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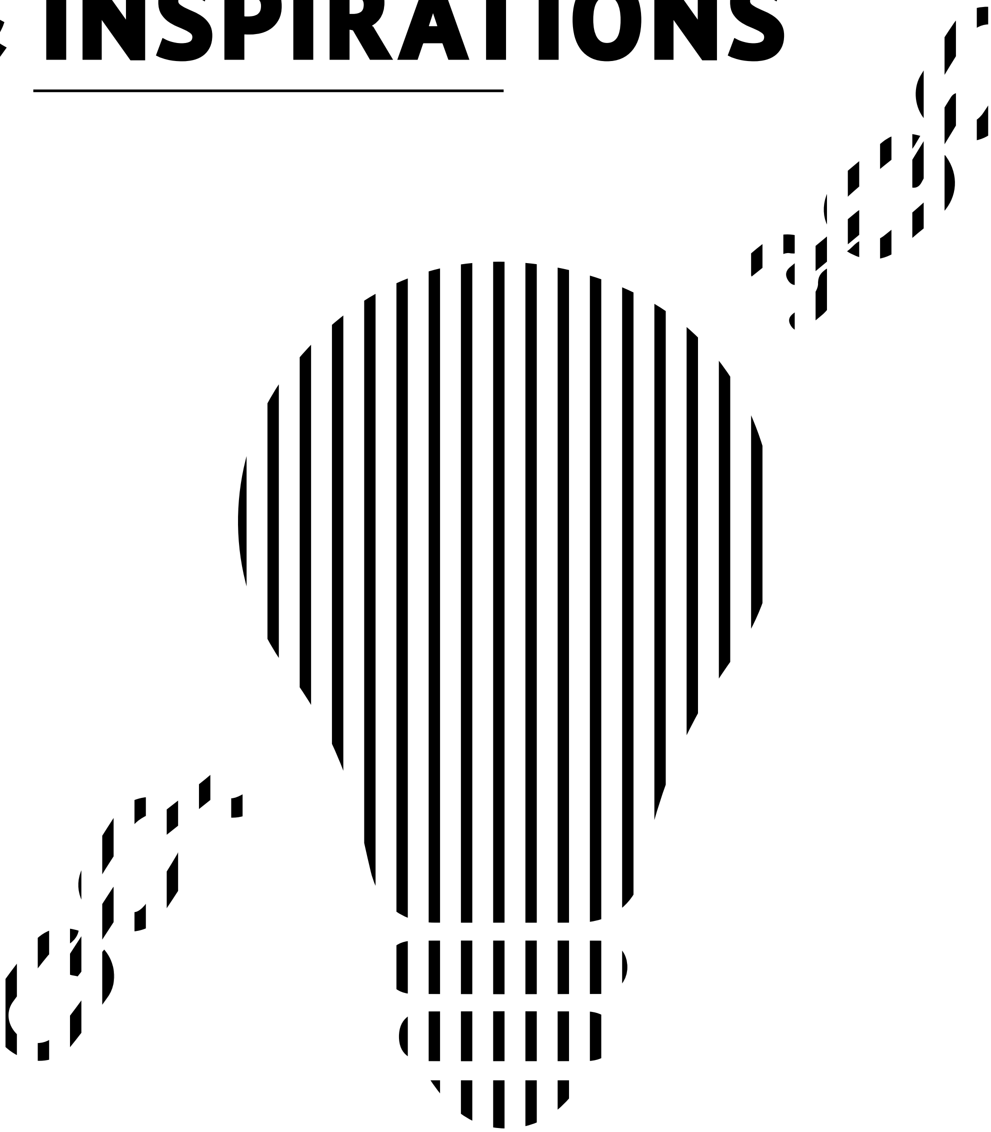

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TEXT | BOITUMELO POOE,
THOMAS DOBBELSTEIN

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INSIGHT INTO BIASES WHEN MEASURING SOCIOECONOMICS AND DEMOGRAPHICS OF CONSUMERS PATRONIZING RETAILING FASHION DESIGN ENTREPRENEURS: GERMANY'S PERSPECTIVE VS. SOUTH AFRICAN REQUIREMENTS

With an increasingly globalised market, it has become more pivotal to provide cross-cultural analytics of the different markets conducting international business. Thus, this paper aims to study demographic and socioeconomic variables inherent when conducting a cross-cultural analysis of consumer needs when patronising retailing fashion design entrepreneurs in Germany and South Africa. The primary problem was identified when the research team tried to match German and South African demographics and socioeconomic variables. A discrepancy in variables was recognised, delaying an appropriate cross-cultural analysis. Currently, fashion design entrepreneurs are becoming increasingly interested in the global market. Consequently, this research intends to provide information about consumer differences between one of the Southern African economies and one of the central European economies. Hence, this paper recognises that it does not need to compare „apples with apples" but instead acknowledges that cross-cultural analytics are still possible in different societies if similarities are not forced but rather acknowledged and appropriately managed. As a result, the diverse demographic and socioeconomic variables identified when conducting a cross-cultural analysis between German and South African consumers patronising fashion design entrepreneurs were scrutinised, and necessary recommendations were provided. Accordingly, the main question interrogated in this paper is that of demographic and socioeconomic differences between Germany and South Africa. Secondly, the question related to how bias can be avoided when comparing demographic and socioeconomic variables between Germany and South Africa is studied. Finally, the question connected to German consumers' characteristics and levels of patronage towards retailing fashion design entrepreneurs was addressed. The empirical data was collected through quantitative measures, through a survey and from 469 respondents in Germany. The findings indicated that construct, method and item biases all needed to be carefully considered for a cross-cultural analysis between Germany and South Africa. Secondly, the results revealed that the profile of consumers patronising retailing fashion design entrepreneurs in Germany as highly educated millennial females with an upper-middle-income living in metropolitan areas with no children. Finally, it was found that just over 10% of the population patronised retailing fashion design entrepreneurs in Germany.

1. Introduction

Fashion is one of the most globalized markets; Statista (2021) reported a fashion revenue of over €700,000m; Germany ranked sixth with over €25,000m, and South Africa ranking fifty-fourth with over €750m (which is over R1,200m). These figures highlighted significant differences with respect to size between the two markets.

In this paper, we debate essential factors to consider when researching cross-cultural differences between German and South African consumers, specifically with respect to those consumers interested in fashion products designed and produced by entrepreneurs in the retail-clothing environment. To achieve success in the global retail market, this paper assumes that it is essential for fashion design entrepreneurs to understand cross-cultural factors influencing consumer decisions.

The primary problem was identified while preparing to research cross-cultural differences between German and South African consumers patronizing retailing fashion design entrepreneurs. The demographic and socioeconomic variables considered for this paper were initially based on the German market; it soon became clear that utilizing the same variables would not holistically address the South African market. Considering the differences in demographic and socioeconomic variables, an initial empirical study was conducted in Germany to establish the primary differences and biases which needed consideration for cross-cultural analysis. Subsequently, this paper's main aim is to evaluate the difference in demographic and socioeconomic variables between Germany and South Africa to appropriately conduct a cross-cultural analysis of consumer needs to patronize retailing fashion design entrepreneurs. With that in mind, the objective of this paper is to identify the different cross-cultural biases that could potentially occur between the diverse demographic and socioeconomic variables recognized. As a result, the following research questions are addressed in this paper:

(1) What are the demographic and socioeconomic differences between Germany and South Africa?

(2) How can bias be avoided when comparing the different demographic and socioeconomic variables between Germany and South Africa?

(3) What are the demographic and socioeconomic characteristics of people patronising fashion retail entrepreneurs in Germany?

(4) What is the percentage of German consumers willing to patronise retailing fashion design entrepreneurs?

The bias and equivalence frameworks discussed in the literature review (section 2) were studied in order to outline the apparent and potential demographic and socioeconomic differences between Germany and South Africa.

2 Literature review

Cross-cultural analysis assists the process of investigating, developing and comparing different cultures (Gallagher and Savage 2013, p. 1029). At the same time, the bias and equivalence framework guides the process of identifying potential systematic errors and quality inferences in cross-cultural studies (van de Vijve 2018, p. 4). Equivalence is generally at the opposite end of bias; thus, bias is reduced when an investigation is more equivalent (Symen et al. 2017, p. 3). Fundamentally, equivalence and bias address methodological challenges in cross-cultural studies, with the primary aim being to reduce bias and ensure a sufficient level of equivalence (He and van de Vijver 2012, p. 3).

By definition, an instrument is biased when cross-referenced scores have different psychological meanings that have not been considered (van de Vijver 1998, p. 43). Equivalence, on the

contrary, is defined as the ability to demonstrate the actual differences in psychological meanings of cross-referenced scores (Fernández and Abe 2018, p. 5). Bias can be distinguished as either construct bias, method bias or item bias, while equivalence can be characterized as construct inequivalence, structural and functional equivalence (van de Vijve 2018, p. 5-8; Schultz et al. 2014, p. 269). Generally, bias addresses the implications of systematic error, and equivalence is more applicable at the measurement level, where scores obtained from different countries are compared (He and van de Vijver 2012, p. 5).
Since data from South Africa has not yet been collected, the literature review will only focus on the bias framework to identify potential systematic errors that could occur in the cross-cultural analysis between South Africa and Germany. Firstly, construct bias will be discussed in this section, followed by method bias which includes sample bias, instrument bias, and administrative bias. Lastly, literature related to item bias will be revised.

2.1 Construct bias

The manner in which humans comprehend the world enables them to develop mental models that are understandable to them, and those models are called constructs (McArthur 2007, p. 28). For construct bias to be avoided, different psychological meanings associated with specific variables must be considered by acknowledging that particular constructs cannot wholly overlap in certain cultures (He and van de Vijver 2012, p. 5). Therefore, for this paper, the different retail formats need to be considered in order to determine whether there are differences in constructs that overlap across cultures.
This paper measured the difference in consumer patronage between three different retail formats. Those retailers were referred to as independent small designer brands, small corporate brands, and corporate international/national designer brands. The independent „small“ designer brands refer to fashion design entrepreneurs with (potential) access to the global markets and self-employed with registered sole proprietorship, partly or self-owned limited liability companies and partnerships (Berglann Moen, Røed, and Skogstrøm 2010, p. 181-182). Furthermore, independent „small“ designer brands are fashion design businesses pushing the global industry forward through innovative designs and new business models with the ambitions of scaling up their global businesses (Business of Fashion n.d).
The independent „small“ designer brands are differentiated from small corporate brands and corporate international/national designer brands. The small corporate brands and corporate international/national designer brands refer to retail outlets which are not independently owned, operating either as specialty stores with a narrow product offering or department stores, which categorize their (wide and deep variety) products by grouping them in similarities and brand names (Diamond et al. 2015; Lee 2010, p. 597-598). The only difference between retailers which are designated as small corporate brands and corporate international/national designer brands is their size and their ownership of the brands.
With a clear construct of independent small designer brands, small corporate brands, and corporate international/national designer brands, examples of country-specific retailers can then be provided to consumers to ensure the constructs are clear and relevant for both Germany and South Africa. For further clarity in the survey, a brief definition of independent small designer brands, small corporate brands, and international/national designer brands could be provided in brackets after the question.
Another area where construct bias occurred in this paper is connected to the target population and is discussed in further detail in the methodology section in section 3.1.

2.2 Method bias

Method bias directly addresses the empirical process through sample bias, instrument bias and administration bias (van de Vijve 2018, p. 5).

2.2.1 Sample bias

In cross-cultural studies, sample bias can occur when population groups are incorporable (He and van de Vijver 2012, p. 5). While sampling bias in intracultural studies „occurs when some members of a population are systematically more likely to be selected in a sample than others. It is also called ascertainment bias (...)." (Bhandari 2021). This paper, however, will not concentrate on ascertainment bias but rather on cross-cultural sample bias.
To avoid sample bias, it should not be assumed that the variables such as residency and education in western and non-western countries are the same (Fernández and Abe 2018, p. 9-10; He and van de Vijver 2012, p. 5). Potential sample bias between German and South African consumers was explicitly identified with the residency variable and discussed more in section 3.1. Consequently, the comparison of remote cultures will not be possible, so the sample bias identified results in unavoidable cross-cultural differences, which will then be attributed to the target construct (van de Vijver and Tanzer 2004, p. 269)

2.2.2 Instrument bias

Instrument bias can be dependent on the stimulus material, response procedures or different response styles related to the actual data collection instrument (Fernández and Abe 2018, p. 9-10). Alternatively, instrument bias occurs due to the level of familiarity with testing processes. Different cultures have different practice systems that need to be considered during the data collection process (Els et al. 2016, p. 5). Generally, instrumental bias results from the difference in the familiarity of response procedures and due to the different response styles (van de Vijver and Tanzer 2004, p. 270).

2.2.3 Administrative bias

Administration bias then addresses the communication problems encountered during the data administration process (Fernández and Abe 2018, p. 9-10). For administration bias to be reduced, communication needs and the testing conditions of respondents need to be taken into consideration during the data collection process (van de Vijver 1998, p. 46; van de Vijver 2018, p. 5). Overall, administrative bias occurs due to different social or physical administrative environments, ambiguity in instructions for respondents or administrators, and differences in the expertise of administrators (van de Vijver and Tanzer 2004, p. 270).

2.3 Item bias

When specific words or phrases associated with a culture or country are used in the data collection process, the item/s may be deemed incomprehensible to other cultures or countries, leading to reduced participation (Brouwers et al. 2017, p. 3). Item bias also emerges from poorly translated items and ambiguous items with additional traits (He and van de Vijver 2012, p. 7).
There are various cases where item bias occurred, such as with the naming tests administered across different countries, which comprised of pictures such as pretzels and beavers, which are only known in specific European countries; another example is the „famous face recognition test“, which used country-specific celebrities that were unknown in other countries (Fernández and Abe 2018, p. 11-12). It is thus vital to ensure that the items tested are familiar in both countries. In the case of this study, item bias was identified as a potential issue when it came to analysing the levels of education; again, this is discussed in section 3.1.

3 Methodology

A quantitative research approach was followed. A cross-sectional research design was chosen, which means data was collected at one particular period in time (Kumar 2014, p. 368) during the 1st quarter of 2021. The study can be categorised as descriptive because the purpose was to answer the „what and how" questions outlined in the introduction and to define and describe the populations (McCombes 2020) in Germany and South Africa. In essence, this paper is regarded as an exploratory study, in preparation for the actual cross-cultural study between Germany and South Africa.

A quota sample size of 450 participants from Germany was set, considering the gender, income, and age, as illustrated in Table 1. Formula (1) explains how the targeted quota sample was initially set.

$$n = \frac{\sigma^2 \cdot Z^2}{E^2}$$

- σ = 1 ; z = 1,96 (because α= 0,05, 1 - α= 0,95) ; E= 0,1 → n= 384,16 (385)
- Failure rate consideration: n*0,10 = 38,5 (39) → n+ 39 = 424
- Sample size: rounded up to 450

Ultimately, 685 respondents were reached in Germany and n was reduced by 216. n was decreased due to the quality management process, which ensured that the answers obtained were of high quality; as a result, the following were excluded:

- Answers with a working time of <1/5 median.
- Unreasonable answers with no correlation.
- Respondents who did not meet the requirements of the control questions.

This resulted in a final sample of n=469 being analysed. Participation was entirely voluntary from readily available respondents, thus denoting a convenience sample (Waterfield 2018, p. 403). Convenience sampling is the prevailing non-probability approach. Units were included with unknown probabilities based on availability and opportunity through social ties of friends, colleagues, social media, and acquaintances (Vehovar et al. 2017, p. 329). In order to accomplish this, the target group was recruited through social media platforms (such as Facebook, WhatsApp and LinkedIn), real-life interaction (through relatives, friends, leisure/hobby groups, colleagues and referrals) and the internet using a poll pool-survey participation platform.

The survey was electronically administered, with the landing page explaining the purpose of the study and assuring the respondents of anonymity and confidentiality. Once the respondents had indicated informed consent, they would then proceed to the survey divided into four sections. The questions covered a series of subjects related to consumer buying behaviour (focused on shopping frequency, average money spent, information channels, shopping motivation and shopping behaviour during Covid-19), consumer needs, consumer preferences along with a consumer profile (demographic and socio-economic profile).

