvkem. K překonání nemalých vzdáleností mezi místy výroby a místy spotřeby je však často využívána letecká přeprava, mají cí vysokou uhlíkovou stopu. Praktiky gigantů elektronického obchodu, jako jsou Temu a Shein, kteří operují přímo z Číny, jsou často veřejně označovány jako neetické, co se týká pracovní síly, plýtvání materiály pro výrobky i obaly nebo dumpingové ceny. Řešení těchto problémů bude vyžadovat spolupráci, inovace a společné úsilí značek, spotřebitelů i tvůrců politik. Budoucnost módy nakonec spočívá v nalezení rovnováhy mezi ziskovostí a udržitelností, kdy jsou etické aspekty vetknuty do struktury každého oděvu.

Kontakt na autorov | Address — doc. Ing. Pavel Štrach, Ph.D., Ph.D., Škoda Auto University, Marketing and Management Department, Na Karmeli 1457, 293 01 Mladá Boleslav, Czech Republic, e-mail: pavel.strach@savs.cz

SÚŤAŽ EFFIE AWARDS SLOVAKIA 2023 MÁ VÍŤAZOV



Porota zložená z 55 odborníkov na reklamu a marketingových špecialistov ocenila najefektívnejšie práce reklamných kampaní minulého roka. Klub reklamných agentúr Slovenskej republiky (KRAS) je organizátorom a odborným garantom súťaže EFFIE AWARDS Slovakia.

Odvzdanie cien sa uskutočnilo v piatok 9. februára v priestoroch Mlynica, ktorého sa zúčastnilo 400 ľudí z reklamnej branže. Do aktuálneho ročníka súťaže sa prihlásilo 39 prác, 24 z nich vybrala porota 1. kola pod vedením Kamila Charváta, člena prezídia KRAS a COO MUW Saatchi & Saatchi na shortlist. Z nich napokon spolu s porotou 2. kola vybrali 12 kampaní, ktoré ocenili zlatými, striebornými a bronzovými oceneniami EFFIE. Súťažilo sa v troch sekciách: produktové kampane, špeciálne kampane a v sekcii EFFIE for goods.

V sekcii produktových kampaní boli udelené nasledujúce ocenenia: V kategórii FMCG si striebro odniesla kampaň Láskyplný piatoček od prihlasovateľov Wiktor Leo Burnett a Kofola. V kategórii Finančné služby porota ocenila striebornou trofejou kampaň Úprimne? od TRIAD, Mindshare Slovakia a UNIQA. Striebro získala aj kampaň Budúcnosť je vaša od Zaraguza a Slovenskej sporiteľne. V kategórii Telekomunikačné služby porota udelila zlato kampani Rešpekt pre všetko, čo nás spája od MUW Saatchi & Saatchi a Telekomu. V kategórii ostatné boli udelené dve bronzové ocenenia. Prvé za kampaň Creative Fast AID od prihlasovateľa TRIAD. Druhé za kampaň Preventívka bez výhovoriek od MullenLowe GGK a Všeobecnej zdravotnej poisťovne.

V sekcii špeciálnych kampaní boli udelené nasledujúce ocenenia: V kategórii small budget si bronz odniesla kampaň Tvoja úspešná budúcnosť sa začína na Trnavskej univerzite od prihlasovateľov Kreatívna dvojica a Trnavská univerzita v Trnave. Striebro získala kampaň Creative Fast AID od prihlasovateľa TRIAD.

V sekcii EFFIE for goods boli udelené nasledujúce ocenenia: V kategórii ESG projekty komerčných značiek striebro získala kampaň Darovanie máme v krvi od MUW Saatchi & Saatchi a Telekomu. V kategórii Non-Profit komunikácia tretieho sektora bronz získala kampaň Nastenka: Neverte ruským rozprávkam od prihlasovateľov THIS IS LOCCO a Zastúpenia Európskej komisie na Slovensku. Striebro získala kampaň Deti v núdzi musí byť vidieť od prihlasovateľov Respect APP, SKPR Strategies a Úsmev ako dar. Zlato získala kampaň Máš dost životov? od zadávateľa IPčko, občianske združenie.

Kampane ocenené zlatou alebo GRAND EFFIE získavajú možnosť ďalej súťažiť v nadnárodnom formáte EFFIE BEST of the BEST a v konkurencii prác z celého sveta. Bližšie informácie je možné nájsť na: <https://effie2023.sk>.

ČEŠI A REKLAMA 2024

Česká marketingová spoločnosť vydala tlačovú správu, ktorá obsahuje výsledky pravidelného prieskumu zameraného na postoje českej verejnosti k reklame. Zadávateľom výskumu bola Česká marketingová spoločnosť (ČMS), POPAI CE a České sdružení pro značkové výrobky (ČSZV). Prieskum realizovala výskumná agentúra ppm factum research. Tento rok išlo už o 41. vlnu prieskumu.

