How to Publish an Article in the SINTA 2 Journal?

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Bagaimana mendapatkan perhatian dari Editor?

1. **Pilih jurnal yang dituju**
   1. Jurnal Internasional Bereputasi (Scopus dan WOS)
   2. Jurnal Internasional
   3. Jurnal Nasional Terakreditasi (SINTA 1-6)
   4. Jurnal Nasional

2. Pelajari Jurnal yang dituju → Jurnal Sinta 2

DO's and Don't

Do's

Pelajari:

1. Gaya selingkung dari jurnal yang dituju
2. Artikel-artikel yang telah terbit pada jurnal tersebut (minimal 2- 4 edisi)
3. Baca semua panduan yang disediakan oleh jurnal
4. Perhatikan jenis artikel yang banyak diterbitkan pada jurnal yang dituju (hasil penelitian, atau conceptual paper?)
5. Pelajari bagaimana proses melakukan submission pada jurnal

Don’t

1. Jangan mengirim artikel yang tidak sesuai dengan “scope” dari jurnal yang bersangkutan.
2. Jangan mengirim melalui email, semua jurnal nasional sudah menggunakan OJS.
3. Jangan mengirim email pada editor untuk bertanya “APAKAH SAYA BISA KIRIM ARTIKEL UNTUK TERBITAN BULAN …..???”
4. Harus SABAR → artikel yang masuk pada jurnal Sinta 2 jumlahnya banyak.
5. Jangan kecewa kalau di REJECT→ beberapa editor terkadang memberi masukan jurnal yang cocok untuk artikel anda.
6. No case study → misalnya hanya meneliti Tokopedia. Lebih baik market place di Indonesia.
7. Harus siap melakukan berkali-kali revisi. Walaupun hanya Sinta 2 apalagi Sinta 1, editor harus menghasilkan artikel yang baik.

Bagaimana menulis artikel yang baik?

1. **Kuat pada konten/ substansi: Pilih topik yang menarik**
2. **Memahami struktur penulisan:**
   a) Conventional
      1) Introduction
      2) Literature review
      3) Methodology
      4) Result
      5) Conclusion
   b) IMRaD
      1) Introduction
      2) Methodology
      3) Results and
      4) Discussion

TOPIK

1. Pilih topik yang menarik bagi anda, agar menyenangkan selama proses menulis.
2. Topik penelitian yang up to date -> baca artikel jurnal yang terbaru
3. Topik penelitian sebaiknya focus → pilih satu tapi mendalam
4. Lakukan riset awal mengenai topik yang dipilih, agar peneliti familiar dan memahami topik tersebut.
5. Research gap / Novelty

Jurnal Manajemen dan Pemasaran Jasa

Jurnal Nasional Terakreditasi Sinta 2
Di terbitkan setahun 2 kali yaitu : Maret dan September
Menggunakan Bahasa Inggris
Struktur artikel : IMRaD

Struktur Artikel IMRaD

Terdiri dari 3 bagian:

Bagian pertama :

- Title
- Abstract
- Keywords

  (buat keyword yang mudah di cari : menarik, informatif dan effective)

Struktur Artikel IMRaD

Bagian kedua:

- Main text (IMRaD)
  - Introduction
  - Methods
  - Results
  - and
  - Discussions

Struktur Artikel IMRaD

Bagian ketiga:

- Acknowledgement
- Reference
- Supplementary materials

Introduction

- Clearly state the reasons for conducting the research
- Summarize relevant, primer, and update literatures to provide state of the art of the topic
- State how your work differs from published work
- Explain some other findings that you are challenging or extending
- Explain the target of the scientific contribution of the results
- Briefly describe the objectives of the research

household decision-making authority. On the other hand, recent studies considered the perceptions of both wives and husbands and reported that perceptions of who have more decision-making power differ between wives and husbands (Jejeebhoy, 2002; Becker *et al.*, 2006; Ghuman *et al.*, 2006; Story and Burgard, 2012).

The recent studies also examined how the perceptions of wives and husbands regarding the wife's autonomy influenced the wife's well-being. Many studies have confirmed that a wife's self-perceived autonomy is positively associated with her subjective well-being (Delhey, 2010; Díaz and Arroyo, 2013) and psychological health (Chirkov, 2007). However, no consistent evidence regarding the possible effects that the husband's perception or the couple's concordance regarding the wife's autonomy may have on the wife's well-being has been reported in previous studies in such places as India (Jejeebhoy, 2002), Guatemala (Becker *et al.*, 2006), Nepal (Allendorf, 2007) and Bangladesh (Ambler *et al.*, 2017).

It should be noted that these studies were conducted in societies where women have relatively lower social status than men. In these societies, women's autonomy plays an important role in improving the well-being of wives, particularly because it enables them to inject their preferences into intra-household resource allocation. Nonetheless, it is still unknown whether the findings from these previous studies can be applied to societies in which women already have a higher social status. Generally speaking, the balance of power within a married couple is affected by social contexts and gender norms, in addition to individual characteristics (Sen, 1990; Agarwal, 1994). Therefore, investigating a married couple's perception of women's autonomy and its effect on the wife's well-being in a women-oriented cafés, restaurants and hotels (Kim and Jang, 2014). It has been shown that Gen Y consumers have a stronger demand for upscale features (Yang and Lau, 2015). However, Friedman (2014) argues that changes in social class may result in unpredictable identities, thus causing those in society to feel inadequate or lack a sense of belonging to any social class. Such anxiety and uncertainty in terms of social identity and due to social mobility eventually elicits a further question: Will Gen Y Malaysians engage in conspicuous consumption based on factors outside of the value orientations tested in our study?