4 Results

The data was computed using Statistical Package for the Social Sciences (SPSS). The results demonstrated that 50% of the quota was below the required measures, while the other 50% exceeded the needed measures. In summary, the most significant number of responses were collected from women (n=50%), 25-39 years old (n=35.8%) with an income between 2.600€ and 4.499€ (n=37%). Table 1 illustrates the calculated quota sample expectations versus the actual data collected from respondents in Germany.

Variable	Category	Expected n	Expected %	Actual %
Gender	Men	225	50.0 %	49.0 %
	Women	225	50.0 %	50.0 %
	Diverse	0	0.0 %	0.4 %
Age	25-39	133	29.53 %	35.8 %
	40-49	87	19.44 %	17.9 %
	50-64	159	35.36 %	30.9 %
	65-74	71	15.67 %	15.1 %
	75+	0%	0.00 %	0.2 %
Income	0-1.299€	83	18.40 %	14 %
	1.300-2.599€	165	36.60 %	27 %
	2.600-4.499€	129	28.70 %	37 %
	≥4.500€	73	16.30 %	22 %

Table 1: Quota sampling
Source: Authors

Overall, all method bias and construct bias measures were identified as potential problems in this section. One of the variables often deliberated for data collection and census in South Africa is ethnicity. South Africa is known as the „rainbow nation", meaning it is a heterogeneous country. „The government uses it [ethnicity] (...) to help readdress (sic!) the stark imbalances in income and economic opportunities that are a legacy of the official racism of the past." (BBC News 2021). More importantly, ethnic data and census in South Africa are regarded as human capital. The data collected is perceived as imperative in informing government and private sector decision-making at all societal levels (StatsSA 2011).

On the other hand, Germany only has an estimation of national minority groups, as no population or socioeconomic census based on ethnicity has been collected in Germany since the end of World War II due to the persecution of minority groups under the Nazi regime (Federal Ministry of the Interior and Community n.d.). Another argument against „the measurement of ethnic minorities" is that the study of ethnicity could divide German citizens (Mohdin 2017). Despite that, for other minority groups in Germany, these ideas have been described as:

„Lofty principles aimed at boosting equality. But, many feel they harm racial progress (...) In a country that prides itself on the use of data and evidence, the lack of information speaks volumes. The result, says Gyamerah, is that if „you're not counted, then you don't count."

With two opposing viewpoints from countries trying to rectify their discriminatory past, it is crucial to approach the collection of ethnic data in this study with sensitivity. The South African views cannot be ignored, while the German standpoint cannot go unnoticed. As a result, due to the lack of information in Germany regarding ethnicity, the variable cannot be included in the quota sampling. Regardless, it would be recommended to have a question about race in the survey and provide an option to divert from the question considering German sensitivities. Overall, while South Africa addresses ethnicity in terms of skin colour or native culture, Germany addresses ethnicity in terms of nationality (cia.gov 2022). This differentiation poses a challenge with construct bias, which requires further deliberation with the research team. Bearing in mind that this study focuses on adding value to retailing fashion design entrepreneurs, ethnicity is considered a „relevant casual construct" which is vital in consumer behaviour and business analysis as race separates (i) biological and physical characteristics, (ii) personality traits and (iii) cultural values and norms (Rossiter and Chan 1998, p. 127).

4.1 Demographic and socioeconomic variables

Other demographic and socioeconomic variables measured (and not part of the quota sampling) were marital status, children in the household, education and residency. According to the demographic and socioeconomic measures of the respondents (see Table 2), the majority of respondents are married (n=43.9%), with no children in the household (n=61.2%), mainly obtaining a Bachelor's or FH-Diploma (n=30.3%), living in large cities or towns (n=29.4). Therefore, these results suggest that the consumers in Germany have combined incomes, with the majority of those households not utilising that income towards childcare. These results could be attributed to consumers with additional disposable income, a higher education, and living in urbanised developed areas. Consequently, all forms of bias need to be safeguarded, from construct bias to method bias and item bias, discussed below.

Marital status

In terms of marital status, the researchers would need to acknowledge that South African law recognises two types of marriages: civil unions and customary marriages (gov.za n.d.). A customary marriage by western culture and some Christian groups in South Africa is viewed as an engagement (Eduafo-Abraham 2019), but on the contrary, it is a lawful marriage. Thus, the construct of marital status in South Africa needs to be well defined, and that could be achieved through an additional description in brackets. For example, another delineation in brackets stating customary or civil marriages should be included with the „married' category.

Variable	Category	Actual %
Marital status	Married	43.9 %
	Single	27.9 %
	Living in partnership	7.2 %
	Divorced	19.6 %
	Widowed	1.3 %
Children in household	Yes	38.6 %
	No	61.2 %
Education	Haupt or Realschulabschluss	7.2 %
	Berufsausbildung	27.1 %
	Abitur	19.0 %
	Bachelor or FH-Diploma	30.3%
	Masters order Universitatsdiplom	14.1%
	Post Abitur	2.3 %
Residency	Metropolis	17.3 %
	City / large town	29.4 %
	Small town / village	26.4 %
	Rural areas	26.9 %

Table 2: Demographic and sociographic information
Source: Authors

Level of education

The second bias that needs to be avoided is item bias, which is in conjunction with the level of education. The German education system is unique, with certain overlaps with South Africa occurring only in higher education. On that premise, the items used to measure the level of education need to be country-specific. Once the data is collected, matching the educational items during the cross-cultural analysis would be recommended. For example, Grundschule would be paired with primary school, Hauptschule would be paired with middle school, or Gymnasium paired with high schools, as demonstrated in Table 3. Furthermore, each educational level would need to be separated instead of grouping academic levels (for convenience), as initially done with the study in Germany. This separation would ensure that administration bias is avoided. Table 3 illustrates a complete list of grouped educational level categories according to their level of study.

Germany Education	South Africa
Grundschule	Primary school
Hauptschule	Middle school
Realschule (not possible university entrance)	Technical school (possible university entrance)
Gymnasium	High school
Berufsausbildung (possible after Hauptschule or Realschule)	Vocational work (only after high school)
Diploma	
Degree	
Masters	
Doctorate	

Table 3: Differences in education levels
Source: Authors

Residency

The final potential bias to be deliberated in this section is method bias, specifically, sample bias concerning residency. It is important to note that residency categories such as villages and rural areas are entirely different between Germany and South Africa. Over and above that, South Africa records other residential formats, such as township and informal settlements. This particular variable, as with ethnicity, will not be comparing „apples to apples" or instead focusing on the diversity and differences between the two categories. Inevitably, when reporting on the residential areas in Germany and South Africa, the similarities are only with metropolitan areas, city/large towns and small towns. Otherwise, the rest of the sample reports cannot be matched.

4.2 Consumer patronage of retailing fashion design entrepreneurs

As the survey results are a consequence of non-probability convenience sampling and electronic administration, the data represented respondents residing predominantly in the South Western part of Germany with internet access. Thus, this indicated instrument bias, as individuals without or with limited internet access would have difficulty participating in the survey. Likewise, some generations are uncomfortable with online data collection processes, even with the surety of confidentiality and anonymity. Thus, they would have preferred offline methods. Consequently, this is one area where this research would remain limited.

Overall, the profile of consumers patronising retailing fashion design entrepreneurs in Germany was determined. It was found that the typical profile of retailing fashion design entrepreneurs supporters in Germany were female, born between 1982-1996, married or single with no children in their household, lived in cities or large towns, obtained a Bachelor's or Master's degree and were earning between 2.600-4.499€ (upper-middle-income group).

Unfortunately, a limited amount of 10.8% of consumers patronised retailing fashion design entrepreneurs within that target group, while 33.9% of the German population preferred to shop at small/corporate retailers. The majority of the population shopped at corporate national and international retailers. The level of consumer patronage in Germany is summarised in figure 1 below.

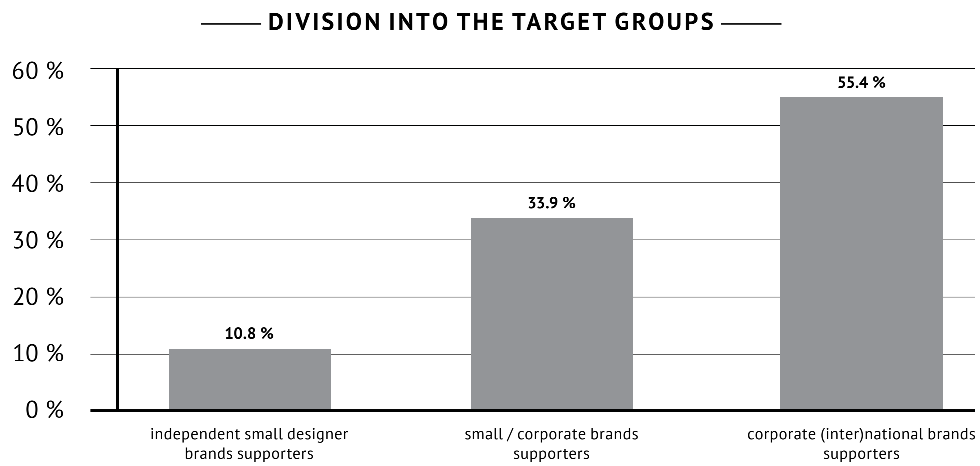

Figure 1: Division of target groups
Source: Authors

5 Conclusion

This paper has presented a descriptive account of the demographic and socioeconomic differences between Germany and South Africa. The differences shown are an exploratory study in preparation for the cross-cultural analysis between German and South African consumers and their patronage towards retailing fashion design entrepreneurs. Specifically, this paper was able to identify which types of biases could potentially challenge the cross-cultural analysis between Germany and South Africa. Fundamentally, this exploratory study would improve the reliability and validity of the final research.

In light of the findings suggested in this paper, the demographic and sociographic profiles of consumers patronising retailing fashion design entrepreneurs in Germany were identified. This paper addressed a specific research gap by providing the percentage of consumers patronising various formats of fashion retailers. Therefore, the findings presented here are practically informative for national and international fashion designers in retail to appropriately market and organise their retail businesses for the relevant consumer markets.

In terms of future work, the findings help pose a range of research questions. Firstly, questions related to „why" consumers would prefer to patronise retailing fashion design entrepreneurs instead of other fashion retailers could be deliberated. Secondly, questions about efforts required to educate (or even persuade) consumers to patronise local retailing fashion design entrepreneurs in different cultures could be considered. Lastly, the cross-cultural differences in support required for retailing fashion design entrepreneurs to achieve greater market access could finally be researched.

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JEL klasifikácia / JEL Classification ——— M31

Résumé ——— **Pohľad na predsudky pri meraní socioekonomiky a demografie spotrebiteľov, ktorí sponzorujú maloobchodných podnikateľov v oblasti módneho dizajnu: pohľad Nemecka verzus požiadavky Južnej Afriky**
S čoraz viac globalizovaným trhom sa stalo kľúčovým realizovať medzikultúrnu analýzu rôznych trhov vykonávajúcich medzinárodný obchod. Cieľom tohto príspevku je preto preskúmať demografické a sociálno-ekonomické premenné, ktoré sú neoddeliteľnou súčasťou medzikultúrnej analýzy potrieb spotrebiteľov, ktorí sa zúčastňujú na maloobchodnom predaji podnikateľov v oblasti módneho dizajnu v Nemecku a v Južnej Afrike. Primárny problém bol identifikovaný, keď sa výskumný tím pokúsil porovnať nemecké a juhoafrické demografické a socioekonomické premenné. Identifikoval sa rozpor v premenných, čo zdržalo vhodnú medzikultúrnu analýzu. V súčasnosti sa podnikatelia v oblasti módneho dizajnu čoraz viac zaujímajú o globálny trh. V dôsledku toho je zámerom tohto výskumu poskytnúť informácie o spotrebiteľských rozdieloch medzi jednou z juhoafrických ekonomík a jednou zo stredoeurópskych ekonomík. Preto tento príspevok pripúšťa, že sa nemusia porovnávať „jablká s jablkami“, ale naopak pripúšťa, že medzikultúrna analýza je stále možná v rôznych spoločnostiach, ak sa podobnosti nevnucujú, ale skôr uznávajú a vhodne riadia. V dôsledku toho boli podrobne preskúmané rôzne demografické a sociálno-ekonomické premenné zistené pri vykonávaní medzikultúrnej analýzy medzi nemeckými a juhoafrickými spotrebiteľmi, ktorí preferujú podnikateľov v oblasti módneho dizajnu, a boli poskytnuté potrebné odporúčania. V súlade s tým je hlavnou témou skúmanou v tomto príspevku otázka demografických a sociálno-ekonomických rozdielov medzi Nemeckom a Južnou Afrikou. Následne sa skúma téma súvisiaca s prekonaním skreslenia pri porovnávaní demografických a socioekonomických premenných medzi Nemeckom a Južnou Afrikou. Nakoniec sa riešila téma spojená s charakteristikami nemeckých spotrebiteľov a úrovňou preferencie maloobchodných podnikateľov v oblasti módneho dizajnu. Empirické údaje boli zozbierané prostredníctvom kvantitatívneho merania dopytovaním 469 respondentov v Nemecku. Zo zistení vyplynulo, že pri medzikultúrnej analýze medzi Nemeckom a Južnou Afrikou je potrebné dôkladne zvážiť konštrukčné, metodické a tematické odchýlky. Po druhé, výsledky odhalili, že profil spotrebiteľov, ktorí preferujú podnikateľov v oblasti maloobchodného módneho dizajnu v Nemecku, sú vysoko vzdelaní mileniáli ženského pohlavia s vyšším stredným príjmom žijúci v metropolitných oblastiach bez detí. Nakoniec sa zistilo, že len niečo viac ako 10% populácie sa v Nemecku stará o maloobchodný predaj podnikateľov v oblasti módneho dizajnu.

Kontakt na autorov / Address ——— MBS. Boitumelo Pooe, Durban University of Technology, 41/43 M L Sultan Road, Greyville, Durban, 4001, South Africa, e-mail: 22173846@dut4life.ac.za / DHBW-Ravensburg, Oberamteigasse 4, 88214 Ravensburg, Germany, e-mail: pooe@dhbw-ravensburg.de

Prof. Dr. Thomas Dobbelstein, Durban University of Technology, 41/43 M L Sultan Road, Greyville, Durban, 4001, South Africa, e-mail: thomasd1@dut.ac.za / DHBW-Ravensburg, Marktstraße 28, 88214 Ravensburg, Germany, e-mail: dobbelstein@dhbw-ravensburg.de

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A QUALITATIVE STUDY ON SUSTAINABLE MARKETING AND STRATEGY APPLIED TO CREATION OF VALUE ACCORDING TO SDG'S 2030

The main purpose of this research is to highlight the role of sustainable marketing and strategy as business disciplines, oriented to develop solid strategies aimed at meeting the corporate objectives and the Sustainable Development Goals (SDGs) 2030 of the United Nations. This work, in its initial stages, is focusing on documenting the experiences of entrepreneurs and organizations from various industries in Baja California, Mexico, such as medical, maquila, transportation, electronics, electro domestics, restaurants, quality, entrepreneurship, among other relevant local industries. With this, it ca n be implied that sustainable precepts, according to SDGs 2030, are a parameter of certainty that companies and the private sector can take advantage to rethink their traditional objectives and generate strategies focused on sustainable development. And it is in this balance where the efforts of those companies defined or conceptualized as sustainable are mainly concentrated. To visualize how the companies participating in the study plan to integrate their objectives and strategies into the 2030 Sustainable Development Goals (UN), a qualitative study (focus group session) with 11 participants of different industries and corporate concepts is presented with its results. Participants are part of an academic course (Sustainable Business), which is aimed to improve conscience and value of sustainable precepts applied to business. The main results of the focus group establish the testimony of participants, who enhance the strategic planning elements of their companies and their business objectives that can be matched with the United Nations (UN) SDGs 2030. Also, results show the application of these objectives to create innovative strategies of business and marketing with a sustainable approach and orientation.

1 Introduction

Sustainability and marketing are business strategic concepts that create and provide value to contemporary enterprises. The American Marketing Association (2013) defines marketing as follows:

„The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large."

Kotler and Keller (2016) also mention the importance of the creation, communication, and delivery of value to customers. The influence of marketing is oriented mainly to satisfy stakeholders and society at large in a value creation ecosystem. As Sivarajah et al. (2020) state, it is very important not only to create actions oriented to business and sustainability, but also it is very relevant to communicate and deliver value to consumers and society at large.

On the other hand, sustainability and sustainable development are concepts that can be defined according to the context and research area that is considered. For instance, Brown, Hanson, Liverman and Merideth, Jr. (1987) define the perspective of sustainable world as follows:

„One in which humans can survive without jeopardizing the continued survival of future generations of humans in a healthy environment."