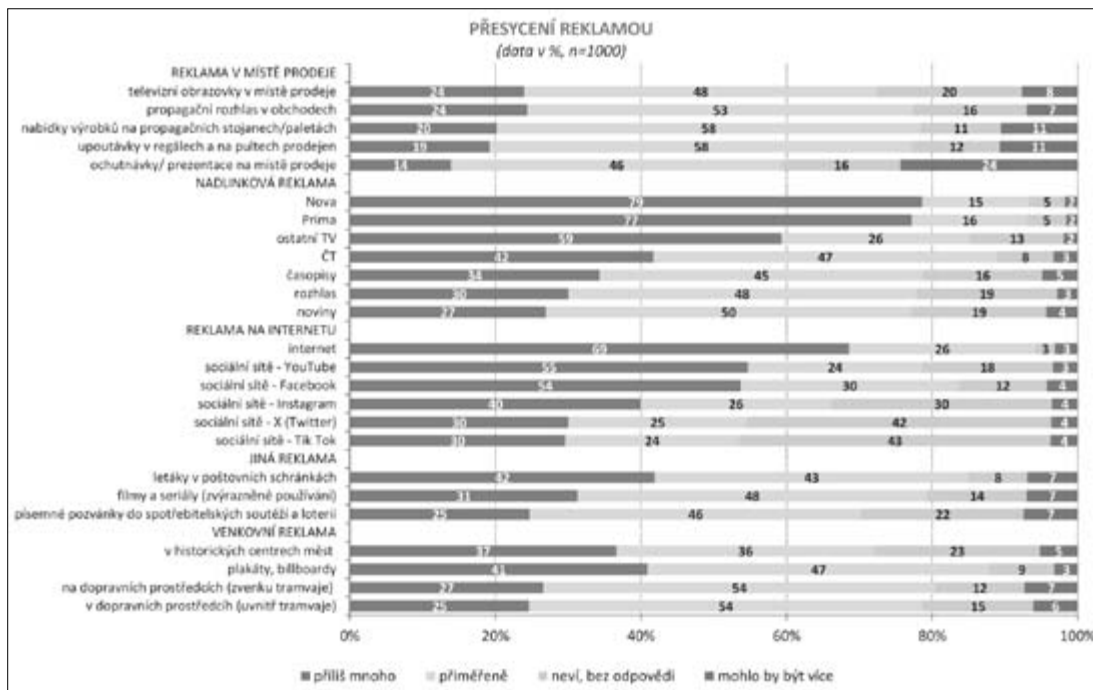
Autorka a zakladateľka výskumu Jitka Vysekálová sa k výskumu vyjadrila: „Výzkum probíhá pravidelně každoročně od roku 1993, v letošním roce proběhla již 41 vlna tohoto šetření. V prvních letech byl výzkum realizován vícekrát ročně, takže teoreticky jsem se mohla s některými novináři setkat již po čtyřicáté první. Základní výzkumné otázky zůstávají stejné, ale postupně zařazujeme aktuální témata odpovídající vývoji a významu reklamy nejen jako součásti marketingového mixu, ale i jako důležitého společenského jevu.“ Ďalej pokračujeme v tlačovej správe.

Výzkum se zaměřuje na tato témata a pokouší se odpovědět na tyto otázky:

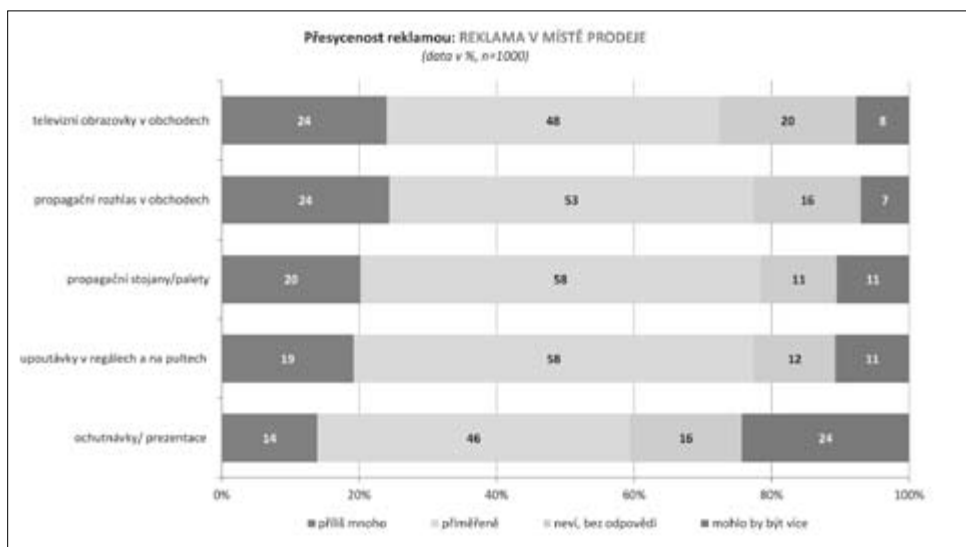
Mění se postoje lidí k intenzitě reklamy v jednotlivých médiích? Jak vnímají množství reklamy na internetu a sociálních sítích?

- | Kde ještě „zbývá prostor“ pro reklamu, kde by jí alespoň část populace uvítala více?
- | Je reklama součástí našeho života, je potřebná pro ekonomiku země?
- | Manipuluje reklama lidmi, podporuje zbytečný konzum?
- | Jakou reklamu lidé očekávají, jaké požadavky na ni kladou?
- | Dají si zákazníci od reklamy poradit při koupi výrobků a přiznají to?
- | Jaký má česká veřejnost názor na reklamu na léky, cigarety a alkohol? Je to stejné pokud jde o pivo, víno a destiláty?
- | Jaký postoj má naše populace k využívání erotických a sexuálních motivů v reklamě?
- | Jakou reklamu lidé chtějí, jaké má mít vlastnosti? Stále chtějí, aby byla pravdivá?
- | A co říkají občané naší země politické reklamě? Věří jí?
- | Jak můžeme rozdělit českou populaci na základě postojů k reklamě? Kolik je „milovníků“ reklamy a kolik z nás reklamu nesnáší?

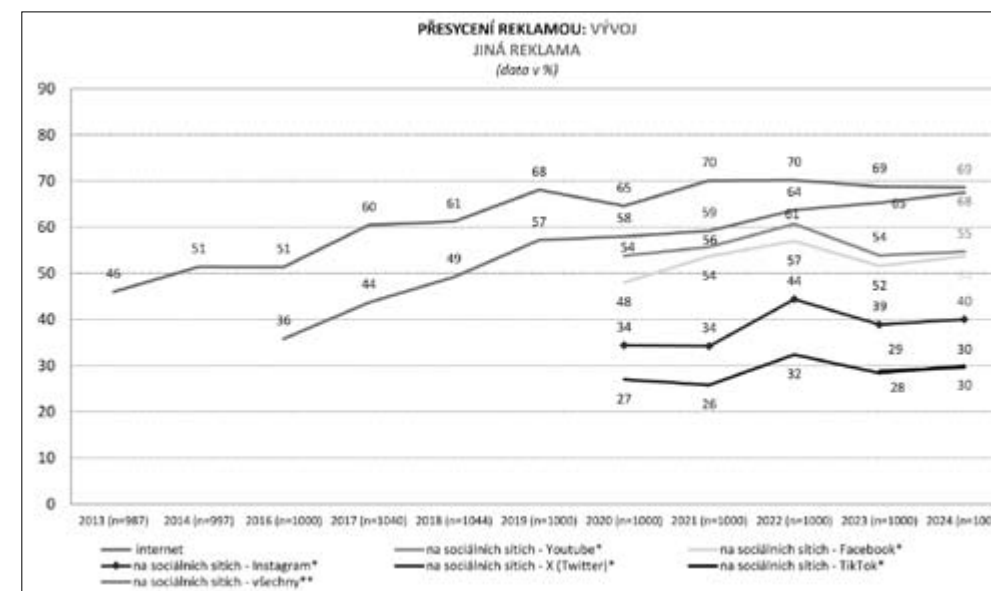
Podívejme se podrobněji na některé aktuální výsledky z ledna 2024 — Kde jsou lidé reklamou nejvíce přesyceni? Kde zůstává „volný prostor“?