In essence, despite the growing body of literature on conspicuous consumption, little is known about conspicuous consumption among Gen Y, especially in developing countries in Asia. Although numerous consumer studies have focused on Gen Y consumers from Australia (e.g. Hourigan and Bougoure, 2012; Kamineni, 2005; O'Cass, 2004), America (e.g. Bakewell and Mitchell, 2003; O'Donnell, 2006; Sullivan and Heitmeyer, 2008) and Europe (e.g. Bakewell *et al.*, 2006; Ko *et al.*, 2007), these findings cannot be generalized across countries, as different characteristics among individuals in different age cohorts with different cultures (Solomon, 2004) affect consumption behaviour (Rushton, 1988). As conspicuous consumption is normally associated with Westerners who have values different to those of Asian people, there is a need to understand conspicuousness in both Asian and Gen Y consumers (Hennigs *et al.*, 2012; Hofstede, 2011; Semaan *et al.*, 2019; Sun, 2011).

Thus, we need to understand the values that these Gen Y consumers hold as well as their orientations. It is important to understand the relationship between values and behaviour in the context of foreign global brands consumption among Southeast Asian Gen Y consumers. This study aims to understand the importance of value orientation for conspicuous consumption in the youth market segment of Southeast Asia, particularly in Malaysia. The focus is on understanding three different types of values—cultural values, material values and religious values—relating to conspicuous consumption behaviour. Subsequently, by addressing this phenomenon, this study could provide a broader understanding of what influence conspicuous consumption has on Asian society, since Gen Y consumers comprise

Although the literature on CSR strategies is considerably well-established (Claver-Cortés *et al.*, 2007; Dahlgaard-Park *et al.*, 2015; De Grosbois, 2016; González-Rodríguez *et al.*, 2019; Kang *et al.*, 2010), not enough studies have been performed on the conceptual framework lens toward customer perspective in the service context. In this study, the authors aim to address three gaps that are important in understanding the relationship between CSR activities and customers' behavior. The first gap in service research is from a single perspective of CSR initiatives. For instance, many studies have focused on the effects of operational-level CSR (i.e. environmental) on the attitudes and behaviors of individuals because the majority of hotel companies have traditionally invested in environmental CSR initiatives (Kucukusta *et al.*, 2013). Despite the impact of corporate-level CSR (i.e. social CSR) on individual loyalty (He *et al.*, 2019), few studies have been conducted to investigate the effect of social CSR strategies on the customer loyalty in the service industry. The second gap in CSR research is from the concept of unidimensional customers' loyalty. Researchers have focused on the relationship between CSR and the single dimension of loyalty (Inoue *et al.*, 2017; Oliver, 1999; Palacios-Florencio *et al.*, 2018). However, individuals develop different stages of attitudinal loyalty (i.e. cognitive, affective and conative) depending on how they perceive operational and corporate level CSRs. The third gap is whether company's CSR initiatives directly influence customers' behavior. Inoue *et al.* (2017) also suggested that further studies are necessary given that the limited research on the relationship between CSR types and loyalty types to improve the prediction of the loyalty-related outcomes of CSR strategies.

In the hospitality industry, the hotel's CSR practices are categorized into two different levels such as corporate (i.e. community, policy, mission and vision and

Methods

- Research method includes data sources, collection techniques, processing, and data analysis
- This section responds to the question of how the problem was studied
- How did you do it
- Justification for using them
- Do not repeat the details of established methods; use References to indicate the previously published procedures.
- Description of the statistical methods used (including confidence levels, etc.)

perception of women's autonomy and its effect on the wife's well-being in a women-oriented setting such as that of a matrilineal society would provide new evidence in this research field.

This study investigated the relationship between women's autonomy and their well-being in matrilineal communities of Vientiane Capital of the Lao People's Democratic Republic (Lao PDR). We analyzed data collected from 198 matched married couples with children under 12 years of age. The life satisfaction of wives was used as an outcome variable indicating subjective well-being (OECD, 2013). Given that virtually no other studies have sought to clarify how the perceptions of married couples and their concordance regarding the autonomy of the wife are associated with the wife's subjective well-being in a women-oriented setting, the findings from this study should provide an important benchmark for future studies.

2. Methods

2.1 Study settings

Lao PDR is one of the few remaining countries with a matrilocal residence and matrilineal inheritance system (Schenk-Sandbergen, 2009). Women in Lao PDR enjoy relatively higher social status than women elsewhere in the world (Evans, 1990; Ireson-Doolittle and Moreno-Black, 2003; Schenk-Sandbergen, 2009). The Lao-Lum group, the ethnic majority who mainly dwell in Vientiane and along the Mekong River in Lao PDR, continue to live as a matrilineal society (Evans, 1990; Schenk-Sandbergen, 2009). Many Lao-Lum families living in the city area have maintained their traditional matrilineal culture (Schenk-Sandbergen, 2014). In a matrilineal society, daughters traditionally live with their biological parents after marriage and inherit the parents' house and land. The husband moves into the wife's house a college degree and 42.5% had a university degree.

Measurement scales

The measurement scales used for each construct were adopted from previous studies, namely, the CSR environmental dimension (Balderjahn *et al.*, 2013), CSR social dimension (Balderjahn *et al.*, 2013), cognitive loyalty (Quester and Lin Lim, 2003; Zeithaml *et al.*, 1996), affective loyalty (Quester and Lin Lim, 2003; Zeithaml *et al.*, 1996) and conative loyalty (Quester and Lin Lim, 2003; Zeithaml *et al.*, 1996). The respondents completed the questionnaire by selecting the appropriate answers about their experience from a seven-point Likert scale ranging from strongly disagree (1 point) to strongly agree (7 points). Table 2 provides the details of the measurements used in this study.