Sustainability also influences individual decision-making, reaching the family, individual and general citizen level. The World Commission on Environment and Development, in its report entitled „Our Common Future" (1987), defines sustainable development as „meeting the needs of the present generations without compromising the ability of future generations to meet their own needs".

That is why, starting from a clarity in the definitions of marketing and sustainable development, a research opportunity is glimpsed to strengthen the transcendental role of companies with the creation, communication and delivery of superior value that will be required by future generations and more specifically, by its consumers and society at large. Creating the present welfare is promoting a better future for generations. And enterprises are not an exception: they are created to overcome time and the existing restrictions prevailing in the global business arena. Regarding the interest aroused by the topic of business and sustainability, Schaltegger, Hansen, and Lüdeke Freund (2016) establish the following:

„Business models are particularly relevant in the context of sustainability because they emphasize the logic of value creation of a company."

2 The role of sustainable marketing and SDG 2030 in the value creation

Starting from the definitions of marketing and sustainable business, the development of marketing strategies can be directly focused to enable a company to have a sustainable approach. By incorporating the reduction of excessive consumption materials, influencing a reduction in emissions and carbon footprint, and interacting in a healthy way with its stakeholders and with its economic, social, and ecological environment, marketing becomes an indispensable discipline to generate superior value throughout the structure of the companies.

In times of economic crisis, such as the one experienced today mainly due to the COVID19 pandemic, it is crucial to address the main problems of uncertainty and poverty generated by the lack of economic activation and confinement, which are aspects that are also within the field of marketing attention with a sustainable approach. In this regard, Kirchgeorg and Winn (2006) define sustainable marketing:

„The planning, coordination, implementation and control of all market transactions, in such a way that a sustained satisfaction of consumers is achieved, and the achievement of corporate objectives is guaranteed, and, at the same time, the reduction of social and ecological impact, in such a way as to promote the restoration of ecological and social health."

Planning and coordination of market transactions and business actions require frameworks to direct efforts of companies, consumers, and stakeholders. Hence, it is necessary to provide precise objectives and targets to accomplish. According to this, seventeen Sustainable Development Goals (SDGs) were proposed by the United Nations to give direction and perspective to humankind. The SDGs are: 1) No poverty, 2) Zero hunger, 3) Good health and well-being, 4) Quality education, 5) Gender equality, 6) Clean water and sanitation, 7) Affordable and clean energy, 8) Decent work and economic growth, 9) Industry, innovation and infrastructure, 10) Reduced inequalities, 11) Sustainable cities and communities, 12) Responsible consumption and production, 13) Climate action, 14) Life below water, 15) Life on land, 16) Peace, justice and strong institutions, 17) Partnerships for the goals. As stated by Khalique, Madan, Puri and Parimoo (2021), the SDGs are willing to encompass economical, societal, and environmental dimensions that can help to improve quality of life for future generations and stakeholders around companies.
With this, it is proposed to carry out a study of theoretical-practical content where some insights followed by the managers and participants of the undergraduate Sustainable Business course will be exposed to adapt or create new objectives with a sustainable approach, and the results they hope to obtain in the short, medium, and long term with the implementation of the new objectives and strategies attached to the UN SDGs 2030.

3 Methodology

3.1 Specific findings and research orientation

3.1.1 Focus groups

To clearly visualize how participants and companies included in the study plan to integrate their objectives and strategies to the 2030 Sustainable Development Goals (SDGs), a compilation of academic projects (theoretical/practical) already created in advance and where they have been applied has been carried out. The diffusion and use of the opinions, concepts and reality of marketing and sustainability within the companies has been authorized for research and academic purposes. To obtain the key insights of the participants about this topic, a qualitative methodology was considered to understand the sustainability adoption and insights of participants.
Specifically, it was considered the focus group as the chosen qualitative technique. The American Psychological Association (2022) defines a focus group as follows:

„A small set of people, typically 8 to 12 in a number, who share characteristics and are selected to discuss a topic of which they have personal experience. A leader conducts the discussion and keeps it on target while also encouraging free-flowing, open debate. Originally used in marketing to determine consumer response to particular products, focus groups are now used for determining typical reactions, adaptations, and solutions to any number of issues, events, or topics and are associated particularly with qualitative research."

3.1.2 Research main objectives

The objectives of research are the following:
• Obtain from participants relevant sustainable strategies aimed at meeting the objectives set by the companies.

• Establish which are the key concepts that are related to sustainability, according to the participants' perspectives expressed in the focus group.
• Show specific examples of the development of marketing strategies with a sustainable approach that are derived from the rethinking of the objectives, according to SDGs 2030.
• Classify the main strategies applied by the companies to promote superior value to the customers.

3.1.3 Sample

Considering the characteristics of an ideal sample, this focus group included 11 participants. Participants were students of the subject Sustainable Business at executive university level (oriented to adults that work and, due to work and other circumstances, they have decided to study the major mainly in the afternoon and night). The focus group lasted 40 minutes.
Participants' age was between 28 and 55 years old. 45% of participants were female and 55% male. Participants of the focus group stated that they work in different industries, such as health, technology, maquila, electronics, and transportation. Even, some of them mentioned that they are entrepreneurs or participants in the creation of startups and new business concepts. The key characteristics were summarized in the following table:

#	Participants	Age	Industry	Function
1	Female	51	Health	Co-founder
2	Male	50	Transportation	Director
3	Female	40	Maquila	HR Manager
4	Female	36	Manufacture	Analyst
5	Female	29	Maquila	Manager CS
6	Male	37	Electro domestics	Engineering
7	Male	28	Technology	Technician
8	Male	35	Electronics	Manager tech.
9	Male	27	Transportation	Operations US
10	Male	-	Entrepreneur	Entrepreneur
11	Female	-	-	Coordinator

Table 1: Participants focus group (main profile of participants – focus group demographics)
Source: Author

3.1.4 Data analysis
Review of results were considered, as the dynamics of the focus group was feasible only by zoom, due to the sanitary emergency. The analysis included a correct identification of general topics and student experiential attitudes toward the course. Arguments of participants during the session were included in the results' section.

4 Results
The key points stated for the exchange of ideas and discussion in the focus group were the following:
(1) Sustainability relevance for life and business
(2) Key words related to sustainability
(3) Business and sustainability
(4) Implementation of business or marketing sustainable strategies and SDGs 2030

According to these topics, the results are stated as follows.

4.1 Sustainability relevance for life and business
In the first part of the discussion, some participants mentioned the importance of sustainability in their companies. The relevance to switch and prioritize the principles of sustainability was enhanced by this testimonial:

„If we continue in the same way, we are going to lose a great opportunity for us, our environment is the most important thing because we can be very profitable in the economic issue. We can make a lot of progress in the social aspects, but if the environment is being demerited, then nothing makes sense." (female, 51 years old, health industry)
Also, some of the participants mentioned that sustainability should be not optional, but a mandatory concept within nowadays companies' philosophy:
„In order to complement a little bit this aspect, I think that it is necessary to make sustainability a mandatory concept for enterprises. Hum…I would like that my classmates, who are already managers and entrepreneurs, take this into consideration. They are the ones who can make the difference and change nowadays reality. Also, employees can also make suggestions to make the difference. Finally, the legal variable is one that I consider important to complement the course. I mean, if there are (or not) laws that motivate or even force companies to be sustainable." (female, 29 years old, maquila)

4.2 Key words related to sustainability
Brainstorming technique was applied to get the first word that the participants relate to sustainability as a concept. According to Goldenberg and Wiley (2011), brainstorming, a technique stated in 1953, is relevant nowadays due to the large number of ideas and the freedom to express them in a group.
The main concepts that are related to sustainability, according to participants of the focus group, are the following:

Society	Economy	Environment	Ecology	Renewable energies
Profitable companies Resources Future	Social awareness Social development Welfare	Carbon footprint Technology Economic growth	Competitiveness Modernity	Enterprises Human survival

Table 2: Key words to sustainability
Source: Author

4.3 Business and sustainability
Considering the meaning of what represents to be a sustainable company, private organizations can propose different strategies, at the same time innovative and practical. According to this, Estrella & González (2014) propose this definition of sustainable company:

„A sustainable enterprise incorporates an integral vision of all processes, reduces consumption levels of materials that are employed for production processes, incorporates clean technologies to reduce emissions and the carbon footprint, and establishes a solid chain with suppliers, distributors and buyers that, in the same way, have a sustainability commitment because they are certified to do so."

Moreover, the next testimonial of participants enhances the relationship of business and sustainability, specifically considering the importance of clean energies within the enterprises:

„It seems that today there are companies that are dedicated to installing solar systems for companies, so that greatly reduces the impact that electricity causes to the planet, which is one of the things that most damages our environment. Nowadays, even in the smallest and remote towns, thanks to the solar panels there is light for citizens and people in several remote places in Mexico." (female, student)

4.4 Implementation of business or marketing sustainable strategies and SDGs 2030
Every strategy that is willing to accomplish goals and provide value to customers can be considered a successful business or marketing strategy. And the faster to adopt them, the better. As stated by Kumar, et al. (2012):
„The companies are slow in adopting this concept in marketing strategy. Despite the emergence of sustainability in 1987, companies are planning to make best use of it in their marketing strategy. The companies must give importance to sustainability issues as its importance has already realized. It is a win-win approach both from the side of company and customers."

Some participants mentioned the importance to implement strategies, and how the companies are introducing sustainability as a differentiator and a disruptive focus. As stated in the next testimonial, sustainability, marketing, and business bring integral solutions to consumers and companies:

„In my company they made a big change. All the plants are already installing solar panels so that the company is 100% solar energy. It is something big that you want to do immediately. It is very motivating to see how they are transforming it. The investment was significant, but it was worth it to differentiate and provide value to customers at the end of the value chain. This relevant action is related to the SDG #7 – affordable and clean energy." (female, 36 years old, quality projects)

Depending on the industry there are different aspects to consider about sustainability and environmental solutions. For instance, transportation is an industry closely related to SDGs 2030. This industry reflects that taking care of the environment is very important to lower the individual and collective carbon footprint:

„For me, the goal of sustainable cities and communities (SDG #11) has a lot to do with the issue of transportation. This is important because it also forces you to have the necessary systems so that the units pollute less. Consequently, you can also adhere to all these ecological and sustainable standards for the correct issue of fuel, oils and all materials that are highly polluting." (male, 50 years old, transportation)

This argument is supported by studies that confirm the importance to adopt strategies efficiently. According to Kumar, et al. (2012), corporate strategies should be adopted faster and in a better way considering the relevance of the strategy:

„Sustainability can be implemented in strategy when the companies will adopt it in their business practices."

5 Conclusions
There is an opportunity to improve sustainable business or marketing culture of value in the specific companies considered in this particular study in Baja California, Mexico. Moreover, the required sustainable culture is not very present in these companies yet, but participants consider including them and reinforce these concepts in their philosophy and strategic planning. As stated in the following testimonial:

„I think that we lack a lot of culture of sustainability. It is a concept that is not new, but we still have a long way to go. It is very interesting to know that principles such as economics (marketing), ecology and society join to provide value. There is still a lot of work to do in the future about sustainable culture in Mexican companies and around the world in my opinion." (male, 50 years old, transportation)

Sustainable culture can be enhanced by communicating past and recent research about the topic to practitioners and companies. For instance, to improve the importance of the relationship between sustainability and enterprises, Russo (2008) has created a set of readings and cases oriented to illustrate the importance of contemporary disciplines, such as environmental management. With these readings and cases, culture within universities and people interested in this relevant topic can know more and communicate the importance of business areas and sustainability. All these areas will enhance the strategic strength and results of the contemporary enterprises.
Another relevant conclusion is that all participants in the focus group expressed the usefulness of creating solid bonds between their traditional processes, marketing, and sustainability. Superior value is seen in the reorientation of the key aspect of strategic planning of the company, such as the mission and vision statements. And moreover, in the future replacement of the past objectives and strategies to the new orientation of corporate objectives linked to SDGs 2030.

Participants reflected relevant key words and free associations related to sustainability. The concepts that are shared by most of the participants are: environment, social awareness, and competitiveness. Other concepts such as the carbon footprint and technology are implied in most of their reflections after the course of Sustainable Business.
Other aspects that were enhanced by participants is the need to measure the quality and quantity of sustainability in the companies. Certifications and processes to evaluate the sustainability variables is necessary, with the intention to measure accurately the progress of the studied companies after installing a sustainability program. As stated by some of the participants, contemporary enterprises must adopt a new mindset for future challenges. As stated by Rudawska (2018):

„Business in the twenty first century must respond to legitimate demands of their environment and take up responsibility of the societies they operate in. There are two key motives for doing so: conviction and their own self-interest. Conviction because sustainability must constitute the nucleus of their business model."

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JEL klasifikácia / *JEL Classification* ——— M31

Résumé ——— Kvalitatívna štúdia o udržateľnom marketingu a stratégii aplikovanej na vytváranie hodnoty podľa SDGs 2030
Hlavným cieľom tohto výskumu je poukázať na úlohu udržateľného marketingu a stratégie ako podnikateľských disciplín zameraných na rozvoj spoľahlivých stratégií zameraných na plnenie podnikových cieľov a cieľov udržateľného rozvoja (SDGs) 2030 Organizácie Spojených národov. Táto práca sa vo svojej počiatočnej fáze zameriava na zdokumentovanie skúseností podnikateľov a organizácií z rôznych odvetví v Baja California v Mexiku, ako sú zdravotníctvo, maquila (pozn. výrobný podnik v bezcolnom pásme), doprava, elektronika, elektrodomácnosť, reštaurácie, kvalita, podnikanie, popri ďalších relevantných miestnych odvetviach. Z toho možno vyvodiť, že udržateľné predsavzatia podľa SDGs 2030 sú parametrom istoty, ktorý môžu spoločnosti a súkromný sektor využiť na prehodnotenie svojich tradičných cieľov a generovanie stratégií zameraných na udržateľný rozvoj. A práve v tejto rovnováhe sa sústreďuje najmä úsilie tých spoločností, ktoré sú definované alebo koncipované ako udržateľné. S cieľom vizualizovať, ako spoločnosti zúčastnené na štúdii plánujú integrovať svoje ciele a stratégie do cieľov udržateľného rozvoja do roku 2030 (OSN), sa prezentuje kvalitatívna štúdia (realizácia focus group) s 11 účastníkmi z rôznych odvetví a koncepcií spoločností a jej výsledky. Účastníci sú súčasťou akademického kurzu (Udržateľné podnikanie), ktorého cieľom je zlepšiť hodnotu udržateľných predsavzatí aplikovaných na podnikanie. Hlavné výsledky prieskumu formou focus group stanovujú výpovede účastníkov, ktorí zlepšujú prvky strategického plánovania svojich spoločností a svoje podnikateľské ciele, ktoré možno zosúladiť s cieľmi udržateľného rozvoja OSN (SDGs 2030). Výsledky tiež poukazujú na aplikáciu týchto cieľov na vytvorenie inovatívnych stratégií podnikania a marketingu s udržateľným prístupom a orientáciou.

Kontakt na autorov / *Address* ——— Raúl Martínez Flores, CETYS Universidad Management and Business School, Calzada CETYS, s/n, 21259 Mexicali, Mexico, e-mail: raul.martinez@cetys.mx

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ONLY MEMORIES ARE CAPTURED, AND ONLY FOOTPRINTS ARE LEFT. UNDERSTANDING THE PERCEPTION OF ECO-FRIENDLY HOTEL AND TOURIST BUYING BEHAVIOR

This study attempts to provide insight into consumer decision-making, which has become increasingly difficult to understand and anticipate in today's sustainable development environment. A lack of awareness of tourists' perceptions and attitudes toward eco-friendly advertising in the hotel industry may impede hotels' capacity to attract consumers' purchasing power and negatively influence expected consumer response. As a result, this research article adds to our understanding of people's attitudes toward recommended eco-friendly hotel advertisements and their impact on the unplanned purchase of eco-friendly tours. Structural equational modelling was used to understand the relations of the factors under consideration. The findings revealed that good attitudes regarding eco-friendly hotel ads influence consumer decision-making in buying unplanned eco-friendly services, influenced by informativeness and credibility as values perceived by eco-friendly hotels. This research has implications for tourists, marketers, hotel managers, promoters, and customers.