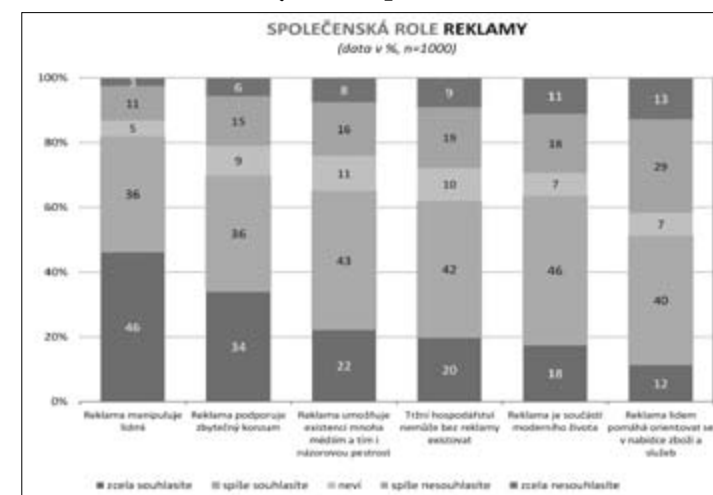
Od minulého šetření nedošlo k zásadním změnám. Lidé stále uvádějí, že „příliš mnoho“ reklamy je v komerčních televizích a v posledních letech je „doháněn“ internet a sociální sítě. Zároveň jsou to ale média, která mají vliv při rozhodování o koupi, jak je zřejmé z dalších výsledků. Nejvýraznější je přesycenost reklamou na Nově a Primě, nepatrně klesl podíl těch, kteří jsou přesyceni reklamou v tisku. Již mnoho let zůstává potenciálním prostorem pro reklamu místo prodeje, kde je reklama – především ochutnávky a prezentace – přijímána nejpozitivněji. Čtvrtina populace by jich dokonce „přivítala více“. Dále pak 39% uvádí, že „lidé se při nákupu řídí propagačními materiály v místě prodeje“.



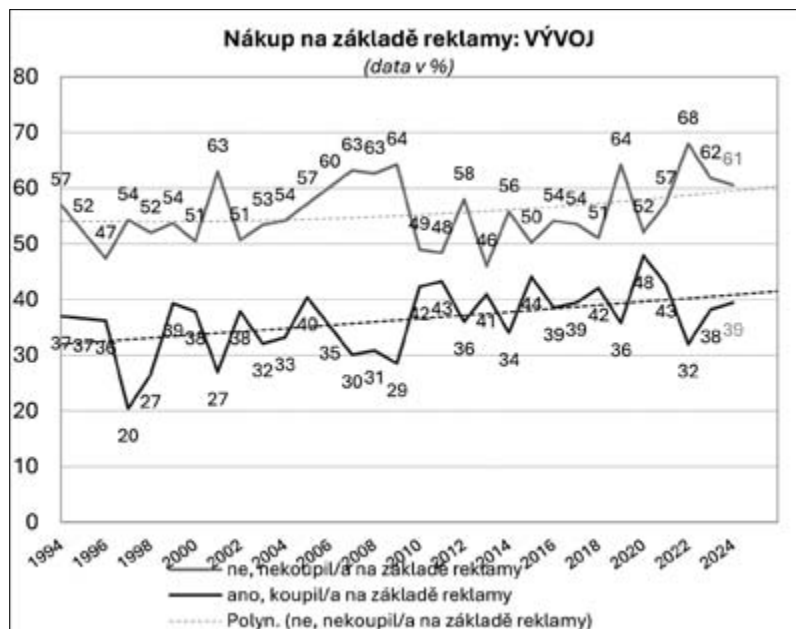
Intenzitu reklamy na komerčních televizích (Nova, Prima) negativně vnímají častěji starší lidé nad 60 let, vysokoškoláci a ti, kteří uvádějí, že „reklamu nesnáší“. Reklamu na internetu považují za přílišnou častěji vysokoškoláci, není výrazný rozdíl z hlediska věku. Product placement (zvláštěně používání značkových výrobků ve filmech) považuje za přiměřeně častěji mladá generace, celkově tento způsob reklamy vnímá jako přiměřený cca polovina populace, častěji se nevyjádřili starší lidé a lidé se základním vzděláním. Na Facebooku vnímá reklamu jako přílišnou častěji střední generace 30-44 let, na Instagramu je to mladá i střední generace s tím, že mladí ji častěji považují za přiměřenou. Věková kategorie 60+ se častěji nevyjádřila. Stejně tak se tato věková skupina častěji nevyjádřila k reklamě na Twitteru a Tik Toku. Příliš mnoho reklamy na Twitteru uvádějí častěji muži a polovina žen se k tomu nevyjádřila. Youtube je příliš zahlcen reklamou pro mladou i střední generaci, Tik-Tok hlavně pro generaci střední.