Criterion	Frequency	(%)
Gender		
Male	148	67.58
Female	71	32.42
Age		
19–29	125	57.08
30–39	69	31.51
40–49	16	7.31
50–59	7	3.20
Over 60	2	0.91

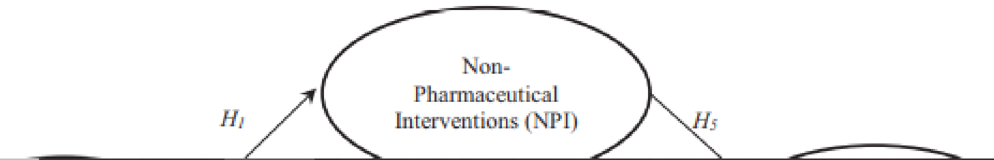
Methodology

Sample and data collection

The population of the research consists of Turkish people who were on a touristic journey in Turkey last year. In the research, an online questionnaire form was used as a data collection method. Some researchers in the tourism field stated that it would be better to use online questionnaires to efficiently access different fields of interest (Han and Kim, 2010; Kim and Ok, 2009). Therefore, because of the pandemic, questionnaire data was collected online between April 25, 2020 and May 15, 2020. The fact that social distancing is practiced in Turkey and the rest of the world, made it obligatory to collect the questionnaire data online instead of face to face. Because the population is too large, convenience sampling method was used to collect the data quickly and efficiently (Malhotra, 2004, p. 321). By sharing the questionnaire through social media, a wider population was reached faster. The questionnaire form was shared publicly.

The questionnaire form has been pretested. Pretest shows that the respondents had no difficulty in understanding the questions. In other words, the variables were determined to have validity and reliability. 714 respondents were reached. Two participants were excluded from the study since some questions were not answered in those two questionnaire forms. The research was carried on with 712 questionnaire forms. Smart PLS statistics program was used for data analysis.

The research model was prepared based on the studies of Lee *et al.* (2012) (see Figure 1). The questionnaire form consists of two parts. The first part consists of questions regarding the demographic characteristics of the respondents like gender, age, education and



Result

- What did you find?
- Summarize findings with headings and informative figures
- Don’t discuss
- only representative results from your research should be presented.
- Do not include references in this section; you are presenting *your* results, so you cannot refer to others here.

Table III.
Hierarchical regression

Notes: Dependent variable = recovery satisfaction; robust standard errors in parentheses. $*p < 0.1$; $**p < 0.05$; $***p < 0.01$

In stage 1, the respondents' profiles (age, gender and income level) were regressed on satisfaction to obtain their accountable residuals on the dependent variable. Results from M1 indicate that aside the non-statistical significance, the demographic variables collectively account for only 0.2 per cent of the variance in recovery satisfaction (see R^2 value in Model 1). In stage 2, the recovery strategies were regressed in addition to the control variables for the combined samples. M2 represents our baseline (combined sample) model that examines the main effects of the independent variables – apology, compensation and explanation – on recovery satisfaction. Here, all the recovery strategies generally had significant and positive coefficients, with an improved 38 per cent contribution (R^2) of the variance in recovery satisfaction.

In stage 3, the groupings/blocks of samples created with the *K*-means cluster were used to evaluate the baseline model across the two speeds of recovery cluster blocks – slow vs quick. The first hypothesis posits that the baseline model will vary significantly among customers who perceived their experienced recovery speed to be quick and customers who perceived their experienced recovery speed to be slow or delayed. Although apology did not significantly influence satisfaction in either cluster blocks, some statistical variations were realised from the other recovery strategies (see β values in M3 and M4), confirming *H1*. Again, the second hypothesis sustains that the effect of the recovery satisfaction outcome will be higher in magnitude among customers who perceived recovery speed to be quick, than customers who perceived recovery speed to be slow or delayed. Findings from Model 3

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Data analysis and results

All the measurements used in this study were collected using a single survey; such procedure probably results in the common method variance (CMV) (Podsakoff *et al.*, 2003). To avoid the risk of CMV, the authors used Harmon's one-factor test, which suggests that if the CMV problem occurs, then a dominant single factor may emerge (Podsakoff and Organ, 1986). Factor analysis with principal component analysis showed that no dominant factor emerged, and the greatest factor only explained 35.5% of the total variance. Hence, the CMV issue did not occur. Then, partial least squares–structural equation modeling (PLS–SEM) with SmartPLS 2.0 was used to examine the hypotheses. PLS–SEM was adopted because this study examined the relationships among multiple latent variables and predicted the impact of multiple independent variables on dependent variables (Hair *et al.*, 2012). Furthermore, PLS–SEM does not require multivariate data normality and a large sample size (Barroso *et al.*, 2010), and it has been widely used in service studies (Latip *et al.*, 2018; Loureiro, 2015).

Table 3 presents the means, standard deviations, Cronbach's alpha (CA) values, average variance extracted (AVE) and correlation matrix. CA and composite reliability were over the 0.70 thresholds, and thus can be considered reliable. Furthermore, AVE ranged from 0.58 to 0.72, which indicated the convergent validity of the measurement (Fornell and Larcker, 1981). Discriminant validity was ensured by comparing the squared correlations between each pair of constructs and the AVE of a single construct (Fornell and Larcker, 1981). *R*-

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Discusion

- This section is the core or heart of the manuscript
- The purpose is to summarize and illustrate the findings in logical sequence
- The presentation should guide the reader understand the findings and its contribution to the knowledge
- The interpretation of the results should prove the novelty of the findings
- Cite the appropriate literatures to justify and discuss the findings.
- Results section is generally written in the past tense, but the discussion maybe written in present tense