1 Introduction

The organisation's outstanding financial and economic performance was once assumed to secure its success; however, this is no longer the case. Economic and financial gains must be complemented by a reduction in environmental impact and a greater focus on social issues. Sustainability entails more than just environmental characteristics. Economic and social factors are critical to developing a sustainable society (Jaderná and Volfová 2022). Green management evolved in the 1990s and became a globally recognised slogan in 2000. Today's marketing challenge is encouraging consumers to go green in response to the growing global relevance of environmental consciousness (Fairweather et al. 2005). The hotel industry is beginning to recognise the importance of implementing sustainable business strategies such as eco-labelling and eco-friendly advertising (Chan and Hawkins 2012). Consumer behaviour research looks into how people think, feel, utilise, and reject products and services and their emotional, mental, and behavioural responses. Hence, the study of consumer behaviour concerning sustainable environmental practices has progressively expanded. Sustainable consumer behaviour is crucial for long-term environmental conservation, which benefits society.

Natural resource depletion risks the environment's long-term viability (Wang et al. 2020). The challenges are essentially the outcome of irresponsible consumer behaviour in the environment (Hopkins 2020; Xu et al. 2020; Wu et al. 2020). According to academics, critical concerns can be controlled and remedied by changing consumer behaviour to be more environmentally friendly (Han 2020). Environmentally conscious purchase and consumption, a critical requirement for environmental sustainability (Wang et al. 2020).

Eco-labelling systems were adopted in the tourism industry in the early 1990s as „one of the most successful techniques to encourage sustainable development" (Chen and Hawkins 2010, p. 642). To educate consumers about eco-friendly hotels, it is vital to use social media marketing promotion. Social media marketing is a direct or indirect method of increasing awareness, recognition, memory, and action among individuals or enterprises. Furthermore, little empirical study has investigated customers' impressions of environmentally friendly advertisements (Kim, Palakurthi and Hancer 2012). This study fills that gap by investigating travellers' perceptions of eco-friendly hotel advertisements, which refer to accommodation places that employ various green activities such as water conservation, energy efficiency, and waste reduction. Given the low level of consumption, this study will investigate the impact of recommended eco-friendly hotel ad perception on consumer purchase intention of eco-friendly tours.

2 Literature review and hypotheses development

2.1 Sustainability in tourism

Sustainable consumption is becoming a fundamental problem in the travel and hospitality industries (Wang et al. 2020). Consumption of eco-friendly and sustainable product creation is more vital than ever in today's tourist and hospitality industry, as an increasing number of individuals in the marketplace are aware that many severe environmental deteriorations are caused by tourism activities and development (Trang et al. 2019; Wang et al. 2020). Customers in this area are increasingly looking for environmentally responsible items, such as environmentally responsible hotels, restaurants, cruises, airlines, destinations, resorts, and conventions, as well as a willingness to consume sustainably (Chen et al. 2012; Trang et al. 2019; Wang et al. 2018).

Water conservation, towel reuse, energy conservation, purchasing eco-friendly items, using local products, reusing plastic bags, and decreasing food waste at tourist attractions are all topics that have received much attention in the tourism and hospitality industries (Choi et al. 2015; Kiatkawsin and Han 2017; Untaru et al. 2016). Untaru et al. (2016) observed various studies concentrating on the purchasing behaviour of eco-friendly products. Green hotels (Wang et al. 2018) and eco-friendly/sustainable sites are the most popular sustainable tourism industry (Kiatkawsin and Han 2017; Werner et al. 2020). These environmentally friendly products cater to the market's and visitors' growing desire to go green. As a result, marketing such environmentally friendly products increases a destination's competitiveness in tourism and hospitality.

Pro-environmental purchasing by tourists of green services for environmental preservation is a vital form of ecologically sustainable consumer behaviour in tourism and hospitality (Han 2020). The environment influences many purchasing decisions (Jaderná et al. 2019), and complex pro-environmental decision-making procedures result in environmentally appropriate decisions (Joshi and Rahman 2015). Individuals that consume environmentally conscious reduce their environmental impact and thereby assist the environment (Dong et al. 2020; Minton et al. 2018).

According to the reasoned action theory by Fishbein and Ajzen (2011), a person's behavioural intention is generated by his or her attitude toward the behaviour and subjective norms. In other words, the reasoned action theory acknowledges the significance of attitude and social variables while applying them to the specific behaviour of interest (Meng et al. 2020). As a result, the critical drivers of one's purpose and behaviour under this theory are one's attitude toward the behaviour and the subjective standard that governs the action (Ajzen and Kruglanski 2019). The degree to which a particular behaviour is regarded positively or adversely is referred to as one's attitude toward the behaviour (Ajzen 1991). It occurs due to outcome beliefs and subjective values of expected outcomes (Manosuthi et al. 2020). Outcomes beliefs, also known as behaviour beliefs, are a person's opinion of the likelihood that a specific activity would result in various outcomes (Manosuthi et al. 2020).

According to recent research, travellers prefer environmentally friendly hotels and are willing to pay more for them (Balaji et al. 2019; Casado-Daz et al. 2020). Many hotels have embraced environmentally friendly ways to respond to their consumers' pro-environmental ideals. Because of the changing nature of sustainability and awareness of green measures, eco-friendly hotels are increasingly turning to social media to urge passengers to adopt environmentally responsible travel choices (Xu and Pratt 2018).

2.2 Perception of eco-friendly hotel's recommended ads

According to travellers' opinions of an eco-friendly hotel's advertisements, travellers believe that the eco-friendly hotel is committed to sustainability efforts (Merli et al. 2019). As mandated by law, the hotel performs sustainable initiatives to advance the social good beyond the hotel's interests (Farmaki and Farmakis 2018). Tourism and hospitality service firms have shown varying devotion to sustainability initiatives, such as public declarations of involvement in meaningless activities and genuine efforts delivering positive effects for both company and the environment (Gao et al. 2016). Taking into account travellers' reactions to the hotel's commitment to sustainability is a truly socially responsible act, as it can influence the extent to which travellers believe the hotel values environmental concerns and conducts sustainability practices and initiatives for the benefit of both the hotel and society (Coles et al. 2013; Wells et al. 2016).

According to Senecal and Nantel (2004), consumer decisions are influenced by recommendations. Cooke et al. (2002) contend that context, familiarity, and information influence the likelihood of purchasing a suggested product. This study report will feature Ducoffe's advertising value model as information, entertainment, and credibility (1995, 1996). As a result, hotels must grasp the elements that influence environmentally responsible decisions. Consumer behaviour researchers have discovered that when preferences are elevated, components frequently influence consumers' preferences for the advertisement's channel (Lichtenstein and Slovic 2006; Mussweiler and Strack 2000; Tversky and Kahneman 1974). A consumer's response fluctuates depending on his or her views, according to Fishbein's (1963) expectancy-value theory. As a result, value is defined as an objective assessment of what a buyer can expect (Pollay and Mittal 1993). Babin et al. (1994) define value as subjective perceptions dependent on external causes.

Perception is how we interpret and organise sensations to gain a meaningful understanding of the world (Lindsay and Norman 1972). This denotes that a consumer has been presented with a circumstance or stimuli. Based on previous experiences, the consumer

converts the input into something relevant to him. However, what a buyer thinks or understands may differ from reality. As a result, marketers place a more significant premium on consumers' impressions than on their knowledge of facts. Significantly, marketers and academics comprehend perception and the models accompanying it to determine what factors influence consumers' purchase decisions.
The most extensively used hypotheses to describe attitudes toward advertising are Ducoffe's (1995, 1996), Dao et al. (2014) and the advertising value model (Murillo et al. 2016). It is based on three advertising value antecedents: informativeness, entertainment, and credibility, and it demonstrates a positive association between advertising value and advertising attitudes. Ducoffe's (1996) idea will be utilised to assess the impact of the three factors of the advertising value model on eco-friendly recommended advertising:

Informativeness
Advertising informativeness is a company's ability to inform customers about related products or services, allowing them to make quick decisions about the „greatest value" product (Ducoffe 1996). As a result, customers purposefully analyse hotel advertisements because they are a good source of exchanging information, showcasing personal contacts, and offering additional services (Muntinga et al. 2011). Since the information is naturally viral on social media sites, allowing users to share knowledge and learn from the experiences of others (Logan et al. 2012). Several studies have found that informativeness substantially impacts customers' perceptions of the value of social media advertising. The greater the information consumers provide about the services, the greater the effect value (Zeng et al. 2009). As a result, recommended eco-friendly hotel advertisements appear to a consumer engaged in the environmental activity, like or share posts that encourage a sustainable environment; therefore, it can be precious to consumers to know about eco-friendly hotels. Thus, the following hypothesis is proposed:
H1: Informativeness positively influences consumers' perceptions of recommended eco-friendly hotels' advertising value.

Entertainment
According to Zhou and Bao (2002), advertising entertainment is the pleasure and delight of the advertisement. Consumers utilise social media to find fun and relaxation, and advertising that gives them pleasure and satisfaction can quickly meet their hedonic criteria (Edwards et al. 2002). Consumers are entertained by social media advertising content based on the advertising styles (Muntinga et al. 2011; Zhang and Mao 2016). Moreover, numerous studies have found a favourable association between perceived entertainment and advertising value (Dao et al. 2014). In this context, entertainment-recommended eco-friendly hotel advertising can improve consumers' perceptions of advertising value. As a result, advertisers strive to produce engaging advertising to increase the impact of their message (Hoffman and Novak 2012). Thus, the following hypothesis is proposed:
H2: Entertainment positively influences consumers' perceptions of recommended eco-friendly hotels' advertising value.

Credibility
Advertising credibility refers to the advertisement's reliability and customer expectations of its fairness (Logan et al. 2012). When comments from social connections are published, the content of an advertisement is regarded to be reputable and trustworthy in the context of social media advertising (Okazaki 2004). Users have higher favourable perceptions of product advertising

messages on social media, according to Parise and Guinan (2008). In this environment, social media advertising is increasingly regarded as a reliable source of product information by customers (Mangold and Faulds 2009). In the context of sustainable development, the legitimacy of positively suggested eco-friendly advertising leads to favourable impressions of recommended advertising. As a consequence, the following theory is put forth:
H3: Credibility positively influences consumers' perceptions of recommended eco-friendly hotels' advertising value.

2.3 Recommended eco-friendly hotels and attitude toward eco-friendly services
Attitude is a mental state of motivation organised by experience that influences a person's attitude toward all objects and occurrences (Allport 1935). However, there are no apparent patterns in this area, and there are no causal links between knowledge and attitude or attitude and environmental behaviour (Powell and Ham 2008). Research shows a mismatch between customers' claimed environmental attitudes and actions (Barber et al. 2012). Environmental perspectives have multiple aspects (Laroche et al. 2001), so the disconnect may be attributable to consumers' strong opinions about some issues.
Four functions shape attitudes; Knowledge, Value expressive, Utilitarian, and Ego-Defensive (Grewal et al. 2000). The four influences shape attitudes, but one can usually achieve them (Hawkins et al. 2004). In this study, attitude will be treated as a Value expressive function in such a way that it will be shaped by how individuals value the recommended eco-friendly hotel advertising to affect their attitude toward eco-friendly services. Therefore, it is possible to advance that
H4: Recommended eco-friendly hotels positively affect consumers' attitudes toward eco-friendly services.

2.4 Attitude toward eco-friendly services and the buying behaviour
Users who enjoy online advertising because it is interactive or personalised will develop a positive behavioural response toward it and react positively (Logan et al. 2012; Zeng et al. 2009). Thus, The Theory of Reasoned Action (Fishbein and Ajzen 1980) links the attitude to product buying and the regularity of prior purchases and predicts behaviour. However, there is substantial debate over how a favourable attitude toward a firm or a brand might influence behaviour (Dibb et al. 1991).
Environmental awareness involves having a positive attitude toward the importance of eco-friendly activities (Laroche et al. 2001; Leonidou et al. 2010). This is based on cognitive consistency theory (Festinger 1957), which states that an individual worried about environmental issues is likely to be motivated to mitigate those concerns (Leonidou et al. 2010). Environmental concern and environmentally friendly attitudes are positively related to consumers' intention to purchase green products (Han et al. 201; Manaktola and Jauhari 2007). Environmentally friendly customers have more excellent intentions to visit a green hotel and do so (Han et al. 2011; Han et al. 2011).
For example, Wang and Sun (2010) emphasised that favourable consumers' behavioural responses by clicking on the advertisement to get additional information or purchasing the product on social media result from favourable consumer attitudes toward the advertisement (Mir 2012). So, it is possible to advance that favourable attitudes toward eco-friendly services affect unplanned tourist buying.

2.5 Research model and framework
The research model below is suggested in the prior literature review.

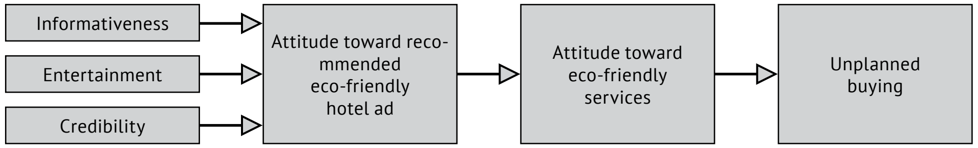

Figure 1: Proposed research model
Source: Author

3 Methodology
The current study used a descriptive study design, with data from the study sample collected via a structured questionnaire. This approach is theoretically relevant since it enables the empirical evaluation of actual statistical measurements of theorised hypotheses (Hair et al. 1998). SPSS was used to generate frequency, and Cronbach alpha and SEM were used to test the proposed research model. The following sections will discuss the measurement Scales, sampling techniques, and data collection.

3.1 Measurement scale
For the questionnaire, previously validated scales were adapted from the literature. In addition to validity, the researcher considered the use in previous research, shortness, and generalisability in choosing the scales. The construct measure has been adapted and modified to meet the study environment. A five-point Likert scale was used to assess all constructs. Following that, a pilot research was conducted with marketing scholars and specialists. The measuring scales used in the study are shown in Table 1.

Construct	Items	Author, Year
Informativeness	1. Recommended eco-friendly hotel advertising supplies relevant information on the eco-friendly service.	Cheng et al. (2009)
	2. Recommended eco-friendly hotel advertising provides timely information on eco-friendly services.	
	3. Recommended eco-friendly hotel advertising tells me about eco-friendly services when I need the information.	
Entertainment	1. Recommended eco-friendly hotel advertising is entertaining	Dao et al. (2014) Ducoffe's (1995)
	2. Recommended eco-friendly hotel advertising is enjoyable	
	3. Recommended eco-friendly hotel advertising is pleasing	
Credibility	1. Recommended eco-friendly hotel advertising is credible	Dao et al. (2014) From MacKenzie and Lutz (1989)
	2. Recommended eco-friendly hotel advertising is trustworthy	
	3. Recommended eco-friendly hotel advertising is believable	
Recommended eco-friendly hotel advertising value	1. Recommended eco-friendly hotel advertising is valuable for me.	Adopted from Zeng et al. (2009)
	2. Recommended eco-friendly hotel advertising is helpful for me.	
	3. Recommended eco-friendly hotel advertising is an essential source of information for me.	
Attitude toward eco--friendly service	1. In general, I think that the eco-friendly recommended advertising increases the cost of the service.	Pollay and Mittal (1993); Wang and Sun (2010)
	2. Overall, I consider the eco-friendly recommended advertising a good thing.	
	3. Overall, I like the eco-friendly recommended advertising.	
	4. I consider the eco-friendly recommended advertising very essential.	
	5. I would describe my overall attitude toward the eco-friendly recommended advertising very favourably.	
Unplanned buying	1. My purchase was spontaneous.	Verhagen and Van Dolen (2011)
	2. My purchase was unplanned.	
	3. I did not intend to make this purchase without the help of recommender systems.	
	4. I did not intend to make this purchase before seeing the recommended advertising.	
	5. I could not resist purchasing after seeing the recommended advertising.	

Table 1: Measurement scales
Source: Author

3.2 Sampling techniques
Researchers believe that when people become more conscious of the environmental impact of various economic activities, they will be more likely than other consumers to engage in pro-environmental behaviour (Lee and Moscardo 2005). The target population was determined using convenience sampling; active social media users of all demographics involved in one group or following at least one environmental protection page were chosen. The poll was circulated through various Facebook Groups for sustainable development and personal Facebook and Instagram pages. All respondents responded freely and anonymously.