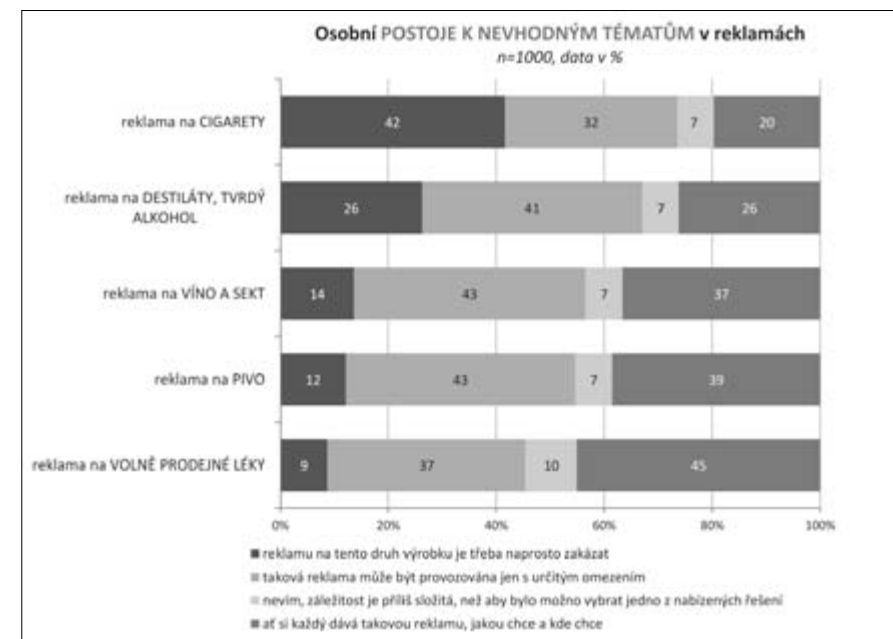
Je reklama velkým manipulátorem? Je součástí našeho života?



Reklama je na jedné straně vnímána jako samozřejmá součást moderního života (64%), je uznáván její význam pro existenci nezávislých médií (63%) i důležitost pro ekonomiku země (62%), ale na straně druhé je negativně posuzován její vliv jako manipulátora (82%) podporujícího zbytečný konzum (70%). Ambivalentní postoje vyjadřují složitost reklamy jako společenského jevu, který sebou přináší její pozitivní i negativní hodnocení zaznamenáváme po celou dobu šetření. Během výzkumu se snižoval podíl pozitivních charakteristik, ale ve srovnání s rokem minulým nedošlo k zásadním změnám. Reklamu jako součást moderního života uvádějí častěji mladí lidé a ti, kteří patří do „skupiny“ těch, kteří reklamu milují. Starší věková skupina a lidé s VŠ vzděláním častěji souhlasí s tím, že reklama podporuje zbytečný konzum.



Nákup ovlivněný reklamou „přiznává“ v letošním roce cca 40% populace, což odpovídá procentu těch, kteří uvádějí, že reklama jim pomáhá při nákupním rozhodování. Po celou dobu našeho šetření se - procento lidí přiznávajících nákup na základě reklamy pohybuje průměrně mezi 30% – 45%. Lze předpokládat, že řada lidí nákup na základě reklamy „nepřizná“ ať již proto, že si ho neuvědomuje nebo ho přiznat nechce. V letošním výzkumu uvádějí ovlivnění nákupu reklamou častěji mladí lidé ve věku 16-29 let a obyvatelé Čech. A co lidé nejčastěji na základě reklamy nakupují? Podobně jako v minulých letech lidé nejčastěji uvádějí potraviny, nápoje, elektroniku a kosmetiku.



Poměrně tolerantní postoj zaujímá česká veřejnost k reklamě na volně prodejné léky a potravinové doplňky, kdy naprostý zákaz požaduje jen 9% populace, s určitým omezením souhlasí cca jedna třetina dotázaných. Z doplňujících šetření víme, že omezení se vztahují především k ochraně zdraví a požadavku na odborné posouzení informací podávaných v této reklamě, lékaři. Nejvýrazněji se projevují negativní postoje k reklamě na cigarety, kdy její naprostý zákaz požaduje 42% populace a s omezením souhlasí jedna třetina. Ve srovnání s minulým obdobím nedošlo k výrazným změnám.



Již tradičně byl i v posledním výzkumu zaznamenán tolerantní postoj české veřejnosti k využívání erotických a sexuálních motivů v reklamě. Pobouření a naprostý zákaz takové reklamy vyžaduje jen 5% české populace s tím, že se projevují rozdíly

mezi muži a ženami a jednotlivými věkovými skupinami. Pozitivní prostoje častěji zaujímají muži, ale rozdíly nejsou příliš výrazné. Dalším 14% se tyto reklamy nelíbí, ale nejsou pobouřeni a nevyžadují jejich zákaz.

Jak reklamu „vidíme“ a co od ní očekáváme?

Základním požadavkem na reklamu stále zůstává její pravdivost, na druhé místo se dostal požadavek, aby neobsahovala násilí. Potom je to obdobně jako v minulých letech srozumitelnost, důvěryhodnost, dostatek poskytovaných informací a slušnost reklamy. Za velmi důležité považuje tyto „vlastnosti“ 50 – 66% populace. Pravdivost zdůrazňují více středoškoláci a vysokoškoláci, reklamu bez násilí uvádějí častěji ženy a vysokoškoláci. Na dalších místech najdeme požadavky na nevtíravost, nepodbíživost, nápaditost, originalitu a vtípnost. Na posledních místech z hlediska požadavků na reklamu je vystupování známé osobnosti a odvázanost.