Findings and discussions

The present study investigated the relationships between recovery strategies and recovery satisfaction within offline and online settings. The results indicate that the three recovery strategies – apology, compensation and explanation – largely influence recovery satisfaction among aggrieved customers. However, these are conditional and not invariant across the two settings. Even though all three strategies significantly influenced recovery satisfaction in the online sample, apology was statistically not significant among the offline sample. It follows from this that among the offline sample in our data, offering an apology by expressing regret for inconveniences or failure experiences suffered by customers was not enough to warrant recovery satisfaction. Such a finding departs from the widely-held stance that apologies are highly suitable strategies in recovery processes (Tax *et al.*, 1998; DeWitt and Brady, 2003; Chuang *et al.*, 2012). Arguably, an apology may only help calm down complainants in situations where the seriousness of the failure is low (Siu *et al.*, 2013) or affect perceptions of interactional fairness (Wirtz and Mattila, 2004), but not necessarily trigger recovery satisfaction.

While previous works have examined the speed of response as a recovery strategy (Boshoff, 1997; Davidow, 2003; Crisafulli and Singh, 2017), it is delineated in this study as the condition which varies the degree of customers' satisfaction during service recovery. This was investigated from our data considering how the surveyed customers perceived their recovery experiences to be either quick or slow. By this, the current research argued hypothetically for variations on recovery satisfaction based on the perception of recovery speed. Results from our study affirmed this standpoint, as the relationship effects of the recovery strategies (apology, compensation and explanation) on recovery satisfaction were

4. Discussion

This paper examined the association of married couples' perceptions of women's autonomy with life satisfaction among wives in semi-urban matrilineal communities in Lao PDR using data collected from 198 matched couples with children under 12 years old. A cross-tabulation analysis of responses revealed there was both agreement and disagreement within couples regarding the wife's decision-making autonomy in four specific household matters. The level of concordance within the couples was consistent with previous studies in which the percentage of spousal agreement on each household decision ranged between roughly 50 and 75 percent (Jejeebhoy, 2002; Becker *et al.*, 2006; Ghuman *et al.*, 2006; Allendorf, 2007).

In our study, spousal agreement on who had autonomy in making daily purchase decisions had the lowest level of concordance (34.2 percent). As previously described, women in the Lao-Lum society are acknowledged as caregivers; therefore, they are likely expected to do the daily shopping. The cross-tabulation in Table II indeed indicates that out of 193 wives, 156 reported that they alone made decisions on daily purchases. Husbands, however, did not agree; 127 of the husbands reported that the husband solely, or the couple jointly, made these decisions.

A possible explanation for such disagreement might be found in the nature of the question and/or prevailing social norms. For example, in a study done in Nepal, a majority of wives reported that their husbands had the final say on health care decisions; however, the survey question was relatively vague and thus respondents may have responded according to social norms rather than basing their answer on their actual decision-making practices (Allendorf, 2007). In Nepal, women generally play a subservient role within the household and therefore

Conclusion

- The conclusion should be the answer to the research question, and expressed not in statistical sentences.
- The authors should show how they have fulfilled the research questions and have made a contribution to existing knowledge.
- Should provide a clear scientific justification for your work in this section, and

each other due to which they try to resemble each other in products also.

Conclusion and implications

This empirical paper offers useful insights about the complex and dynamic patterns of Arab kids' consumer socialization. As highlighted in earlier section that Arab countries are very different than their western counterparts in terms of child rearing and parenting as whole; thus, portraying a high context culture (Hall, 1976). This study is a pioneer work on studying such young kids in Arab country. This paper not only provides useful information to the corporate world for developing effective communication for these countries but also presents new insights to the academic world. This study specifically aims to identify the consumer socialization agents for children and to analyze how these agents influence child's role in the buying of various products. Parents, television and the friends emerged as effective consumer socialization agents for Oman kids, which is apparent from the survey results and the interviews also. The interviews also reflect that grandparents and elder siblings also play an important role in the socialization of the children in Oman. In other words, these agents are found to be significant predictor of a child's role as an influencer in the purchase decisions for various products. These findings are very similar to other related studies in this area.

The results depicting the internet being not a significant socialization agent for Omani children is somewhat contradictory as compared to the socialization in other countries (Lee *et al.*, 2003; Lenhart *et al.*, 2001; Belch *et al.*, 2005). Although in the Arab Countries, the mobile internet and the social media usage is high, but disparities in the access exists (Zuehlke, 2012, Population Reference Bureau, 2012). One of the research studies on internet usage patterns in Oman reveals that with respect to the age group of internet users, the purpose of internet usage is independent of age of the users (Khan *et al.*, 2017). Most of the recent studies highlighted the growing role of

Conclusions and theoretical implications

The present study advances existing knowledge on consumer responses in service failure situations, with a particular emphasis on the effect of consumers' cultural background. Among the first studies to venture past the conventional East/West divide in examining consumer reactions to service failures, this research analyzes individual and collective impacts of acculturation.

Regarding research objective 1, findings suggested substantial variations in perceptions and behaviors following a service failure between consumers with a shared cultural/ethnic background but who reside in culturally distant countries (i.e. between Chinese residing in Mainland China versus those residing in Australia). Our study particularly showed that no significant difference in the dependent variables existed for Mainland Chinese regardless of connection with specific target markets.

Managerial implications

The purpose of the reported research was to offer retailers insights on how the language of the lyrics (native vs foreign) of music played in stores affects consumers in non-US countries. As retailers continue to look to foreign countries for growth, they often consider pursuing retail joint ventures (Owens and Quinn, 2007) and they end up being faced with an inevitable decision – should we develop a consistent, global brand image or customize our stores to the local culture? Selecting appropriate music is relatively inexpensive for the retailer, yet it can increase sales as it encourages consumers to spend longer in the store and become increasingly more likely to convert and purchase. As such, the fit between the desired image of the retailer and the language of the lyrics (native vs foreign) and volume of music played in stores is an important consideration.