3.3 Data collection
The poll was held over two months and was released electronically in December 2021. The survey received 950 replies, 800 of which were validated (see Table 2). The majority of the sample (65%) was between the ages of 19 and 28; this implies that the majority of the respondents who engaged in sustainability were between the ages of 19 and 28; as a result, this age group could rely on reaching broad generalisations about this study.

Variable		N	Percentage
Gender	Female	464	58 %
	Male	336	42 %
Age	< 19	40	5 %
	19-28	520	65 %
	29-38	120	15 %
	39-48	80	10 %
	> 49	40	5 %
Total		800	100 %

Table 2: Demographic variables
Source: Author

4 Results
The first stage was Cronbach's coefficient alpha using SPSS, followed by testing the measurement model. A confirmatory factor analysis was conducted to test the research model's interrelationships.

4.1 Validity and reliability
Cronbach's alpha coefficient was utilised in the factor analysis to examine the reliability of the 22 key variables. As indicated in Table 3, the standardised item (alpha) for these variables ranged from 0.739 to 0.933 based on the study results. Each factor received an alpha score greater than 0.5, indicating that the internal consistency of all constructs was more significant than the acceptable threshold value of 0.7 (Hair et al. 2006), indicating good reliability of the scale structure.

Variable	Number of items	Cronbach's alpha
Informativeness	3	0.933
Entertainment	3	0.883
Credibility	3	0.855
Recommended advertising value	3	0.921
Attitude toward recommended advertising	5	0.774
Unplanned buying	5	0.739

Table 3: Reliability of instruments
Source: Author

Confirmatory Factorial Analysis (CFA) was used to discover which items fit which constructs and assess the validity of variable constructions. The concept validity results are shown in Table 4. The research shows that the average variance extracted AVEs for all items is greater than the suggested level of 0.50. (Fornell and Larcker 1981), they indicate strong convergent validity. Composite reliability measures internal consistency (Seo et al. 2014); its range is between 0 and 1, in which the higher values, the higher levels of reliability (Hair et al. 2014).
The structural model analysis examined the structural connection between the constructs and the suggested hypotheses. Several goodness-of-fit indices were used and were tested for goodness-of-fit, and the results were then interpreted appropriately. The comparative fit index (CFI), the tucker-lewis index (TLI), chi-square statistics, Normed Fit Index (NFI), the root mean square error of approximation (RMSEA), and the standardised root means square residual (SRMR) (Chen 2007; Karadag 2012; Shook et al. 2004). The overall findings of the goodness-of-fit test in Table 4 show that the model is well-fit.

Question items	Construct	Factor loading	CR(t)	Probability	SMCC
Recommended eco-friendly hotel advertising supplies relevant information on the eco-friendly service.	← informativeness	0.682	N/A	N/A	0.576
Recommended eco-friendly hotel advertising provides timely information on eco-friendly services.	← informativeness	0.789	9.345	***	0.433
Recommended eco-friendly hotel advertising tells me about eco-friendly services when I need the information.	← informativeness	0.795	9.896	***	0.440
Measures: RMSEA: .000; Chisq/df: .975; NFI: 0.995; TLI: 0.996; CFI: 0.995; AVE: 0.587; CR: 0.567					
Recommended eco-friendly hotel advertising is entertaining.	← entertainment	0.664	8.987	N/A	0.496
Recommended eco-friendly hotel advertising is enjoyable.	← entertainment	0.706	9.453	***	0.487
Recommended eco-friendly hotel advertising is pleasing.	← entertainment	0.731	10.712	***	0.586
Measures: RMSEA: .000; Chisq/df: .958; NFI: .978; TLI: .963; CFI: .982; AVE: 0.558; CR: 0.546					
Recommended eco-friendly hotel advertising is credible.	← credibility	0.723	7.097	N/A	0.498
Recommended eco-friendly hotel advertising is trustworthy.	← credibility	0.687	7.367	***	0.599
Recommended eco-friendly hotel advertising is believable.	← credibility	0.675	7.211	***	0.698
Measures: RMSEA: .000; Chisq/df: .973; NFI: .910; TLI: .926; CFI: .970; AVE: 0.645; CR: 0.584					
Recommended eco-friendly hotel advertising is valuable for me.	← recommended eco-friendly hotel advertising value	0.597	6.321	N/A	0.596
	advertising value				
Recommended eco-friendly hotel advertising is helpful for me.	← recommended eco-friendly hotel advertising value	0.698	7.235	***	0.698
Recommended eco-friendly hotel advertising is an essential source of information for me.	← recommended eco-friendly hotel advertising value	0.662	7.209	***	0.589
Measures: RMSEA: .000; Chisq/df: .967; NFI: .983; TLI: .987; CFI: .980; AVE: 0.562; CR: 0.548					
In general, I think the eco-friendly recommended advertising increases the cost of the service.	← attitude toward the eco-friendly service	0.792	7.012	N/A	0.583
Overall, I consider the eco-friendly recommended advertising a good thing.	← attitude toward the eco-friendly service	0.602	6.880	***	0.441
Overall, I like the eco-friendly recommended advertising.	← attitude toward the eco-friendly service	0.616	7.450	***	0.594
I consider the eco-friendly recommended advertising very essential.	← attitude toward the eco-friendly service	0.590	7.987	***	0.399
I would describe my overall attitude toward the eco-friendly recommended advertising very favourably.	← attitude toward the eco-friendly service	0.786	7.643	***	0.490
Measures: RMSEA: .000; Chisq/df: .954; NFI: .923; TLI: .944; CFI: .937; AVE: 0.621; CR: 0.601					
My purchase was spontaneous.	← unplanned buying	0.731	N/A	N/A	0.520
My purchase was unplanned.	← unplanned buying	0.759	12.599	***	0.554
I did not intend to make this purchase without the help of recommender systems.	← unplanned buying	0.818	11.432	***	0.850
I did not intend to make this purchase before seeing the recommended advertising.	← unplanned buying	0.730	8.877	***	0.512
I could not resist making this purchase after seeing the recommended advertising.	← unplanned buying	0.770	8.987	***	0.590
Measures: RMSEA: .053; Chisq/df: 121; NFI: .970; TLI: .965; CFI: .983; AVE: .565; CR: 0.532					
Whole Model Measures: RMSEA: .059; Chisq/df: 1.588; NFI: .990; TLI: .997; CFI: .971; AVE>0.5 CR: >1.97					

Table 4: Measurement of the total construct
Source: Author

4.2 Structural model and hypotheses test
Table 4 displays the results of the structural model. Generally, the model fits the data well, with appropriate absolute, incremental, and parsimonious indices.
Based on Table 5 indicators, H1 suggested a positive relationship between informativeness and recommended eco-friendly hotel advertising value supported. Informativeness positively influences consumers' perceptions of recommended eco-friendly advertising value.
H2 states that entertainment positively influences recommended eco-friendly hotels' advertising value. This relationship was also statistically significant.
H3 stated that credibility positively influences recommended eco-friendly hotels' advertising value was significant and supported.
H4 suggested that eco-friendly hotels recommended advertising value positively and significantly influenced consumers' attitudes toward eco-friendly services was also statistically significant in the study.

Similarly, H5, which advances a positive relationship between attitudes toward eco-friendly services, and consumers' unplanned buying, was also significant.

Construct	Construct	Estimate	S. E	CR	Probability
Informativeness	Value	0.146	0.096	1.774	***
Entertainment	Value	0.236	0.094	1.680	***
Credibility	Value	0.180	0.091	1.918	***
Value	Attitude	0.392	0.108	3.786	***
Attitude	Unplanned buying	0.428	0.169	3.831	***

Table 5: Hypotheses relationship
Source: Author

5 Discussion

Ethical consumer behaviour, including environmental and human welfare concerns, is becoming increasingly important (Fairtrade International 2013). Many consumer behaviour studies have attempted to comprehend purchasing behaviour (Lim and Yazdanifard 2015). This study adds to our understanding of attitudes toward recommended eco-friendly hotel advertising and its impact on unplanned purchases of eco-friendly services. The study approved that the three key elements of advertising perception, informativeness, entertainment and credibility positively impact consumer value in the context of recommended eco-friendly hotels. Additionally, the attitude toward eco-friendly advertisement hotels impacts the consumer's unplanned purchase behaviour toward eco-friendly services. The results are consistent with earlier research that found that familiarity and information supplied in advertising influence the likelihood of purchasing a suggested service (Cooke et al. 2002); They suggested that online shopping influences buying behaviour since consumers know how to browse product information in the online context.

In turn, advertising value positively influences consumer attitude toward the recommended eco-friendly ad. However, a good attitude toward eco-friendly services significantly impacts unplanned purchasing behaviour. The findings imply that when customers come across a recommended advertisement on social media, they are more likely to become associated with the product or service. Some studies have looked into the behavioural effects of recommender systems on customer decisions (Adomavicius et al. 2017). The study also included all age groups, demonstrating that buyers between the ages of 19 and 28 are more interested in sustainable environment ads.

5.1 Marketing implications

Regarding implications for practitioners, our findings imply that new tactics for positioning and promoting suggested eco-friendly services or products are needed, including strategies centred on making advertising more informative, credible and entertaining to the consumer. According to Uberwimmer et al. (2021), companies are frequently forced to adapt by their customers, and in order to remain competitive, they must push this change process by utilising digital tools and AI-enabled technologies.

Recommended advertising can be beneficial since it makes consumers feel profoundly understood, objectively or personally. When regarded as social labels, consumer categorisations may assist consumers in satisfying identification objectives (Summers et al. 2016). Furthermore, introduce them to a much-needed new product (Kozinets and Gretzel 2021).

Regardless of AI's ability to foresee and satisfy preferences, consumers may feel exploited in data collecting experiences, owing to a lack of understanding of its working requirements due to Artificial intelligence's various features. As consumer behaviour becomes more suited to the demands of the behavioural future, they must be educated about the proposed system.

5.2 Limitations and directions for future research

This study has limitations in terms of research design and technique characteristics. To begin, we should mention that we used a convenience sample. Convenience sampling is nonprobability sampling in which persons are chosen because they are readily available data sources for researchers (Battaglia 2008). According to Fink (2003), one of the disadvantages of nonprobability sampling is its weakness in selection biases; as a result, not all suitable respondents may have an equal chance of being picked as a sample. The study only included Facebook and Instagram users involved in sustainable development, which we believe was an important factor in determining our unit of analysis. As a result, additional research is needed to determine the influence of changes in recommendation systems on consumer behaviour.

Furthermore, models in attitude measurement are required to forecast and comprehend purchasing behaviour (Fishbein 1963). They should be applied to various sectors to comprehend social media's impact on long-term purchasing behaviour.

6 Conclusion

To the best of our knowledge, this was the first study to investigate the association between attitudes regarding eco-friendly hotel advertising, attitudes toward eco-friendly service, and unplanned purchasing behaviour. The key to generating sales for eco-friendly products or services via social media is to influence consumers through immediate satisfaction and good value through information, entertainment, and credibility of the recommended ad. On the other hand, consumers must lower the cognitive and affective costs associated with excessive knowledge and choice through Artificial Intelligence (Chernev et al. 2015), giving them greater control over their data without overloading them with needless advice, and advertising will effectively influence their decision toward buying. The study filled the gap observed in the literature about understanding the relationship between customers' eco-friendly attitudes and behaviour, particularly hotel purchases and participation in green programmes (Diamantopoulos et al. 2003). As a result, this study proved that eco-friendly hotel ads would significantly impact changing consumer behaviour.

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Kľúčové slová / *Key Words* ——— advertising, attitude, consumer behavior, eco-friendly hotels, hotel industry, marketing
reklama, postoj, spotrebiteľské správanie, ekologické hotely, hotelový priemysel, marketing

JEL klasifikácia / *JEL Classification* ——— M31, M37

Résumé ——— Zachytávajú sa len spomienky a zanechávajú sa len stopy. Pochopenie vnímania ekologického hotela a nákupného správania turistov
Táto štúdia sa pokúša poskytnúť pohľad na rozhodovanie spotrebiteľov, ktoré je v dnešnom prostredí trvalo udržateľného rozvoja čoraz ťažšie pochopiť a predvídať. Nedostatočná informovanosť o vnímaní a postojoch turistov k ekologickej reklame v hotelierstve môže brániť schopnosti hotelov prilákať kúpnu silu spotrebiteľov a negatívne ovplyvniť očakávanú reakciu spotrebiteľov. Výsledkom je, že tento výskumný článok prispieva k pochopeniu postojov ľudí, k odporúčaným ekologickým reklamám hotelov a ich vplyvu na neplánovaný nákup ekologických zájazdov. Na pochopenie vzťahov skúmaných faktorov sa použila rovnica šrukturálneho modelovania. Zistenia odhalili, že dobré postoje týkajúce sa reklám na ekologicky šetrné hotely ovplyvňujú rozhodovanie spotrebiteľov pri neplánovanom nákupe ekologicky šetrných služieb, na ktoré vplývajú informatívnosť a dôveryhodnosť ako hodnoty vnímané ekologicky šetrnými hotelmi. Tento výskum sa týka turistov, marketérov, manažérov hotelov, propagátorov a zákazníkov.

Kontakt na autorov / *Address* ——— Dr. Cherouk Amr Yassin, College of Management and Technology, Arab Academy For Science Technology and Maritime Transport, Smart Village Campus, Building 2401, 4th floor, 12577 Giza, Egypt, e-mail: Cherouk.amr@aast.edu, Cherouk.amr@gmail.com

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A PRACTICAL APPROACH FOR OPTIMIZING THE CONVERSION RATE OF A LANDING PAGE'S VISITORS

Conversion rate optimization on a landing page is due to several factors, including design. This research attempted to measure the importance of certain components leading to the desired action to determine the key points to respect in the conception of a landing page that appears after clicking on a call-to-action button. We adopted both a quantitative and qualitative approach. The survey generated 221 respondents of which 216 had already visited a landing page after having a click. The aim was to measure the correlations between the components on the one hand and to determine the conversion rate on the other. The qualitative study was based on 50 people interviewed in front of a real landing page. It enabled us to define the components on which the visitors are most interested in conversion and to derive some guidelines.

1 Introduction

The emergence of digital technologies in the last few decades has given rise to a certain willingness on the part of sellers to capture consumers on the web. Online shopping is increasingly becoming a frequent behavior, the Internet has made a large amount of information accessible to consumers whenever they want it (Horváth, Bačík and Fedorko 2022). Professionals are faced with the need to invest determined and limited budgets in advertising campaigns. To do so, they are required to choose concrete objectives allowing them to reach a specific target audience and incite visitors to complete a purchase (Belanche, Cenjor and Pérez-Rueda 2019). It is considered to be a technique that brings in more revenue than costs by providing access to content (Shiller, Waldfogel and Ryan 2018).

Web advertising becomes a crucial element in current business promotion and one of the most rapidly expanding additions to the world of online marketing (Farhan and Yousaf 2016). Its development results from digital transactions between sellers and customers, qualifying online shopping as a daily and regular activity (Kral and Fedorko 2021). Before making a purchase, most consumers consult online reviews (Gafni and Golan 2016). Therefore, sales managers have to identify products and services using supporting tools to successfully conclude sales (Uberwimmer et al. 2021).

Web traffic refers to the data exposed and received by website visitors (Kim and Cho 2018), active users represent a vital element of the landing page of any e-commerce platform, and visits are involved in customer acquisition. As interest increases, offer representation becomes important (Zhou et al. 2019), mainly because the ultimate goal of sellers is to maximize the number of conversions, not the number of clicks (Shan, Lin and Sun 2018).

Landing pages are key elements of successful web advertising; they serve as the primary conversion point of the site due to the inbound traffic they generate (Miller 2015). They are how site visitors are transformed into leads and eventually sales. The main objective of a landing page is to maximize the conversion rate, concerning views, subscriptions, and purchases (Ayhan et al. 2018).

In terms of attracting the visitor's attention to a given advertisement, it is necessary to focus on the landing page design. An attractive format with colors that emphasize the ad and make it easily understood is required (Farhan and Yousaf 2016) depending on its role. Optimizing a landing page is about the implementation of design guidelines leading to high conversions and providing a better user experience expressed by the desired action.

Algerians, on their part, and despite the instability of the environment, consent more and more to the experience of online shopping to access products and services diversified, affordable, and of good quality. Therefore, e-commerce companies continue to innovate to suit their customers (Iraten et al. 2022) (Wahiba 2021).