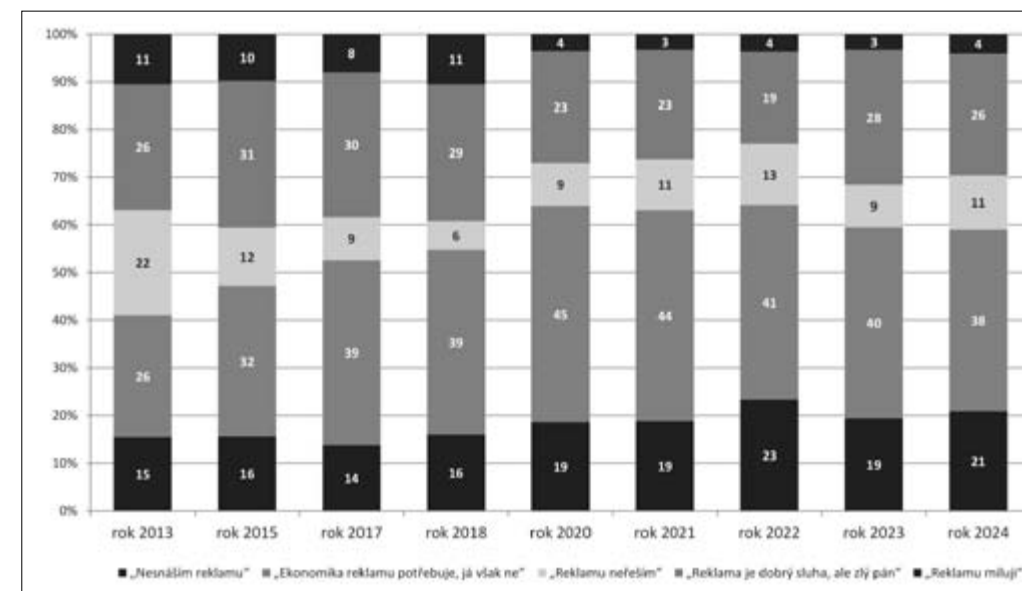
Věříme reklamám nebo nás alespoň pobaví?

Požadavek na důvěryhodnost reklamy zůstává stále nenaplněn. Její posouzení ani v tomto šetření nedoznalo výraznějších změn. 66% dotázaných uvádí, že reklama lže, že jí nelze příliš věřit. Naprostý nesouhlas s touto skutečností vyjadřují jen 4% dotázaných. Nepomůže vždy ani vystoupení známých osobností. S tím, že známá osobnost posílí důvěryhodnost reklamy zcela souhlasí jen 11% dotázaných. Názory se od minulého roku nezměnily, cca polovina populace připouští, že by tato skutečnost mohla hrát nějakou roli, ostatní to odmítají. Záleží samozřejmě na konkrétním kontextu. Můžeme říci, že trend vzestupu nedůvěry v reklamní sdělení, ale i důraz na posílení důvěryhodnosti využitím známých osobností se zastavil. Ani v tomto roce reklamy většinu lidí příliš nepobavily. Nesouhlas s tím, že reklamy jsou zábavné vysoce převyšuje procento těch, kteří reklamám zábavnost přisuzují (nesouhlas 66%, souhlas 28%). Procento nesouhlasu stoupá s věkem.

Co říkáme politické reklamě? Věříme jí, zajímá nás? A jak na nás působí?

Za poslední tři roky, kdy tento dotaz pokládáme, nedošlo k výrazným změnám. Lidé stále očekávají etickou, slušnou reklamu, ale skutečnost je jiná, více než 80% občanů je přesvědčeno, že politická reklama své sliby neplní a tak jí věří čím dál tím méně. V letošním roce bylo těchto optimistů 10%. Ovlivnění reklamou při hlasování u voleb „přiznává“ 15% populace, ale lze předpokládat – podobně jako ovlivnění při koupi – určitý podíl těch, kteří si ovlivnění neuvědomují nebo nepřiznávají. Osobní ovlivnění přiznávají spíše muži a lidé mladšího a středního věku. Politická reklama zajímá spíše muže a většinou nezajímá věkovou skupinu nad 60 let.

Segmentace dle postojů k reklamě. Jak se mění jednotlivé segmenty?



Z výsledků výzkumu vyplývá možnost charakterizovat na základě postojů k reklamě pět základních segmentů. Ty jsou, stejně jako v minulých letech, charakterizovány na základě postojů k množství reklamy, deklarované pomoci při nákupním rozhodování, „přiznání“ nákupu na základě reklamy, postojů k jednotlivým zkoumaným aspektům reklamy, postojů ke kontroverzním tématům, názorů na důvěryhodnost a zábavnost reklamy a dalším faktům, vycházejícím z tohoto výzkumu. Postoje se samozřejmě vyvíjejí, a to se projevuje i v naší segmentaci. Vezmeme-li srovnání za posledních 10 let, tak zatímco v roce 2013 „nesnášelo reklamu“ 15% populace, v současné době je to již 21%. Celkově také vzrůstá počet těch, kteří sice vyjadřují osobní negativní postoj, ale uznávají její důležitost pro ekonomiku a z 11% milovníků reklamy zůstala jen 4%. Ubylo také těch, kteří zastávají indiferentní postoj a „reklamu neřeší“. Reklama – ať chceme nebo ne – se stala součástí našeho života a je důležité vědět, jak se postoj k ní vyvíjí. Zvláště v době kdy se vývoj zrychluje, kdy vzrůstá význam nových technologií, nových komunikačních kanálů. Ale stále nesmíme zapomínat na obsah, odpovídající cílům komunikace. Dlouhodobé sledování tohoto vývoje může sloužit k podpoře adekvátních marketingových rozhodnutí. K tomu přispívají i výsledky našeho výzkumu.

CIALDINI, B. ROBERT, 2023. NOVÉ ZBRANĚ VLIVU. PSYCHOLOGIE PŘESVĚDČOVÁNÍ I V ONLINE SVĚTE. BRNO: JAN MELVIL PUBLISHING. 512 S. ISBN 978-80-7555-181-8.

Táto kniha je rozšíreným vydaním autorovej slávnej knihy Zbrane vplyvu, ktorá vyšla v štyridsiatich štyroch jazykoch vo svete. Posolstvo tejto knihy mi bolo už vtedy blízke a zostalo mi blízky i v tejto digitálnej dobe.

Autor knihy Robert B. Cialdini bol profesorom psychológie a marketingu na Arizonskej štátnej univerzite, na Stanfordovej univerzite a na Kalifornskej univerzite v Santa Cruz v USA. Je i členom Národnej akadémie vied USA. Problematike psychológie presvedčania sa venuje vyše pol storočia, bol a je školiteľom a konzultantom významných klientov spoločností ako sú Microsoft, NATO, SAP, Allianz a i.