In an increasingly diverse and global world, the question of how to customize atmospherics according to each country's culture grows in importance. The reported research suggests that although retailers may be tempted to "customize" their store atmospheres with local music as they expand internationally, using English fits better with their global branding and will lead to higher conversion rates. The volume of the music is not consequential to these effects and should be less of a concern for retailers. Managers should also use caution when implementing these results in their own contexts and be sure to track changes in conversion rates, as there are likely many factors that can influence store-fit.

Limitations and future research

constraints and resources inherent to travel and not on age.

Conclusion

Previous research has shown evidence of different perceptions of age between different cultures. Seniors from different countries (Asian and Western countries) perceive themselves as being younger than their chronological age, in line with an overall trend for seniors to feel younger than their actual age, regardless of the country they live in. Studies indicate that the tendency to feel younger is less widespread in Asia than in Western countries. Even if traditional perceptions of older people and aging have been challenged in Asian countries and in Asian immigrant communities overseas in the past decade (Giles *et al.*, 2003), previous studies have confirmed that Asian culture still tends to view aging positively (Davis, 1983; Ho, 1994; Hsu *et al.*, 2007; Sher, 1984), more so than Western culture. The present study has focused on the relation between subjective age dimensions and behaviors (travel motivations and perceived travel risk) both for Chinese and French tourists. One of the objectives of the present research was to bring Chinese seniors and the Asian cultural context into the body of knowledge dealing with subjective age, as most previous studies have only focused on the Western context. Nationality was considered as a moderating variable between subjective age dimensions and behavioral variables to identify any differences between Chinese and French consumers. Results demonstrated significant relations between both cognitive age and ideal age on two travel risk perceptions, with this influence being stronger for Chinese seniors. Seniors from both cultures tend to feel younger but the influence of subjective age on behaviors differs.

The theoretical contribution of the present study is to

variables, because of the absence of theoretical justifications. However, common sense suggests that such a mediation could make sense and should be verified: how can age affect perceived risk, which, in turn, can affect travel motivation? Is the mediating effect of perceived risk on "age-travel motivation" the same or different depending on culture (Chinese vs French)?

This research presents other empirical limits, such as less than desirable levels of certain indicators (RMSEA, normed chi-square) of the age variable. However, other psychometric (e.g. reliability and validity) and adjustment indicators are satisfactory, thus justifying the use of these measures in the analysis. Future research should consider these limitations and draw on appropriate measures. In addition, future research should use all dimensions (including those not included here because of reliability and validity) of variables to analyze the hypotheses more comprehensively.

Note

1 Even if the result is significant for the French group, the significance and strength of the relationship is lower in comparison with that of the Chinese group.

References

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Literature review

Tidak semua jurnal meminta IMRaD structure.
Sehingga perlu Literature Review

Isi literature review:

1. **Theories → sesuai dengan variable yang digunakan**
2. **Hypotheses development**

Tiga hal yang perlu diingat

1. Theoretical review sekitar 1-2 paragraph per variable
2. Hypothesis development sekitar 2-3 paragraph per 1 hypothesis
3. Review bukan berarti ringkasan dari berbagai teori mengenai variable yang bersangkutan.

Smart PLS.

1. Theoretical background

1.1 Influencer marketing

1.1.1 Definition

Influencer marketing is a communication strategy using popular and influential users in online social media (Gillin, 2009). Influencers are regarded as special individuals who can create *valuable content*, have *high reputations in specific fields* (Cha *et al.*, 2010; Kim *et al.*, 2017) and are followed by *a large number of users* in online social networks (De Veirman *et al.*, 2017). Reputation can accrue from influencers' expert qualification in their field of expertise and consumers' trust in them. Influencers' success and influence can be determined by engagement, which describes the ability to obtain reactions from consumers on a post (Arora *et al.*, 2019; Freberg *et al.*, 2011). In this way, influencers can connect brands with existing and prospective customers (De Vries *et al.*, 2012). One method of measuring engagement is to compute the numbers of likes, comments, shares, retweets and favorites on an influencer's post based on different time spans such as monthly, daily or hourly periods (Arora *et al.*, 2019).

1.1.2 Demarcation

The research on influencers is still nascent. Some requirements for the success of influencers have been developed; however, they have not all been empirically validated (Kilian, 2017; Nirschl and Steinberg, 2018; Simmet, 2013). Therefore, in this paper, hypothesis development will rely on:

- relevant general work from the cosmos of psychology; and
- marketing-relevant findings on endorser types other than influencers including salespersons, sales avatars,

stories (which usually show the pros and cons of products/brands) and influencers' sponsored ads (which mainly focus on pros; brands pay influencers for these ads rather than only sending free samples). At least in the context of non-sponsored posts, influencers may represent their true selves and act in a creative, self-expressive way (Audrezet *et al.*, 2018; Boerman *et al.*, 2017). Thus, influencers appear authentic (Cohen and Tyler, 2016; Marwick, 2013). Celebrity endorsement, by contrast, constitutes a comparatively shallow form of endorsement as celebrity endorsers usually do not provide such in-depth elaborations. Moreover, although influencers have acquired fame, their familiarity lags behind that of celebrities. Rankings classifying the most famous individuals in the world [e.g. "The Most Influential People in 2019" by Ranker (2019) or "Top Ten Most Famous People" by The Top Tens® (2019) (which actually includes more than 300 individuals)] mainly feature actors, singers, fashion models, athletes, entrepreneurs, politicians, aristocrats and religious leaders but no genuine influencers. Influencers and celebrities have certain similarities but also major differences. Therefore, the requirements for one endorser type may not be transferable to another. However, the extant findings can serve as one of many sources to develop hypotheses requiring empirical verification.