This paper aims to study the behavior of Algerian internet users likely to be exposed to a landing page dedicated to sales and resulting from a call-to-action button to draw some guidelines for a quality landing page's design. We attempt through this work to provide answers to the following problematic question: How to build landing pages that convert traffic?

In response to the research question, we will be interested in certain aspects concerning online sales via landing pages, call-to-action buttons, clickthrough rates, landing page components, and conversion rates.

2 Literature review

To better explain the conversion path via a landing page, a brief literature review that focuses on the main concepts related to this topic is important. In the following, we will try to outline the contribution of a landing page in the fulfillment of a purchase action as well as synthesize a framework displaying the components that drive optimization.

2.1 Landing page and conversion rate

A landing page is a particular web page that appears in response to an ad, this is where a user arrives after clicking, it references the exact description of a product, service, or brand on the main site. Its conception plays a significant role in minimizing the number of visitors leaving the site with no action (Schreiber and Baier 2015). Thus, it is recommended for any website to have information on the products and services it offers to optimize the conversion rate translated by the percentage of visitors engaging in the desired target action (Bondarenko and Kravchenko 2019). It is unique in its focus on selling successfully by paying particular attention to site design (Tynchenko et al. 2021). Frequently, creating a landing page specific to an offer is preferable to a conversion page linked back to the site; however, every page on the site should have a conversion option (Miller 2015).

Because the goal of creating landing pages is to convert, it is vulnerable as a first step to making it easy for visitors to take action with a clearly labeled, highly visible call-to-action. The visual design of call-to-action buttons remains very difficult; it is the interface that can arouse emotions to serve as a hook to the visitor as well as for the information content that could be designed in many forms (Silvennoinen and Jokinen 2016). Call-to-action allows visitors to choose the most suitable navigation path according to the clickable choices, the visitor's attitude towards the advertisement is an important determinant of conversion (Erdem, Durmuş and Özdemir 2017).

The click-through rate on ads mirrors the relevance towards the users (Yang and Zhai 2022); however, the chance that consumers click on it and complete a purchase is extremely limited. The unclicked advertisements are much more than the clicked ones (Xiong et al. 2019). Hence, a visually attractive online store may impulsively boost purchasing experience (Handayani et al. 2018).

Landing pages constitute the second major component of the visitor conversion process. The most effective landing pages achieve conversion rates close to 50%, while the least effective ones only reach 5% (Truphème 2016). Once visitors land after clicking on the call-to-action button, they should never have to leave unless they complete the conversion process. Conversion rate qualifies the expected conversion probability of the ad query allowing the visitor to take the desired action (Li et al. 2021), it refers to the percentage of browsing on a website that ends with a purchase in a specific period (Tang, Wang and Kim 2022). Being persuaded of its rare value, conversion is getting more challenging (Lu et al. 2017).

2.2 Landing page components

Although the fact that the presentation of the landing page elements at low intensity leads to a weak conversion rate, the saturation of the visual can negatively impact the conversion. The complexity of the presentation of the said page requires detailed research on the influence of each element (Jankowski, Hamari and Wątróbski 2019). Several criteria must be followed to create a landing page that converts. In the following, we have reproduced the essential components that lead to the success of its design.

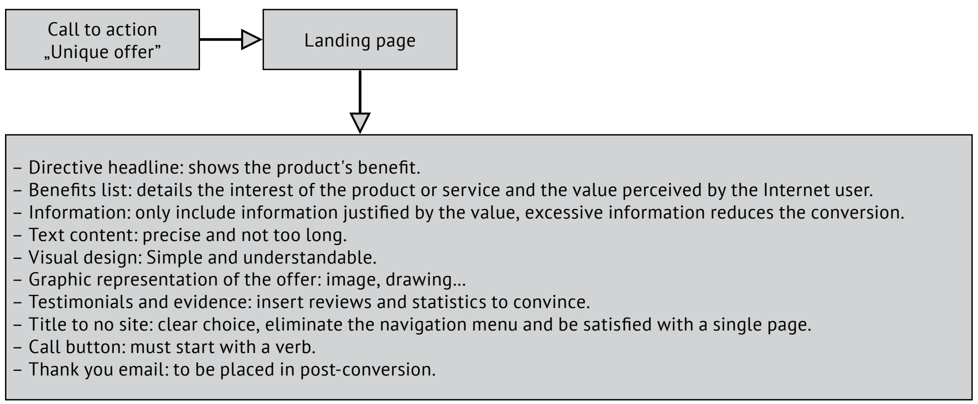

Figure 1: Landing page components
Source: Synthesized by authors Miller (2015) and Stevens (2011)

2.3 Research gaps

The study of landing pages has been the subject of a minority of digital marketing research. The majority of these researches have focused on comparing two landing pages following the (A/B testing) method based on the page volume comparing visitor behavior of a long and a short landing page (Gafni and Dvir 2018). This study was conducted in a real-world commercial setting with 535 consumers followed by a series of online experiments that generated 27083 consumers based on two landing pages created by the authors. Web traffic was generated and obtained to both pages via online advertising. The results showed that the majority of respondents found a short, specific landing page to be more effective, as its content was considered to determine consumer decision-making and behavior.
Similarly, (Viswanathan and Swaminathan 2017) studied the key factors that create a quality landing page; the study was primarily based on the optimization of a call-to-action while leaning toward the main components of landing pages. Focus groups were conducted, and the results showed that colors, images, themes, and flashing ads have a positive impact on call to actions and landing pages with respective rates of 31.57%, 26.31%, 15.78%, and 15.78%.
In addition, (Stefanie Schreiber and Baier 2015) have used a new approach to optimize landing pages; the multivariate Bayes Hierarchical Choice approach (CBC /HB) which consists in studying the attributes that affect the preferences of customers. This work was based on an online questionnaire sent to customers of an online store selected by another landing page considered optimal. Customers choose between randomly created landing page concepts to determine which attributes to retain. The results showed that hierarchical analysis is an adequate approach to measuring landing pages, as it allows a fairly large number of product concepts using a short survey. However, this research only focused on a specific age category (over 50% of customers were over 45 years old) and only included a few website elements.
The lack of research dealing with landing pages and the focus of previous studies on each component separately has led us to detect some gaps and to address the following points:
- The relationship between a call-to-action and the conversion rate.
- The correlation between landing page components.
- The behavior of a landing page visitor and the spending time on.
- The most attractive landing page's components.

The objective of this research is to demonstrate the main points to respect when creating a landing page dedicated to the promotion of an offer (product or service) taking into account the experience of the visitors according to their degree of appreciation.
We aimed to analyze the behavior of internet users likely to be exposed on a landing page that appears after clicking on a call-to-action, and then, observe their reaction to some included component to determine which elements they are more interested in, taking into account the information they want to find to optimize their conversion.

3 Methodology

Based on previous studies cited above, we tried to touch on the addressed points by adopting a mixed research approach (quantitative study and qualitative study). The value of this mixed approach was to determine the design features of a quality landing page that optimizes conversions. Unlike the study conducted by (Viswanathan and Swaminathan 2017) using focus groups among Indian internet users, we tried to reproduce the same logic with a different purpose and with a different sample constituted of Algerian Internet users. The goal was to better identify the conversion intention on the individual side, especially with the target audience of a real landing page dedicated to the commercialization of a product. We based our study on other details that were not previously covered, such as the most attractive components from the first moments, title and price placement, as well as testimonials and experiences.
To this end, we've strengthened our study with a literature review that highlights the path of Internet users facing advertising campaigns on the web. Focusing on conversion structured by a purchase action, we concentrated on the components of a landing page dedicated specifically to sales; indeed, other forms of conversion such as subscriptions, downloads, registrations ... etc. could be the subject of the said page.
The qualitative approach seemed appropriate to us because it aimed to study the behavior of visitors in terms of interest and incentive to complete the conversion action. The quantitative

study allowed us to collect measurable data such as the attitude of landing page visitors and the purchase action, the correlations between the components, and the relationship between the conversion action and the time spent on. This step helped us to extract some recommendations to better design a landing page dedicated to sales. This hybrid approach is part of an empirical-inductive approach that will allow us to observe visitors, in particular, to understand the conversion phenomenon and to draw recommendations.
To conduct the mixed-method approach, we first conducted the quantitative study for the period from 5/18/2022 to 6/21/2022 using an online questionnaire consisting of 13 questions to quantify certain components. The questionnaire reached a sample of 221 respondents, 216 of whom had already visited landing pages dedicated to a sale via call-to-action buttons. After the collection phase, the data were transferred to SPSS software and then statistically evaluated. A cross-tabulation was performed to describe the relationship between the click and the purchase; this test allowed us to observe the occurrences of the variable "purchase" according to the nature of the click leading to a landing page (by curiosity or by mistake). Similarly, we performed a Chi-square test of independence to measure the relationship between the conversion action (purchase) and the time spent on a landing page. To check whether there are correlations between some components of a landing page and whether they are of good quality, we conducted a principal component analysis.
To reinforce and complete the quantitative study, we opted for a qualitative one carried out with 50 women accustomed to online shopping. We exposed them to a real landing page that commercializes an organic cosmetic product with the main purpose of observing their behavior towards the page, especially to detect the most attractive components and to receive feedback on them separately. The collection and analysis of data were expressed through a directive interview guide divided into six sections and consisting of eight questions.

4 Results

4.1 Quantitative study

The questionnaire yielded 221 responses and the results were processed based on the 216 respondents who had previously encountered a call-to-action when browsing the web.
Age categorization of the respondents:
✓ Less than 20 years: 17.1 %
✓ [21-30] years: 70.8 %
✓ [31-40] years: 10.6 %
✓ [41-50] years: 1 %
✓ More than 50 years: 0.5 %
Gender categorization of the respondents:
✓ Women: 75.9 %
✓ Men: 24.1 %
Professional status categorization of the respondents:
✓ Student: 56 %
✓ Employed: 34.7 %
✓ Unemployed: 9.3 %
Out of the 216 respondents, we found:
✓ 53.7 % of respondents clicked on a call-to-action out of curiosity to learn more about the proposed offers.
✓ 39.4 % of respondents clicked on a call-to-action by mistake.
✓ 6.9 % of respondents ignored a call-to-action while browsing the internet.
As a result, 201 respondents had already visited landing pages.

Call to action and conversion rate

		Purchase		Total
		No	Yes	
Click	No	15	0	15
	Yes, out of curiosity to learn more about the offer	71	45	116
	Yes, mistakenly	79	6	85
Total		165	51	216

Table 1: Cross tabulation click * purchase
Source: Authors

From the table above, which summarizes the relationship between a call-to-action and the conversion rate we found that:
✓ The conversion rate of those who went to landing pages by their will: (45/116) *100 = 38.79%
✓ The conversion rate of those who went to landing pages by mistake: (6/85) *100= 7.05%
Thus, we notice that the ones who went to landing pages voluntarily have a higher purchase intention (conversion) than the ones who went by mistake.

	Value	df	Asymptotic significance (bilateral)
Pearson's Chi-square	54.134[a]	5	0.000
Likelihood ratio	51.811	5	0.000
Linear-by-linear association	0.571	1	0.450
Number of valid observations	216		

Table 2: Chi-square test
Source: Authors

	Value	Approximate significance
Nominal by Nominal Phi	0.701	0.000
Nominal V de Cramer	0.701	0.000
Number of valid observations	216	

Table 3: Symmetric measurements
Source: Authors

The Chi-square test between the purchase (conversion) and the time spent on a landing page is significant (Sig=0.000 less than 0.05), so there is a relationship between the purchase and the time spent on a landing page. This relationship is strong and is 70.1% according to the Phi of Cramer result.
Principal component analysis
To explain the correlation among the landing page components and to summarize them in factors, we conducted a factor analysis in which we examined the interdependence relationship.

Precision measurement of Kaiser-Meyer-Olkin sampling		0.629
Bartlett's test of sphericity	Approx. Chi-square	125.870
	df	15
	Sig.	0.000

Table 4: KMO and Bartlett test of sphericity
Source: Authors

The approximate chi-square statistic is 125.870 with 15 degree of freedom, which is significant at the 0.05 level. Thus, the variables (components of a landing page) are correlated with the population. The value of the KMO statistic (0.629) is also large (sup 0.5); factor analysis may be considered an appropriate technique for analyzing the correlation matrix.

Component	Initial eigen values			Extraction sum of squares of selected factors			Sum of squares of the factors selected for the rotation		
	Total	% of variance	% Cumulated	Total	% of variance	% cumulated	Total	% of variance	% cumulated
1	1.949	32.483	32.483	1.949	32.483	32.483	1.730	28.834	28.834
2	1.240	20.674	53.157	1.240	20.674	53.157	1.459	24.323	53.157
3	0.851	14.185	67.342						
4	0.746	12.433	79.775						
5	0.697	11.620	91.395						
6	0.516	8.605	100.000						

Table 5: Total variance explained
Source: Authors

The results above demonstrate that factor 1 accounts for a variance of 1.949 or 32.483% of the total variance. Likewise, the second factor accounts for 20.674% of the total variance, and the first two factors combined account for 53.157% of the total variance. Based on eigenvalues, only two factors have superior values than 1. Hence, two factors are to be retained.

	Component	
	1	2
Title	0.697	0.018
Subtitle	-0.299	0.804
Image	0.791	0.054
Explanation	0.594	0.254
Colors	0.317	0.676
Call button	0.274	0.536

Table 6: Matrix of components after rotation
Source: Authors

Table 6 above demonstrates that only variables (title, image and explanation) strongly correlate with factor 1 after rotation. The remaining variables (subtitle, colors and call button) strongly correlate with factor 2. We named Factor 1 „Content Factor“ and Factor 2 „Eye-catching factor“.

4.2 Qualitative study

To consolidate this research, we carried out directional interviews where we exposed 50 people to a landing page for which we have the number of visitors per day and the conversion rate. The interviewees were female, this choice was made because of the chosen landing page which sells products mainly dedicated to women.

The goal of this step was to detect the components that visitors focus on first a few moments after landing and to know their comments about a set of components to be able to extract some recommendations regarding the presentation of a landing page.

The studied landing page was created to promote one of the organic products marketed on the site (beautyandbio.net). It is a bath salt based on rose petals for female use. The page was equipped with the necessary information to make a purchase (purchase button, price, description, benefits, image, composition) and other components related to the main site (logo, social networking icons, links to other products ...etc.). According to the beautyandbio.net website manager, the number of visits per day is estimated at 200 visits on average at a time when the conversion rate is estimated at 30 %.

Website name	beautyandbio.net
Nature of the marketed products	beauty products made naturally from organic components
Website audience	women first
Number of visitors	200 visits a day
Landing page components	30 %
	website logo: placed on the top of the page
	product graphic presentation: two images, a processed and quite clear image of the packaging and product placed in the first plan and a real image of the product that can be visualized by scrolling to the left
	title: „rose petals-bath salt“ placed just after the graphic representation of the product
	price: 500 DZD placed just below the title
	explanation: details the product's benefits
	purchase button: green color, allows to select the number of units desired
	add to cart button: allows the user to complete the purchase of the product before proceeding to the confirmation stage
	description: - a box reserved for reviews however no reviews were mentioned - the composition - use instructions
	links to other products offered on the site
	social network icons: Facebook and Pinterest

Table 7: Descriptive sheet of the studied landing page
Source: Authors

To realize the qualitative study, we conducted directional interviews with 50 women who were exposed to the landing page presented above. The interviews lasted 20 minutes each and were divided into five parts: self-introduction to put the interviewee at ease and create a certain sympathy, explanation of the role of landing pages, exposure to the landing page link, observation of the first reactions, launch of the eight questions, thanks and greetings to conclude the interview.

Number of interviewees	50
Interview type	individual and online
Gender of the interviewees	female
Age of the interviewees	between 18 and 40 years
Number of questions	8
Duration of each meeting	20 minutes
Interview process	- presentation - explanation of the landing page's function - transmission of the landing page link - opening the questions - greetings and concluding the interview

Table 8: Interview datasheet
Source: Authors

The subsequent section will present the results of our qualitative study, summarizing the verbatim statements formulated by our interviewees during the structured interviews.