Táto kniha je rozšírená o 150 strán textu, vlastne o novú oblasť pôsobenia vplyvu ovplyvňovania, manipulácie v súčasnosti - o online prostredie. Ide o praktické rady pre éru fake news, trolov, reklamných a online podvodov v spoločnosti.

Aktuálne zmeny v nej zahŕňajú nové poznatky o procese psychológie ovplyvňovania, psychológie presvedčania a psychológie vyhovenia v každodenných ľudských interakciách. V knihe tak pribudli nové prvky: použitie metód sociálneho vplyvu v prostredí internetu, rozšírenie záverečných poznámok v obsahu knihy a nový, všeobecný princíp sociálneho vplyvu - princíp jednoty.

Recenzovaná kniha má nasledovné členenie: Predhovor, Úvod, jednotlivé kapitoly, Poďakovanie, Poznámky, Bibliografia a Register. Je napísaná skôr hovorovým štýlom, čo bolo aj zámerom jej autora, ale to neznamená, že nemá odborný charakter. Všetky tvrdenia, odporúčania a návrhy autora v knihe sú doložené vedeckými dôkazmi.

Svoje poďakovania v knihe venoval autor osobitne takmer sto ľuďom, ktorí sa nejakým spôsobom podieľali na príprave a vzniku jeho knihy, a tiež menovite tridsiatim piatim ľuďom poďakoval za ich sprostredkované skúsenosti s ovplyvňovaním, po prečítaní jeho kníh.

Nedá mi, ako vždy, vysoko vyzdvihnúť obrovské množstvo precíznych poznámok, ktoré sú akoby samostatným doplňujúcim textom tejto pozoruhodnej knihy (tridsaťosem strán !), akoby pridanými ďalšími odkazmi na literatúru, alebo na spresnenie už uvedených informácií a poznatkov. Nepochybne je dôkazom autorovej vedeckej erudovanosti a vedeckého spracovania uvedenej problematiky aj štyridsaťšesť strán (!) bibliografických údajov literatúry a osem strán menného a vecného registra.

Áno, vo vedeckej metodológii je všeobecne známe, že obdobné súčasti odborných kníh sú vždy, vrátane obsahu, dôkazom autorovho uplatňovania a využívania vedeckej metódy pri ich tvorbe.

V jednotlivých kapitolách knihy predstavuje autor sedem nátlakových techník, alebo zbraní vplyvu. „Přestože existují tisíce metod, které se v praxi k získání souhlasu používají, většina z nich spadá do některé ze sedmi základních kategorií. Každá kategorie se řídí jedním psychologickým principem, který ovlivňuje lidské chování, a tím dáva dané metodě její moc. Kniha je podle těchto principu uspořádána.“

Jeden princíp-jedna kapitola.

„Principy jsou následující: reciprocita, sympatie, sociální schválení, autorita, vzácnost, závazek a konzistentnost a konečně jednota.“ (s. 14 – 15)

Pri každom princípe, technike, pravidle, alebo zbrani vplyvu autor uvádza jej všeobecnú funkciu v spoločnosti a konkrétne spôsoby ako ju využívajú špecialisti na vyhovenie, ako ju začleňujú do žiadosti o zakúpenie veci, o finančný príspevok, o povolenie, o volebný hlas, alebo súhlas. Autor ďalej skúma pri jednotlivých zbraniach, či princípoch, schopnosť získať od človeka automatické vyhovenie - ochotu bez veľkého premýšľania s požiadavkou súhlasiť. „Z výzkumu vyplývá, že kvůli stále se zrychlujícímu tempu a informační zátěži moderního života bude v budoucnu tento bezmyšlenkovitý způsob vyhovění převládat.“ (s. 15)

Je potrebné uviesť, že recenzovaná kniha, napriek svojmu rozsahu, dôslednej podrobnosti, veľkému množstvu príkladov zo života, je napísaná s prehľadom, je zrozumiteľná aj vďaka hovorovému jazykovému štýlu autora, ktorý zostal i naďalej odborným.

Každá kapitola obsahuje text s názvom „e-box“ s príkladmi, ako sa metódy ovplyvňovania prenášajú do najmodernejších technológií s komentárom autora knihy a tiež sú tu uvedené texty konkrétnych „skúsenosti čitateľov“ s pravidelnými poznámkami autora. Každá kapitola knihy je zakončená výstižným, prehľadným zhrnutím. V ďalšej časti textu uvedieme stručne jednotlivé kapitoly recenzovanej knihy.

V kapitole Reciprocita s podtitulom „Staré dobré“, „Daj a bude ti dané“ ide o to, že je v ňom obsiahnutá jedna zo základných noriem ľudskej kultúry. „Pravidlo vyžaduje, aby se člověk snažil druhému stejnou měrou oplatit to, co mu poskytl. Jelikož u obdarovaného vzniká pocit závazku v budoucnu laskavost splatit nemusejí se lidé bát dát něco druhým, mají totiž jistotu, že se jim to vrátí.“ (s. 80)

Toto pravidlo je typické tým, že najprv nám niečo darujú a potom nás požiadajú o láskavosť - na oplátku. Je to veľmi mocné pravidlo, prekonáva vplyvy aj iných faktorov. Najlepší spôsob obrany proti pôsobeniu reciprocitny nie je systematické odmietanie akýchkoľvek ponúk, ale vyhodnotenie, či nejde o trik a predefinovanie danej láskavosti. Ak pritom nepôjde o láskavosť, pravidlo reciprocitny nefunguje.