Influencers also differ among one another in terms of reach (Nirschl and Steinberg, 2018). A differentiation can be made between micro influencers (10,000–150,000 followers) and mid-to-top-tier influencers (more than 150,000 followers). Against this backdrop, influencer marketing offers the opportunity for brands to gain influencers' audiences and to maximize their reach (Childers *et al.*, 2019). This study will focus on the so-called microinfluencers because they are considered to be a strategic priority for fashion brands. The reasons for this can be found in the lower costs of endorsement and higher perceived authenticity (Boyd, 2016; Owen and "statements by experts can be trusted" (Chaiken, 1979, 1980; Ratneshwar and Chaiken, 1991). The aforementioned match-up hypothesis can also be used to explain the relevance of the requirement, as demonstrating expertise is a way to build a link to the endorsed product (Till and Busler, 1998).

The expertise of diverse types of endorsers has been analyzed in marketing contexts. The expertise of a celebrity endorser was found to have a positive effect on brand attitude for an energy bar (Till and Busler, 2000). Spokes-avatars who are perceived as experts were found to generate higher *brand satisfaction* and *brand attitude* in the context of a fictitious clothing brand (Jin and Sung, 2010). Martensen *et al.* (2018) found that expertise enhanced the persuasiveness of a fashion brand influencer. However, Balabanis and Chatzopoulou (2019) failed to demonstrate that beauty influencers' expertness had an impact on the "perceived influence" or the "influence to purchase," although it was marginally significant if consumers were in specific situations in which they depended strongly on the influencer's expertise (an example could be a situation in which a consumer has particularly low expertise). These somewhat contradictory results pinpoint the necessity of verifying this requirement:

H2. The expertise of an influencer significantly positively influences (a) brand satisfaction, (b) brand image and (c) brand trust.

positively influences (a) brand satisfaction, (b) brand image and (c) brand trust.

2.4 Effects on purchase intention and price premium

The findings are heavily divided concerning the issue of whether the three requirements of the Source-Credibility Model not only affect *brand satisfaction*, *brand image* and *brand trust* but also have a positive impact on *purchase intention* and *price premium*.

The *attractiveness*, *expertise* and *trustworthiness* of a celebrity endorser were found to have a positive impact on *purchase intention* (Kahle and Homer, 1985; Till and Busler, 2000; Tzoumaka *et al.*, 2014). A positive effect of *attractive* female sales representatives on *purchase intention* in the context of direct mail advertising for a book has been demonstrated (Caballero and Solomon, 1984). Similarly, the attractiveness of female athlete endorsers has been found to positively impact purchase intention (Liu and Brock, 2011). The *expertise* of a salesperson has been found to positively affect *purchase intention* for a "head and capstan cleaner kit" (Woodside and Davenport, 1974). *Trust* in an influencer has been found to positively influence *purchase intention* in the context of online shopping (Hsu *et al.*, 2013). Similar findings were produced by Haron *et al.* (2016) in relation to influencers characterized as opinion leaders in the context of fashion, skincare, gadgets and foodstuffs.

Literature review

Acculturation theory

Acculturation refers to:

> [...] those phenomena which result when groups of individuals having different cultures come into continuous first-hand contact, with subsequent changes in the original culture patterns of either or both groups (Redfield *et al.*, 1936, p. 149).

Based on combinations of two critical dimensions – cultural maintenance and contact and participation – Berry (1980) advanced the following four distinct acculturation strategies whereby individuals:

(1) who do not want to retain their original culture and look for frequent interactions with a host culture are said to adopt an *Assimilation* strategy;

(2) who value and seek to retain their original culture, while at the same time avoiding interaction with a host culture adopt a *Separation* strategy;

(3) who aim to retain their original culture while actively pursuing frequent interactions with a host culture adopt an *Integration* strategy; and

(4) who have either limited opportunities or interest in retaining one's original culture while at the same time displaying little interest or have restricted opportunities for interaction with a host culture are said to adopt a *Marginalization* strategy (Note: this strategy receives minimal interest from marketers [Penaloza, 1994] and the present study).

Acculturation has been explored in various tourism/hospitality contexts. Its effect on dining-out behavior of Chinese and Korean immigrants in Canada and the USA, respectively (Yang, 2010; Bojanic and Xu, 2006), restaurant selection of Korean – Americans versus

Tema yang sedang menarik

- Segala sesuatu yang berkaitan dengan Covid
- Tetap harus ada teori yang mendasari → perubahan perilaku konsumen pada masa covid dikaitkan dengan TPB (theory of planned behavior).