Theme	Questions	Comments
First attractive components	What did you notice first when you went to this landing page?	The majority of the women interviewed were interested from the very first moment they land to the product picture and the colors.
	How do you find the design of this landing page?	The responses of the interviewees can be summarized as follows: – Attractive design. – Well-organized and uncrowded page. – Simple and clear design.
Price placement	Do you think the product price is in the right place? If not, where would you like to put it?	✓ 30 women interviewed found that the price placement at the bottom of the title to be in the right place as long as it is visible ✓ 20 women found that the price is not well placed. They suggest placing it: ❖ Before the title, below the product image (8 similar responses). ❖ On the product's image to allow visitors to read between the lines and continue looking for details (5 similar responses). ❖ Before the product image because of its importance for visitors who want to make a purchase (7 similar responses). ❖ Below the product but on the right side.
Title	Do you find that the title perfectly represents the proposed offer?	Women who responded negatively to this question found that the title needs rewording because: ✓ It is not attractive. ✓ It does not coincide with the proposed offer.
	Do you find the title location suitable?	Most of the interviewees felt that the title was poorly placed. They suggested to place it at the top just before the product representation.
Reviews and testimonies	On the box reviews, did it inconvenience you not to find any opinion?	Of the 50 women interviewed, 6 respondents did not pay attention to the notice box. However, they felt that the inclusion of reviews would be a plus for the page. The rest (44 women) expressed their displeasure with the testimonial box, which contains absolutely no reviews. They noted that reviews help to: ✓ Attract the attention of visitors. ✓ Create credibility between the company and potential customers. ✓ Reassure themselves before buying and using the product. ✓ Encourage visitors to convert and want to buy.
Purchase intention	If the product interested you, would you buy it from this landing page?	13 women interviewed have an absolute conversion intention through this page in case of need while the rest have no conversion intention at all for the following reasons: ✓ Fear of being ripped off. ✓ The habit of making purchases directly at the point of sale. ✓ Lack of confidence to buy online. ✓ The price of delivery does not suit them (delivery cost). ✓ No reviews are mentioned to know the experience of others. Women who answered „yes" found that: ✓ The product interesting (natural and organic). ✓ All needed information is mentioned. ✓ The online purchase allows acquiring the product directly from the manufacturer (elimination of the risk of counterfeiting). ✓ Save time with home delivery and cash on delivery. Women who hesitate argued that: ✓ They only buy if they cannot find a similar product on the market. ✓ If the price is cheaper than the substitute products.

Recommendations	What's missing on this page? Is there any information you want to add?	✓ Reviews-the product itself (the material). ✓ Detailed composition. ✓ Usage. ✓ Delivery price without having to navigate the site. ✓ Effect of each component of the product.

Table 9: Qualitative research results
Source: Authors

The results of the qualitative study showed that interviewees were in favor of the studied landing page, finding it attractive, well-organized, and simply designed. The most captive components were considered to be the image and the colors. However, a few details that can hinder the conversion action were overcome during these interviews. Indeed, the title was inadequate and not representative qualifying it as unattractive. Therefore, it's imperative to be carefully written as well as to represent the offer. The lack of testimonials and experiences was pointed up by most of the interviewees, they strongly recommended introducing them as a source of credibility, attractiveness, and assurance.

5 Discussion

The quantitative study showed that the majority of the surveyed people have already reached landing pages via call-to-actions when surfing the Internet. The number of visitors who have completed a purchase action remains considerable.

A landing page created for a purchase objective positively contributes to conversion with a rate of 38.79% for the ones who visited them after having a click by their will. Yet, some mistaken clicks also drove conversions, with a rate of 7.05%, qualifying the use of landing pages as a favorable conversion device.

Likewise, the findings demonstrated a high degree of direct relationship between time spent on and conversion at a level of 70.1%. Based on Cramer's Phi test, the time spent is governed by the conversion action, indicating that converting visitors tend to spend longer on the referring page.

Factor analysis enabled us to conclude that the analysis was appropriate. It yielded correlations among some components, allowing us to divide them into two important factors that should be involved in bringing visitors to a conversion action. The first factor, we named the „Content Factor", comprises (title, image, and explanation) items explaining the proposed offer and delivering the necessary information to understand the page. The second factor we named the „Eye-catching Factor", comprises (subtitles, colors, and call button) elements that help to entice visitors.

Based on the results of the qualitative study, the presentation of a landing page should grant a high degree of emphasis on all the components, particularly graphic representation and, colors, since they are the most captured by the visitors from the first moments.

It is best to opt for a simple, clear, and well-organized design to attract visitors' attention and keep them longer on the landing page, thus increasing the conversion chance. The formulation of the title in turn should be carefully drafted, the results of this study have shown a high level of dissatisfaction of the interviewees against the title of the studied page, its placement should also be revised, the interviewees proposed to place it at the top just before the graphic representation.

The inclusion of opinions in the box reviews is of significant value; the majority of the interviewees stated the absence of reviews; they consider that the experience of other people may help them to reach a decision and to move positively (convert) if the reviews are favorable.

Reviews (testimonials and experiences) on landing pages are a point to consider; they are an element of conversion incentive, assurance, and credibility.

In addition, our interviewees recommended some points for proper landing page conception; they suggested detailing the proposed offer including more clarifications on composition, usage method, product benefits, and delivery price on the same page, with no need to navigate to a separate page of the site.

6 Conclusion

This research aimed to determine how to develop a landing page to optimize conversion, on which components to focus and the ones to include. To accomplish this, we conducted both quantitative and qualitative approaches. The quantitative study was mainly performed to establish correlations among a set of landing page components, whereas the qualitative one allowed us to underline some guiding aspects while creating the latter page.

The results showed that the conception of a landing page appearing after clicking on a call-to--action button requires a certain number of criteria, according to the visitors' assessment that constitutes the keystone of the successful advertising action. We found that some elements are highly correlated and should be part of any landing page to optimize conversion, while other components remain more valuable due to the attention paid by visitors in the early stages.

As this research highlighted the essential points to be considered and projected other elements that the visitor would like to include to help them take action and convert, like all research, this study remains a part of a large domain in which we have targeted a few points based on the literature review.

Despite its significant contribution to knowledge and practice, this study has certain limitations that restrict the generalization of the results obtained. First, the quantitative study was limited to a sample of Algerian Internet users, so the results may only reflect the opinions of Algerians online. Subsequent researchers are also cautioned to generalize the results with caution due to the small sample size due to the inability to interview the entire population. Similarly, the interviews were conducted with women only due to the category of the landing page studied; however, even men could be interested in the product offered by the said page.

Another limitation of the study was the context. The landing page is dedicated to a promotional purpose; the conversion in this case represents the purchase. However, other forms of conversions could exist for other landing pages created for other purposes (registration or download). The research being limited to the Algerian case could be extended to other geographical areas to verify if the most attractive components of a landing page differ. Researchers are encouraged to conduct similar studies in a larger context and in other samples to be able to generalize the results as the research did not take into consideration every included component.

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Kľúčové slová / *Key Words* ——— landing page, conversion, web advertising, visitors
vstupná stránka, konverzia, webová reklama, návštevníci

JEL klasifikácia / *JEL Classification* ——— M31, M37

Résumé ——— Praktický prístup k optimalizácii miery konverzie návštevníkov vstupnej stránky
Optimalizácia miery konverzie na vstupnej stránke je spôsobená viacerými faktormi vrátane dizajnu. Tento výskum sa pokúsil zmerať dôležitosť určitých komponentov vedúcich k požadovanej akcii s cieľom určiť kľúčové body, ktoré treba rešpektovať pri koncipovaní vstupnej stránky, ktorá sa zobrazí po kliknutí na tlačidlo výzvy k akcii. Uplatnili sme kvantitatívny aj kvalitatívny prístup. Prieskum vygeneroval 221 respondentov, z ktorých 216 už navštívilo vstupnú stránku po kliknutí. Cieľom bolo zmerať korelácie medzi jednotlivými zložkami na jednej strane a určiť mieru konverzie na strane druhej. Kvalitatívna štúdia sa zamerala na 50 ľudí, s ktorými sa uskutočnili rozhovory pred reálnou vstupnou stránkou. Umožnila nám definovať komponenty, na ktorých sa návštevníci najviac zaujímajú o konverziu, a odvodiť niektoré usmernenia.

Kontakt na autorov / *Address* ——— Hanane Meslem, PhD student, main author, Université de Bejaia, RMTQ Laboratory, RN 9 Tichy street, Bejaia 06000, Algeria, e-mail: hanane.meslem@univ-bejaia.dz

Dr. Ayoub Abbaci, lecturer class „A", co-author, National Polytechnic School of Algiers, 10 Brothers Oudek street, El Harrach 16200, Algeria, e-mail: ayoub.abbaci@g.enp.edu.dz

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REACHING FOR THE STARS: ON IMPORTANCE AND PECULIARITIES OF RATING

In many cultures, end-of-the-year period is marked with depictions of stars. Stars are called heavenly bodies. Stars are beautiful to look at. A star is a positive symbol of hope, happiness, eternity, faith, and excellence. Stars as astronomical objects are recognized for numerous properties related to their brightness, size, chemical composition, or distance. For marketers, stars are associated with rating and their key feature is the number of them. The more the merrier.

Stars have been traditionally used in the hospitality industry as an independent expert assessment of quality. Traditionally, it was not customers but experts were providing assessment of market offerings. Customers could have considered expert views to adjust their expectations. In Europe, several countries have established national standards for hotel grading. Other European countries introduced hotel star rating through powerful industry associations. In the United States, for instance, hotel stars developed through travel guide publishers such as Forbes/Mobil or American Automobile Association.

Online world has been cluttered with stars. Online stores, aggregators, search engines, travel websites, healthcare or delivery services to name a few are immediately showing opinions of others about market offerings. As feedback consumers neither we know, nor we largely care, how timely, relevant, objective, and trustworthy previously collected feedback could have been. (It needs to be acknowledged that many rating systems do provide that information easily if customers care.)

As businesses, however, we might have lost a bit of focus on the very purpose of collecting customer feedback, which is supposed to be identification of opportunities for further improvement. The obsession with the number of stars shall become an obsession with learning about, why customers rated the offering the way they did. Surely, more stars have the potential to bring in more customers. Certainly, giving opportunity to a customer to express their opinion shows that the business cares. However, the ultimate goal shall be harvesting suggestions for improvement. Improvements can be achieved either on products and services or with management of client expectations.

Just as social media in general, customer rating systems are prone to favoring extreme customer views. Some industries report inflation of customer rating, where differences among various providers are finally miniscule. The so-called positivity problem poses a customer dilemma, which provider to choose if all are rated so positively. And five-star offerings may be more likely to receive other five-star reviews, as some clients simply want to join the happy crowd. Customer rating is rather an expression of fleeing emotion than a thoughtful assessment of various properties.

Understanding the motivation and rationales, why a customer gave that kind of feedback. Sometimes it is insightful to learn why customers provided feedback at all. Incentives to leave a feedback such as vouchers or discounts are likely to yield more raving reviews. The business may attempt to stop fake and illegitimate customer feedback. The business may provide an open response. The business may demonstrate, how action was taken. Or the business may come with a different name if brand damage is all too serious.

Another systemic issue with customer feedback is its retrospective nature. Reflecting on past customer views may not necessarily bring the business to successful future. Feedback resides with the current customer base and doesn't tell much about needs of potential new market segments. It is like driving a car and looking only in the rear-view mirror.

Stars are not designed to map situations, where customer expectations were exceeded. Overall score is usually a variable composed of several partial items with same factor loadings. Higher rated offerings with fewer customers can easily be listed higher in the ranking than frequently provided offerings with a very small number of unhappy customers, who purchased long ago. Consumer ratings by any means shall not be used as a single measure of customer satisfaction.

Résumé ——— **Ke hvězdám: O důležitosti a zvláštnostech hodnocení**
Zákaznická hodnocení pomocí hvězdiček se stala oblíbeným nástrojem vyjádření zákaznických postojů zvláště v online prostředí. Jednoduchost, rychlost a srozumitelnost poskytnutí hvězdičkové zákaznické zpětné vazby však v sobě skrývá mnohá úskalí – teoretických, metodologických i praktických. Udělení konkrétního počtu hvězdiček je projevem těkavé zákaznické emoce, nikoli výsledkem expertního dlouhodobého hodnocení, zvažování alternativ či snahy o poskytnutí pravdivého objektivního obrazu.

Kontakt na autorov | *Address* ——— doc. Ing. Pavel Štrach, Ph.D., Ph.D., ŠKODA AUTO Vysoká škola o.p.s., Katedra marketingu a managementu, Na Karmeli 1457, 293 01 Mladá Boleslav, Česká republika, e-mail: pavel.strach@savs.cz

OSMNÁCTÝ ROČNÍK SOUTĚŽE MARKETÉR ROKU VYHLÁŠEN

Česká marketingová společnost vyhlásila osmnáctý ročník soutěže Marketér roku za rok 2022. Vyhlášení této významné odborné i společenské události proběhlo v rámci odborného semináře Marketing v době turbulentní, který pořádala Česká marketingová společnost v Tančícím domě v Praze dne 22. listopadu 2022.
Soutěž vyhlásili zástupci prezidia ČMS, čestná prezidentka Jitka Vysekalová, prezident Tomáš David a člen prezidia Petr Uchytil. Tradičně podpořila soutěž osobnost světového marketingu prof. Philip Kotler, který nad níž opět převzal záštitu.
Hlavním cílem soutěže, stejně jako cílem činnosti České marketingové společnosti, je přispívat k rozvoji marketingu v Česku, popularizovat výrazné osobnosti oboru a vyzdvihnout jejich odbornou úroveň. Jsme přesvědčeni, že promyšlený a cílený marketing je jedním z důležitých faktorů zvýšení konkurenční schopnosti naší ekonomiky. Osmnáctý ročník se opět zaměří především na hodnocení přínosu konkrétních marketingových projektů. Souběžně probíhá soutěž Mladý delfín pro vysokoškoláky studijních oborů zaměřených na marketing.
Uzávěrka přihlášek je 17. dubna 2023. Podrobnosti o soutěži, zejména o způsobu podávání přihlášek, jsou k dispozici na www.cms-cma.cz.

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

SÚŤAŽ EFFIE AWARDS SLOVAKIA 2022 MÁ VÍŤAZOV

Porota zložená zo 43 odborníkov ocenila 5 reklamných kampaní minulého roka. Klub reklamných agentúr Slovenskej republiky (KRAS) je organizátorom a odborným garantom súťaže EFFIE AWARDS Slovakia. Organizátor súťaže vydal túto tlačovú správu, v ktorej informuje o priebehu a samotných výsledkoch národnej súťaže.

Odovzdanie cien pre najefektívnejšiu reklamu sa uskutočnilo v pondelok 12. decembra v priestoroch HUBHUB event space. Do aktuálneho ročníka súťaže sa prihlásilo 31 prác, 18 z nich vybrala porota 1. kola pod vedením Martiny Hrivnákovej, marketingovej riaditeľky VÚB a predsedkyne poroty na shortlist. Z nich napokon spolu s porotou 2. kola vybrali 5 kampaní, ktoré ocenili striebornými a bronzovými oceneniami EFFIE.

V kategórii FMCG si bronz odniesla kampaň Super Lidl ceny od prihlasovateľov Wiktor Leo Burnett a Lidl Slovensko. V kategórii Finančné služby porota ocenila rovnako bronzovou trofejou kampaň Budúcnosť na Slovensku od Zaraguza a Slovenskej sporiteľne. Dobročinný marketing sa stal najúspešnejšou kategóriou, kde premenili shortlisty na kovy až dve práce. Striebro si odniesla kampaň Títo otužilci sa nemajú kde zohriať od Elite/Monday Lovers a Depaul Slovensko. Bronz získala kampaň Skutočná ulica od agentúry Mannschaft a OZ Vagus. Posledné ocenenie a druhá strieborná EFFIE tohto ročníka súťaže putuje do rúk Istropolitana Ogilvy a SPP - Slovenský plynárenský priemysel za prácu Koncept čistá energia v kategórii Ostatné.

Okrem národného kola je možné súťažiť ďalej vo formátoch: Effie Europe (najefektívnejšie kampane z Európy), Effie Multiregion (kampane, ktoré bežali naprieč najmenej 4 krajinami a 2 regiónmi sveta), Effie Best of the Best (kampane ocenené zlatou / grand EFFIE z celého sveta). Bližšie informácie je možné nájsť na: https://effie2022.sk.

2022 effie awards slovakia

KRAS
Klub reklamných agentúr Slovenska | člen EACA

WLADISLAW, JACHTCHENKO, 2022. FÉROVÁ RÉTORIKA. NEJLEPŠÍ PŘESVĚDČOVACÍ TECHNIKY.