Kapitola knihy Sympatia má podtitul Priateľský zlodejčiek. Autor uvádza, že ľudia radi vyhovejú osobám, ktoré sú im sympatické, alebo ktoré majú radi. Tým aspektom je fyzická príťažlivosť, ktorá prináša určité výhody, ktoré sú omnoho väčšie ako by sa predpokladalo. „Fyzická přitažlivost vyvolává halo-efekt, který způsobuje, že danému jedinci přisuzujeme i další pozitivní vlastnosti, například talent, laskavost, nebo inteligenci.“ (s.128) Ďalším faktorom sympatie je podobnosť. Máme radi ľudí, ktorí sú nám podobní a ochotne im vyhovieme, často bezmyšlienkovito. Rovnako fungujú aj pochvala, chvála, komplimenty a známosti. So sympatiou súvisia i asociácie. „Přepojením své osoby nebo produktu s něčím pozitivním se zadavatelé reklam, politici a prodejci často snaží z oné positivity profitovat.“ (s. 128) Ako sa brániť rozhodovaniu pod vplyvom sympatie k žiadateľovi? Človek by mal spozornieť,

ak mu je niekto veľmi sympatický. Malo by to byť určité varovanie pre neho a konečné rozhodnutie by mal urobiť na základe faktickej ponuky.

Kapitola Sociálne schválenie s podtitulom Pravda sme my. V tejto kapitole autor uvádza, že ľudia pri rozhodovaní o tom, čomu majú veriť, alebo ako sa zachovať v danej situácii, zisťujú, čomu veria, alebo čo robia iní ľudia. Potom sa zachovávajú podobne. Je to tak pri nákupoch, pri príspevkoch na charitu, alebo pri liečení sa. Pôsobia tu faktory neistoty, vplyv množstva, či početnosti podobných rozhodnutí podobných ľudí. Faktor podobnosti a faktor istej stádovosti ľudí. Ochrana pred vplyvom sociálneho schválenia spočíva vo vedomom pestovaní si vnímavosti k falošným dôkazom o správaní ľudí, ktorí sa nám nejakým spôsobom podobajú a uvedomiť si, že správanie ľudí, početne mnohých a aj podobných nám, nemôže byť jediným dôvodom našich rozhodnutí.

V kapitole s názvom Autorita s podnázvom Riadená poslušnosť rieši autor problematiku poslušnosti určitej autority. „Síla této tendence (poslechnout oprávněnou autoritu) pramení ze systematických socializačních procesů, jejichž primárním účelem je vštípit členům společenství pocit že, uposlechnout znamená správný způsob chování.“ (s. 230) Ľudia majú sklon podriaďovať sa autorite skôr v reakcii na jej symboly, ako sú tituly, odev, doplnky, než na podstatu autority. Obrana proti tejto zbrani spočíva v hľadaní pravdy a dôveryhodnosti v osobe autority, ktorá sa nás snaží ovplyvňovať svojimi taktikami, zvyšujúcimi jej dôveru u ľudí.

Kapitola Závazok a konzistentnosť s podnázvom Škriatkovia našej mysle objasňuje potrebu človeka konať konzistentne so svojimi predchádzajúcimi slovami, skutkami, názormi a postojmi, a tak aj pôsobiť v očiach druhých ľudí. Je to tak preto, lebo konzistentnosť je pozitívna vlastnosť človeka, je dobré byť konzistentným a táto vlastnosť poskytuje cennú mentálnu skratku pri našom rozhodovaní v rozličných životných situáciách. Autor uvádza, že odolanie vplyvu nežiadúceho účinku vplyvu konzistentnosti je potrebné hľadať v dvoch častiach nášho tela: v žalúdku a v hĺbke našej duše. Sú to nepríjemné pocity v oblasti žalúdka a nepríjemné pocity našej mysle, keď nám nie je jasné, či je záväzok správny.

Ďalšou kapitolou knihy je kapitola s názvom Jednota a s podnázvom „My“ rovná sa zdieľané ja. Je známe, že ľudia delia ľudí na my a oni. Vo všeobecnosti máme sklon vyhovieť človeku, ktorého považujeme za jedného z nás. Pociťujeme spolupatričnosť, vzťah typu „my“ patrí do kmeňovej identity - kategórie „... které jedinci používají k definici sebe sama i skupin, do nichž náleží, například rasa, etnikum, národnost a rodina, ale také politická nebo náboženská příslušnost.“ (s. 402) Autor tu rezumuje, že solidárne vplyvy majú evolučný základ, že členovia spoločných skupín uprednostňujú výsledky a blaho svojich spolučlenov na úkor členov odlišných skupín, a aj ich preferencie sú solidárne. „Tyto tři konstanty se projevují v široké sféře oblastí, například v obchodu, politice, sportu či osobních vztazích.“ (s. 402) Bolo tiež zistené, že pocity jednoty s členmi odlišných skupín mávajú často krátkodobé trvanie.

Ostatná kapitola knihy má názov Bezprostredné ovplyvňovanie a podnázov Primitívna reakcia vo veku automatizácie. Autor v tejto kapitole pripomína a rozvíja základnú tému knihy - že keď sa o niečom, alebo o niekom rozhodujeme, často nevyužívame všetky dostupné relevantné informácie. Použijeme z nich len jediná, vysoko reprezentatívnu časť. Pritom „... přestože se spoléháním na omezené informace vystavujeme riziku hloupých rozhodnutí, tempo moderní doby nás vlastně k takovým mentálním zkratkám nutí.“ (s. 405) Pri tomto rozhodovaní výberu in-

formácie sa automaticky často spoliehame na vyššie uvedené faktory, alebo zbrane vplyvu, ako najspolehlivejšie a preto najobľúbenejšie, podrobne objasnené v autorovej knihe: faktory reciprocity, sympatie, sociálneho schválenia, vzácnosti, záväzku, konzistentnosti a jednoty.

Autor píše, že hlavnými charakteristikami dnešnej civilizovanej existencie sú: novosť, pomínavosť, rozmanitosť a zrýchľovanie, ktoré ovplyvňujú rozhodovanie o výbere informácií. „Zrychlující se životní tempo nám prostě nedovolí vždy analyzovat všechna pro a proti. Stále častěji se musíme uchýlovat k jinému rozhodovacímu přístupu - přístupu na základě mentálních zkratek, při němž rozhodnutí, zda nějakému požadavku vyhovět, nebo nevyhovět / případně zda souhlasit, uvěřit, či koupit provádíme na základě jediného, obvykle spolehlivého typu informace.“ (s. 412 – 413)

Kognitívne preťaženie našej spoločnosti v súčasnosti umožňuje rozširovanie rozhodovania na báze mentálnych skratiek. Špecialisti na vyhovieť ľuďom to len uvítajú, ak pritom použijú uvedené zbrane vplyvu vhodným prirodzeným spôsobom.