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Early COVID-19 outbreak, individuals' mask attitudes and purchase intentions: a cohesive care

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knowledge. However, the dimension of the knowledge has the different effects of the evaluation of the product as well as choice behaviour, contingent on the existing task and situation. The scholars like Chryssochoidis (2000), Padel and Foster (2005) highlight a substantial effect of consumer's knowledge on their attitude towards organic food. The individuals who have plenty of knowledge about organic food, have a more significant attitude (Stobbelaar *et al.*, 2007). In a similar mode, Roddy *et al.* (1996) claimed that

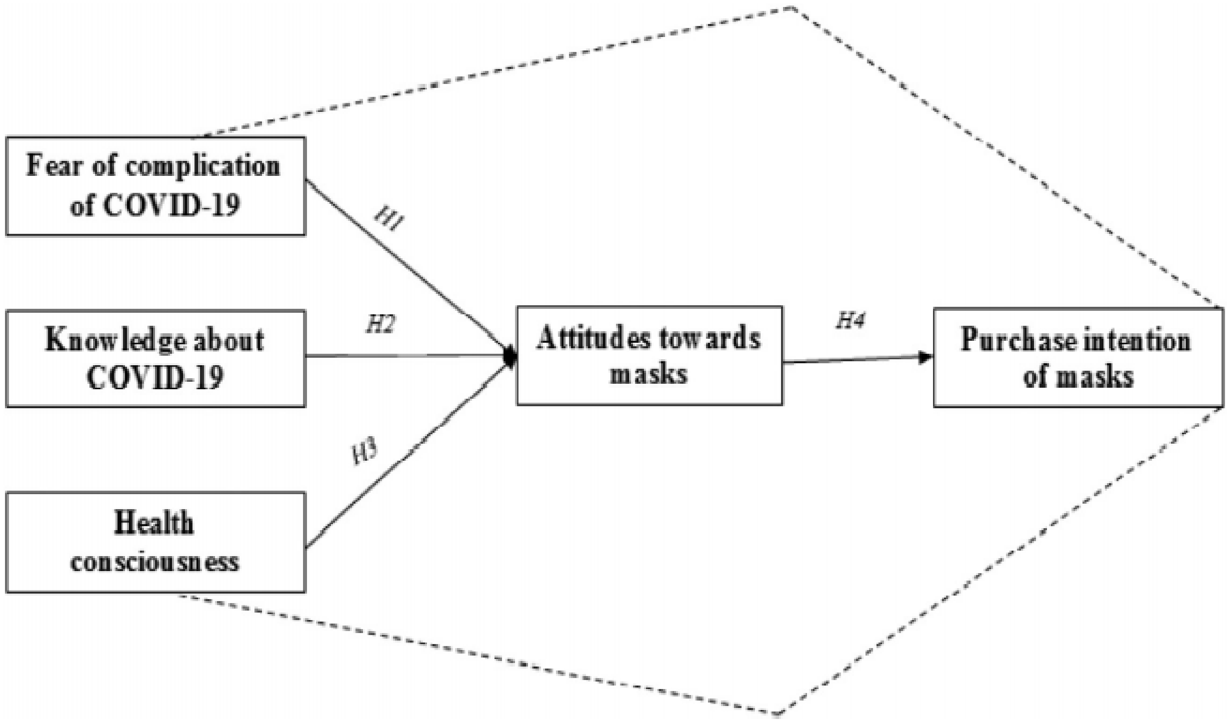

Figure 1.
Conceptual model of the study

Effect of perception of COVID-19 and nonpharmaceutical intervention on desire and behavioral intention in touristic travels in Turkey

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The tourism sector has been among the most affected sectors by this pandemic. Travel restrictions imposed by governments have had significantly decreased touristic activities (UNWTO, 2020a). Many countries have faced a monetary loss because of the cancellation of hotel reservations. The duration of travel restrictions varies depending on the spreading speed and the number of cases. Therefore, travel restrictions have been imposed during different periods in different countries. UNWTO (2020b) states that the national economic recovery will be possible through a boom in the tourism sector. NPI can create an opportunity for international/national tourism to recover and expand by decreasing the perception of risk in tourists. Tourists can tend to NPI as an effective coping method until the development of effective antiviral medicines and vaccines (Lee *et al.*, 2012). This study analyzes the effect of NPI on travel intentions and the perception of COVID-19 on NPI and desire. This study predicts that NPI affects the travel decisions of consumers, examines the effect of the desire in the Model of Goal-directed Behavior (MGB) (Perugini and Bagozzi, 2001) on travel intentions and evaluates the question of "whether people who want to travel actually intend to travel or not?". While the theory of planned behavior (TPB) states that attitude strengthens behavioral intention, MGB states that attitude strengthens behavioral intentions through desire. Perugini and Bagozzi (2001) used the desire variable together with TPB variables in the MGB model. This model considers desire a critical factor in the relationship between motivational, emotional, and habitual processes and purchasing decisions.

This study analyzes the decision-making processes of tourists by combining the perception of COVID-19 and NPI variables with the relationship between desire and behavioral intention. Even though the effects of the pandemic are on a global scale, each country has to enforce their own coping methods. For this reason, this research analyzes the relationship between COVID-19 and NPI in Turkey. Therefore, the research results can provide information and recommendations for government agencies. Furthermore, it is aimed to provide suggestions questionnaire form was shared publicly.

The questionnaire form has been pretested. Pretest shows that the respondents had no difficulty in understanding the questions. In other words, the variables were determined to have validity and reliability. 714 respondents were reached. Two participants were excluded from the study since some questions were not answered in those two questionnaire forms. The research was carried on with 712 questionnaire forms. Smart PLS statistics program was used for data analysis.