PRAHA: GRADA PUBLISHING. 219 S. ISBN 978-80-271-3345-1.

Autor uvedenej knižky je uznávaným trénerom rétoriky a súčasne pôsobí ako spíker a ako kouč v biznise. Patrí medzi popredných odborníkov v oblasti rétoriky a komunikácie. Je tiež autorom úspešnej knižky Manipulatívna rétorika, o ktorej som mala možnosť a potešenie napísať recenziu v tomto časopise pred tromi rokmi (2019, 14(2)).
V Predhovore svojej knižky autor stručne objasňuje obidve cesty ovplyvňovania ľudí: racionálnu argumentáciu a manipulatívnu rétoriku. Na otázku, prečo ľudia takmer každodenne používajú manipulačné techniky odpovedá takto: „Najdôležitejším dôvodom je, že manipulatívna rétorika nás dovedie k cieľu rýchlejšie: využiť mocenského postavenia, niekoho zatlačiť do kúta, odbiť polopravdou alebo uchlácholiť lichôtkami.“ (s. 11). Oveľa náročnejšie je empaticky počúvať, premyslieť inteligentné otázky a racionálne argumentovať. Férovosť je ušľachtilejšia v rétorike, ale je omnoho zložitejšia a ťažšia. Podľa autora, univerzálny postup férovej rétoriky je rétorika založená na argumentácii.

Mottom tejto knižky je: „Presviedčajte, nemanipulujte!“ Autor svoju knižku dedikoval rozumu! Aké príznačné!

Knižka pozostáva z dvoch hlavných častí. Je v nej Predhovor, Úvod, Záver a sedem strán poznámok a odkazov. V Úvode autor odpovedá na otázku, prečo je také ťažké niekoho presvedčiť. Ak sa tak deje, nedeje sa to náhodne, ale dá sa to naučiť pomocou nástrojov férovej rétoriky, ktorú tvoria tieto jej tri piliere:
„Zručnosť argumentovať, teda schopnosť racionálne a logicky formulovať myšlienky a predkladať jasné argumenty.
Zručnosť počúvať, teda schopnosť presne vnímať ako svet myšlienok, tak svet pocitov človeka s ktorým hovoríme.
Zručnosť pýtať sa, teda schopnosť klásť v správnej situácii správne otázky, aby sme sa priblížili k cieľu, ktorý sme si stanovili.“ (s. 14).

Cieľom knižky je tak podľa autora, predstaviť tieto zručnosti systematicky a prakticky a tak získať možnosť uplatniť ich v súkromnom i v profesijnom živote. Knižka obsahuje tiež inovatívne modely argumentácie, nové koncepty počúvania a tie najlepšie techniky kladenia otázok.

Prvá z dvoch hlavných častí tejto knižky má názov 10 najdôležitejších zručností férovej rétoriky pre každý deň. Autor tieto zručnosti pomenoval nasledovne:

1. Argumenty sú skrátka SEXIER.
2. Argumentujte empaticky: Model štyroch farieb.
3. Desať najlepších spôsobov odôvodňovania.
4. Chápavo počúvať bez nutkania odpovedať.
5. Kto sa rýchlejšie pýta, viac sa dozvie.
6. Tvrdo k veci, mäkko k ľuďom.
7. Kvalita namiesto kvantity – a to najlepšie na začiatok.
8. Rušivé faktory pri presviedčaní.
9. Desať zákazov pri presviedčaní.
10. Na pomedzí manipulatívnej rétoriky.

Každej tu uvedenej najdôležitejšej zručnosti je venovaná jedna kapitolka, kde autor v knižke veľmi podrobne a so zjavnou znalosťou problematiky objasňuje, vysvetľuje a odporúča ako efektívne argumentovať, počúvať a presviedčať ľudí bez fráz a ako píše „bez otrepaných rád na tému reč tela, hlas, charizma a zodpovedajúcej seba prezentácie“. Táto prvá časť knižky postupne ponúka autorove rady a účinné spôsoby ako empaticky argumentovať, ponúka viacero konkrétnych spôsobov odôvodňovania a zdôvodňovania argumentov, ponúka viaceré overené spôsoby ako chápavo počúvať bez nutkania odpovedať. Ďalej autor vysvetľuje aké je dôležité vedieť sa pýtať, vedieť sa rýchlo a múdro pýtať, ako byť k ľuďom verbálne mäkký, ale k meritu veci tvrdý a prečo. Píše, že je potrebné urobiť prvý dojem hneď od začiatku kvalitou argumentov, nie ich množstvom, pretože nás môže prekvapiť toľko rušivých faktorov pri presviedčaní ako sú: veľké vlastné ego, ego nášho oponenta, málo času, nevhodné miesto, negatívne emócie, fyzické rozpoloženie, status a mocenské hry, nedorozumenie a predsudky, nedostatočná príprava, strata nádeje, čiže strata vytrvalosti. Všetky uvedené rušivé momenty sa môžu vyskytnúť spolu, alebo jednotlivo, no nie vždy ich možno ľahko eliminovať. V závere prvej časti knižky autor, odvolávajúc sa na svoju knižku Manipulatívna rétorika, uvádza desať zakázaných spôsobov argumentácie, ako sú napr. bludný kruh, apel na emócie, osobný útok a ďalšie spôsoby, ktoré sú na pomedzí manipulácie.

V druhej hlavnej časti knižky pod názvom Tri piliere férovej rétoriky sa autor orientuje na tri kľúčové zručnosti rétoriky, ktorými sú pre presvedčivého komunikátora nasledovné:
„Zručnosť argumentovať: Presvedčivými racionálnymi argumentami dokáže zrozumiteľne vysvetliť svoje myšlienky a primerane reagovať na protiargumenty svojho oponenta.
Zručnosť počúvať: Vďaka chápavému počúvaniu vie, na ktoré aspekty kladie jeho oponent najväčší dôraz a ako vyzerá jeho predstava sveta.
Zručnosť pýtať sa: Cielenými otázkami dospeje k chýbajúcim, avšak pre presvedčovací proces relevantným informáciám a vedie rozhovor konštruktívnym smerom.“ (s. 95).

Každý z týchto uvedených pilierov rétoriky autor podrobne rozoberá. Pri zručnosti argumentácie uvádza modely ako postupovať a moduly ako argumentovať a presvedčiť lepšími argumentami. Veľmi veľkú a opodstatnenú pozornosť venuje autor zručnosti počúvať, teda zručnosti lepšie počúvať. Prezentuje detailne desať stupňov počúvania férovej rétoriky, prezentuje zároveň sedem rád pre dobrého poslucháča a sedem rád aj pre zlého poslucháča. Ponúka aj päť praktických cvičení pre lepšie počúvanie.
Tretí pilier férovej rétoriky – zručnosť pýtať sa, uviedol autor výstižným citátom Francisa Bacona: „Vedieť sa chytro opýtať je polovica múdrosti.“ (s. 173). Ach, vedieť tak, čo sa opýtať a kedy!!! Je tiež známy, ale často nedocenený poznatok, že v rozhovore je dôležitejšia otázka ako odpoveď!!!

Autor na ďalších stranách knižky oboznamuje potom čitateľa s konkrétnymi typmi otázok, ktoré je potrebné položiť, aby sme niekoho presvedčili. Veľmi zrozumiteľne predkladá desať dobrých dôvodov pre dobré otázky a zároveň tridsaťtri (!) najdôležitejších typov otázok pre presvedčovací proces v pracovnom i v súkromnom živote. Toto je veľmi užitočná a zaujímavá časť knižky, veľmi prakticky využiteľná v osobnej a pracovnej komunikácii. Autor v závere tejto druhej časti uviedol i štyri najčastejšie chyby pri kladení otázok, ktoré by sme si mali pamätať. Úplný záver druhej časti knižky tvorí autorových päť najdôležitejších otázok pre osobný rozvoj, ktoré môžu pomôcť niekoho férovo presvedčiť.

V Závere knižky ponúkol jej autor štyri úplne praktické rady, ako sa neustále zlepšovať vo férovej rétorike a kontakt na jeho blog@argumentorik.com. Didaktické a profesionálne!
V recenzovanej knižke Wladislawa Jachtchenka Férová rétorika sa prejavuje a odráža autorská férovosť i pri spracovaní a prezentovaní vybraných teoretických a praktických poznatkov z danej problematiky. Aktuálna téma, praktické využitie v osobnom a profesijnom živote, zrozumiteľný odborný štýl. Knižku odporúčam do pozornosti každému, kto si chce zlepšiť svoj verejný prejav v škole za katedrou, či v laviciach poslucházrne, v biznise, alebo doma v súkromí.

DICTIONARY OF USEFUL MARKETING TERMS

M

mindset | *myslenie* ——— It is hard to change the mindset of the public.
Je ťažké meniť myslenie verejnosti.

minibreak | *malá prestávka, mini prestávka* ——— Students have had only a minibreak after a long lecture.
Študenti mali po dlhej prednáške len mini prestávku.

minimal | *minimálny* ——— Luckily, the damage to a building after the heavy storm was only minimal.
Našťastie boli škody na budove po silnej búrke len minimálne.

minimalism | *minimalizmus* ——— Her elegant minimalism translates into the design of the new fashion store opening in London.
Jej elegantný minimalizmus sa premieta do dizajnu nového módneho obchodu, ktorý sa otvára v Londýne.

minimalist | *minimalista* ——— Being a minimalist can inspire others towards simple life.
Byť minimalistom môže inšpirovať ostatných k jednoduchému životu.

minimalistic | *minimalistický* ——— That building is a good example of modern minimalistic architecture.
Tá budova je dobrým príkladom modernej minimalistickej architektúry.

minimally | *minimálne* ——— Retail sales are increasing minimally, if at all.
Maloobchodné tržby sa zvyšujú minimálne, ak vôbec.

minimarket | *malý trh* ——— The city center is made up of shops, restaurants and a minimarket.
Centrum mesta tvoria obchody, reštaurácie a minimarket.

miscellaneous | *rôzne* ——— The job helps her finance the apartment, food and pay for other miscellaneous expenses.
Práca jej pomáha financovať byt, stravu a platiť za iné rôzne výdavky.

MIS | *Skratka: Marketingový informačný systém* ——— MIS provides marketers with accessibility to data that helps them make strategic decisions.
MIS poskytuje marketérom prístup k údajom, ktoré im pomáhajú robiť strategické rozhodnutia.

misaddress | *nesprávne, chybne adresovať* ——— The package was misaddressed and delivered to the wrong place.
Balík bol chybne adresovaný a doručený na nesprávne miesto.

mislead | *zavádzať* ——— We are not misleading people, and we are not pretending that our products are exceptional.
Nezavádzame ľudí a nepredstierame, že naše produkty sú výnimočné.

misread | *nesprávne prečítať, interpretovať* ——— Jane thought they were friends but she had completely misread his non-verbal signals.
Jane si myslela, že sú priatelia, ale nesprávne interpretovala jeho neverbálne signály.

misrecord | *nesprávne zaznamenať* ——— The proposal to cut the gallery's funding was based on misrecorded audience statistics.
Návrh na zníženie financovania galérie vychádzal z nesprávne zaznamenaných štatistík návštevnosti.

misrepresent | *skresľovať, klamať* ——— His views are misrepresented in the media.
Jeho názory sú v médiách skreslené.

misrepresentation | *skreslenie skutočnosti* ——— This political statement is a clear and deliberate misrepresentation of the facts.
Toto politické vyhlásenie je jasným a zámerným skresľovaním faktov.

mis-sale | *nevhodný, nesprávny predaj* ——— The mis-sale of the pension insurance has rocked the industry.
Nesprávny predaj dôchodkového poistenia otriasol odvetvím.

mission | *misia, úloha* ——— Mission accomplished. I have done everything you asked for.
Misia splnená. Urobil som všetko, čo si žiadal.

mission statement | *poslanie* ——— Perhaps their mission statement should be more proactive.
Možno by ich poslanie malo byť proaktívnejšie.

mix | *mix, mixovať, kombinácia, kombinovať* ——— The money is invested in a diversified portfolio, a mix of stocks, and bonds.
Peniaze sú investované do diverzifikovaného portfólia, kombinácie akcií a dlhopisov.

mix and match | *kombinácia* ——— At her home, we can see mix and match antiques with modern furniture.
U nej doma môžeme vidieť kombináciu starožitností a moderného nábytku.

mix up | *pomiešať, popliesť, podobať sa* ——— The directions she gave him mixed him up and he went the wrong way.
Pokyny, ktoré mu dala, ho poplietli a on išiel nesprávnou cestou.

mnemonic | *mnemotechnická pomôcka* ——— The text and image served them as mnemonic devices.
Text a obrázok im slúžili ako mnemotechnické pomôcky.

mobile | *mobilný* ——— The hospital staff use a mobile laboratory.
Personál nemocnice využíva mobilné laboratórium.

mobile application | *mobilná aplikácia* ——— The company's mobile application has quickly become very popular.
Mobilná aplikácia spoločnosti sa rýchlo stala veľmi populárnou.

mobile banking | *mobilné bankovníctvo* ——— Mobile banking is used in many parts of the world with little or almost no infrastructure.
Mobilné bankovníctvo sa používa v mnohých častiach sveta s malou alebo skoro žiadnou infraštruktúrou.

mobile device | *mobilné zariadenie* ——— Mobile devices like tablets, e-readers, and smartphones, are powerful and can do many of the same things you can do with a laptop computer.
Mobilné zariadenia, ako sú tablety, elektronické čítačky a smartfóny, sú výkonné a dokážu robiť veľa rovnakých vecí, aké môžete robiť s prenosným počítačom.

mobile home | *mobilný dom* ——— They have got a mobile home in their garden.
Vo svojej záhrade majú mobilný dom.

mobile number | *telefónne číslo na mobil* ——— The mobile number prefix indicates the original service provider.
Predvoľba mobilného čísla označuje pôvodného poskytovateľa služieb.

mobile phone | *mobilný telefón* ——— The store offers a diverse collection of mobile phones ranging from basic mobiles to high-end smartphones.
Obchod ponúka rozmanitú kolekciu mobilných telefónov od základných mobilov až po špičkové smartfóny.

mobile shop | *pojazdná predajňa* ——— There may be some differences in price between the brick-and-mortar shop and the mobile shop.
Medzi kamennou predajňou a pojazdnou predajňou môžu byť rozdiely v cene.

mobile technology | *mobilná technológia* ——— The advantage of the mobile technology is that it goes where its user goes.
Výhodou mobilnej technológie je, že ide tam, kam ide jej používateľ.

mock up | *simulovať, napodobniť, vysmievať sa, maketa* ——— The designer showed them a mock-up of what the car will look like when it goes into production.
Dizajnér im ukázal maketu toho, ako bude auto vyzerať, keď sa dostane do výroby.

mode | *spôsob, režim* ——— You are kindly asked to switch your phone to silent mode.
Prosíme vás o prepnutie telefónu do tichého režimu.

mode of payment | *spôsob platby* ——— The airline only accepts credit or debit cards as the mode of payment on its boards.
Letecká spoločnosť akceptuje ako spôsob platby na svojich palubách iba kreditné alebo debetné karty.

model | *model, vzor* ——— The Finnish educational system is a model for many other countries.
Fínsky vzdelávací systém je vzorom pre mnohé ďalšie krajiny.

model house | *modelový dom* ——— The construction company has built a couple of model houses for the housing of the workers.
Stavebná spoločnosť postavila niekoľko vzorových domov určených na bývanie pre robotníkov.

modifiable | *modifikovateľný, upraviteľný* ——— Their approach is modifiable, and can contribute to positive outcome.
Ich prístup je modifikovateľný a môže prispieť k pozitívnemu výsledku.

modification | *modifikácia, úprava* ——— Several modifications have been made in the proposals.
V návrhoch bolo vykonaných niekoľko úprav.

modifier | *modifikátor* ——— Many people use emoji with skin tone modifiers in their messages.
Mnoho ľudí používa vo svojich správach emotikony s modifikátormi odtieňov pleti.

modify | *modifikovať* ——— The organization decided to modify its current employment policy.
Organizácia sa rozhodla upraviť svoju súčasnú politiku zamestnanosti.

modular | *modulárny* ——— He wants to integrate modular manufacturing into the entire company.
Modulárnu výrobu chce integrovať do celej firmy.

Literatúra / *List of References*
[1] Cambridge Business English dictionary. 2022. [online]. [cit. 2022-11-27]. Dostupné na: <https://dictionary.cambridge.org>

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