Recenzovaná kniha je skvelou ukážkou toho, ako renomovaný vedec a autor tejto knihy vedecky, zrozumiteľne i zábavne objasnil a umožnil čitateľom pochopiť zložitosť a pritom aj jednoduchosť ľudského správania v určitých situáciách.

Knihu možno odporúčať všetkým, koho zaujímajú psychologické aspekty marketingu v zmysle nielen pozitívneho, ale často i negatívneho ovplyvňovania ľudí v dnešnej digitálnej dobe.

DICTIONARY OF USEFUL MARKETING TERMS ^N

non-academic | **neakademický** — His latest book is aimed at a non-academic audience. | Jeho najnovšia kniha je určená pre neakademickú verejnosť.

non-accredited | **neakreditovaný** — People often choose to attend non-accredited courses because they are cheaper and easier. | Ľudia sa často rozhodnú navštevovať neakreditované kurzy, pretože sú lacnejšie a ľahšie.

non-achievement | **nedosiahnutie** — The reward system for the sales force is directly linked to quota achievement or non-achievement. | Systém odmeňovania pre predajcov je priamo spojený s dosiahnutím alebo nedosiahnutím kvóty.

non-cash | **nepeňažný** — Organizations are now offering their workers more non-cash benefits. | Organizácie teraz ponúkajú svojim pracovníkom viac nepeňažných výhod.

non-certified | **necertifikovaný** — The manufacturer used parts from a noncertified supplier. | Výrobca použil súčiastky od necertifikovaného dodávateľa.

non-deceptive | **neklamlivý** — By law, advertisements must be truthful and non-deceptive. | Podľa zákona musia byť reklamy pravdivé a neklamlivé.

non-deductible | **neodpočítateľný** — The new tax will be nondeductible. | Nová daň bude neodpočítateľná.

non-deferrable | **neodkladný** — Note that a percentage of the instalment payments can be postponed but the deposit is non-deferrable. | Upozorňujeme, že určité percento zo splátok je možné odložiť, ale záloha je neodkladná.

non-defining | **nedefinujúci** — A lot of women find other women attractive in a non-defining way. | Mnoho žien považuje iné ženy za atraktívne nedefinujúcim spôsobom.

non-delivery | **nedoručenie** — In the case of a non-delivery the buyer can claim money return. | V prípade nedoručenia tovaru môže kupujúci požadovať vrátenie peňazí.

non-durable products | **výrobky s krátkodobou spotrebou** — There was stronger demand for nondurables such as food. | Silnejší dopyt bol po výrobkoch krátkodobej spotreby, ako sú potraviny.

non-lethal | **nesmrtiaci** — Are you sure that stun guns are really nonlethal? | Ste si istý, že paralyzéry sú naozaj nesmrtiace?

non-lexical | **nelexikálny** — For ease of reading, repetitions, pauses, and non-lexical utterances have been excluded. | Pre uľahčenie čítania boli vylúčené opakovania, pauzy a nelexikálne prostriedky.

non-native | **nepôvodný, nerodilý (hovoriaci)** — The pond was stocked with a nonnative species of fish. | Rybník bol zarybnený nepôvodným druhom rýb.

non-natural | **neprirodený** — Car accidents are among the leading non-natural causes of death. | Dopravné nehody patria medzi hlavné neprirodené príčiny smrti.

non-negotiable | **nevyjednateľný** — The terms of this bank loan cannot be negotiated, they are fixed and non-negotiable. | Podmienky tohto bankového úveru sa nedajú vyjednávať, sú pevne dané a nevyjednateľné.

non-payment | **neplatenie** — The financial difficulties of the water companies in many countries have been caused by the non-payment of water bills. | Finančné ťažkosti vodárenských spoločností v mnohých krajinách spôsobilo neplatenie účtov za vodu.

non-personal | **neosobný** — They use cookies to collect some non-personal data from visitors to their website. | Používajú cookies na zhromažďovanie niektorých neosobných údajov od návštevníkov webovej stránky.

non-practical | **nepraktický** — The town governance invested in building a non-practical roundabout. | Magistrát mesta investoval do vybudovania nepraktického kruhového objazdu.

non-professional | **neprofesionálny** — I believe that even a non-professional can guide students. | Verím, že žiakov vie usmerniť aj neprofesionál.

non-profit making | **neziskový** — Non-profit-making organizations are not driven by profit but by dedication to a given cause. | Neziskové organizácie nie sú poháňané ziskom, ale oddanosťou danej veci.

non-realistic | **nereálny** — The game uses a number of non-realistic means. | Hra využíva množstvo nereálnych prostriedkov.

non-refundable | **nenávratný** — The purchaser will have to pay a five per cent non-refundable cash deposit to the auctioneer. | Kupujúci bude musieť zaplatiť dražobníkovi päťpercentnú nenávratnú zálohu v hotovosti.

Literatúra | **List of References** — [1] Cambridge Business English Dictionary. 2024. [online]. [cit. 2024-04-04]. Dostupné na: <<https://dictionary.cambridge.org>> | [2] Collins Dictionary. 2024. [online]. [cit. 2024-04-04]. Dostupné na: <<https://www.collinsdictionary.com>>

**CHARACTERISTICS OF RESEARCH
ON GREEN MARKETING.
THEORETICAL STUDY.
THE USE OF SMARTPHONES AMONG
YOUNG PEOPLE**

**INTERACTION BETWEEN COGNITIVE
PROCESS AND SOCIAL DYNAMICS
IN SHAPING INDIVIDUAL ANALYZING
OF ONLINE REVIEWS. PART I.**

**THE RISE OF DIRECT SALES MODELS
FOR FAST FASHION 2.0: SUSTAINABLE
GREENWASHING?**

**SÚŤAŽ EFFIE AWARDS SLOVAKIA 2023
MÁ VÍŤAZOV
ČEŠI A REKLAMA 2024**