The research model was prepared based on the studies of Lee *et al.* (2012) (see Figure 1). The questionnaire form consists of two parts. The first part consists of questions regarding the demographic characteristics of the respondents like gender, age, education and

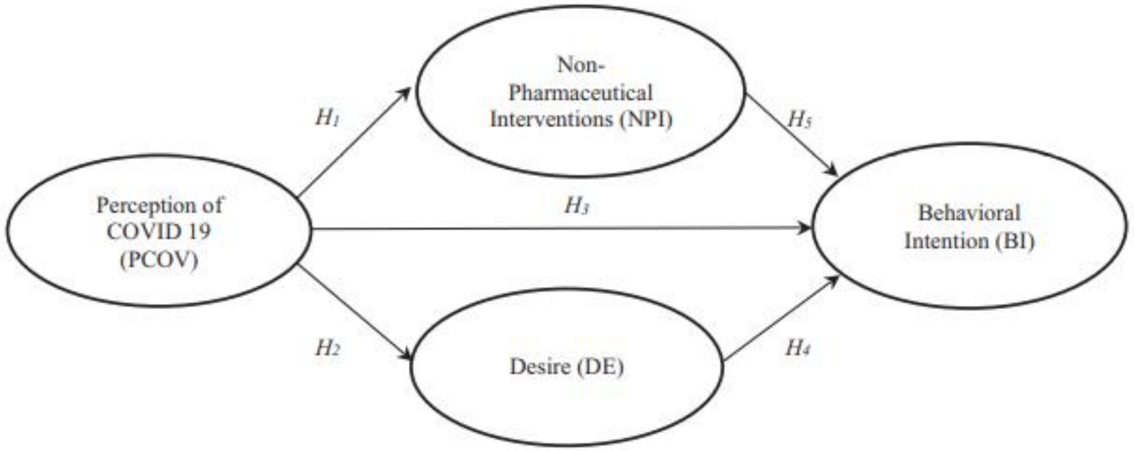

Figure 1.
Research proposed model

Understanding the customer psychology of impulse buying during COVID-19 pandemic: implications for retailers

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Abstract

Purpose – During COVID-19 pandemic, the use of social media enhances information exchange at a global level; therefore, customers are more aware and make backup plans to take optimal decisions. This study explores the customer psychology of impulse buying during COVID-19 pandemic.

Design/methodology/approach – The researcher, being a social constructionist, aims at understanding social patterns in impulsive buying strategies during COVID-19 pandemic. Forty UK consumers were participated using the telephonic interview method with the purpose to maintain social distancing practices.

Findings – Results revealed that vulnerable group of people, fear of illness, fear of empty shelves, fear of price increase and social inclination to buy extra for staying at home, increased panic impulsive buying behaviour among customers. Many people socially interpreted the evidence of death rate and empty shelves, which led to more disinformation, rumours and sensationalism, which increased customers' impulsive buying behaviour. Finally, risk of going outside, COVID-19 outbreak among employees of local retail stores, and health professionals' recommendations to stay at home, led to impulsive buying behaviour.

Originality/value – This study has constructed a research framework of customer psychology of impulse buying based on the results of this study and fear and perceived risk theories. The study also explains how the fear of fear, risk perception and conformist tendency enhanced impulsive buying during COVID-19 pandemic. This study has discussed specific implications for retailers.

Keywords Social media, Perceived risks, Fear of fear, Customer psychology, Impulse buying, Retailers

laws for predicting impulsive buying, because human actions in response to a given situation are largely based on social interpretations and shared information about that situation.

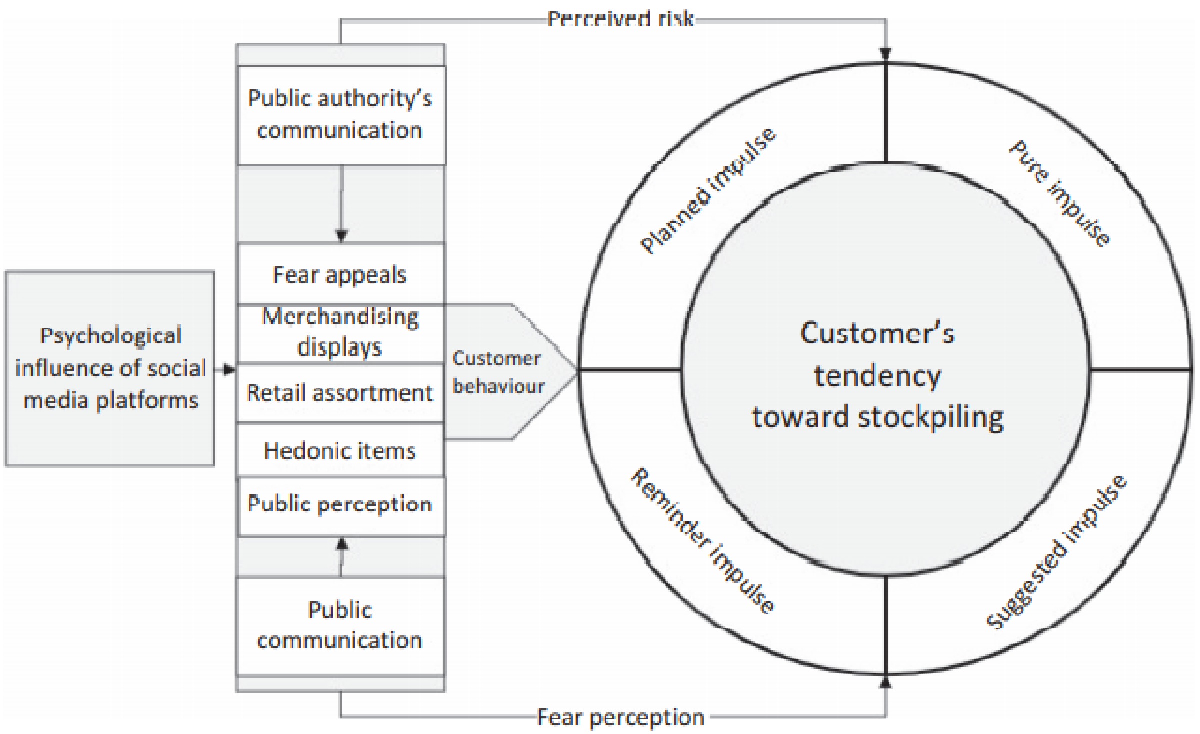

Figure 1.
Theoretical framework