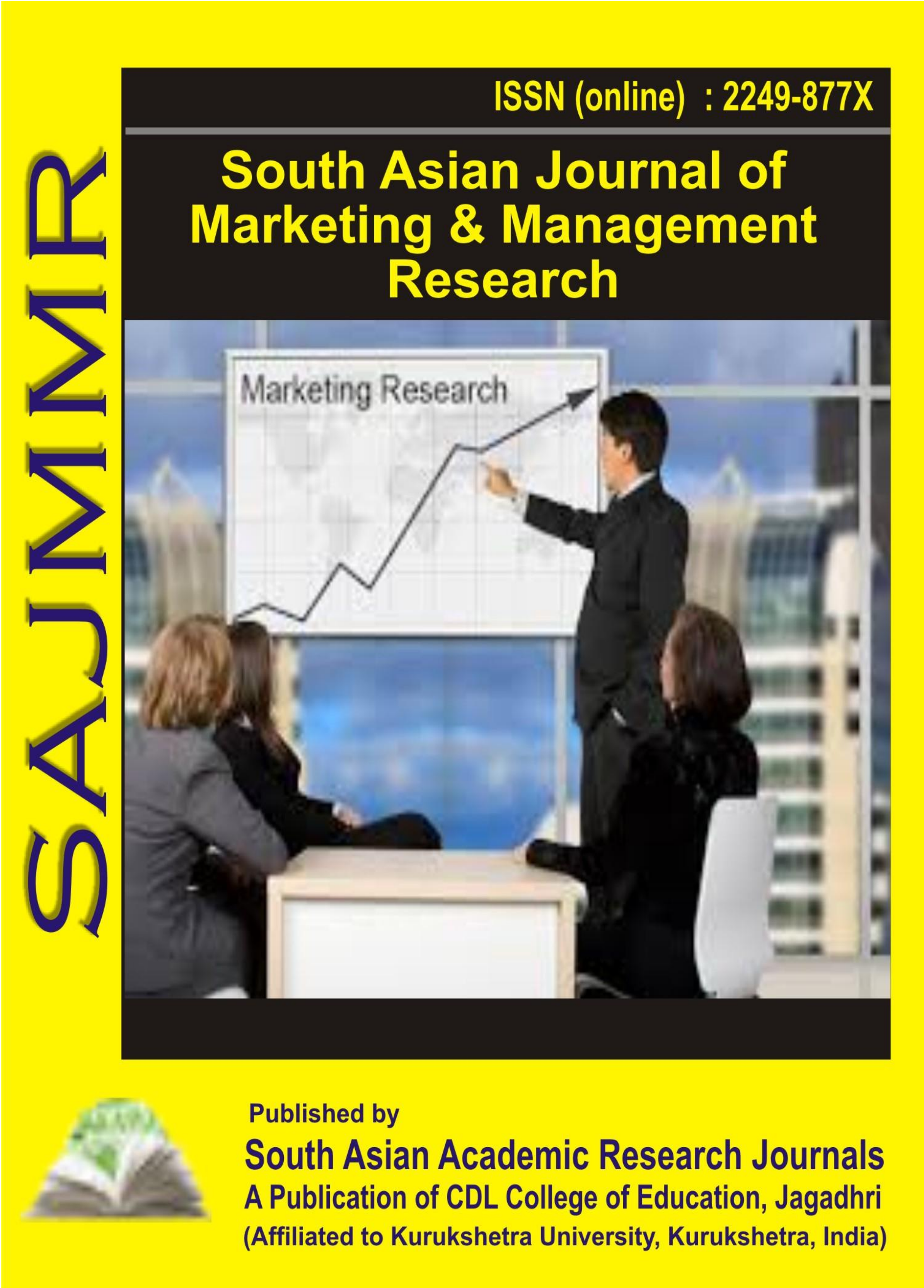
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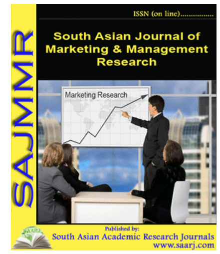

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SOCIAL MARKETING AND PUBLIC HEALTH: AN EXPLORATORY STUDY ON ASSESSING PEOPLE'S BEHAVIOUR TOWARDS SOCIAL ADVERTISEMENTS

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ABSTRACT

The focus of this empirical research was to gain understanding of the behaviour of people when they come in contact with increasing number of social advertisements in the domain of health. The lack of research meant that there was no specific and definite information about this research question but there was some understanding from a study only on anti-smoking advertisements which suggested that there is an inverted "U" attention curve to such advertisements. Moreover, numerous studies on commercial advertising, from where social advertising draws its principles, indicate that people tend to avoid commercial messages and even become "blind" to it. For the purpose of data collection, a survey of 20 people was carried out who were given a magazine, modified with inserts of social advertisements. For triangulation, a video recording was also carried out. The findings from the empirical research make it clear that people do give attention to social advertisements, at-least the ones related to their health and well- being. It was also observed that the advertisements which conveyed the message in a negative manner, i.e. by using disturbing visuals, do attract a lot of attention. The findings suggest that participants more or less were equally distributed to three categories of people concerning their attention on social advertisements: a) attention depended on the individual advertisement, (b) attention was equal for all advertisements, and (c) attention increased initially but decreased later with every viewing of an advertisement.

KEYWORDS: *Social Marketing, Healthcare, Behavioural Change, Public Health, Advertising, Public Campaigns*

I. INTRODUCTION

Finding a solution to societal problems has been an important work for social change agents. Behind many of these problems, behavioural factors in people have always found a prominent place (Pate, Pratt, Blair, Haskell, Macera, Bouchard, Buchner, Ettinger, Heath, King, & Kriska, 1995; Oldenburg et al., 1999; McDermott, Stead & Hastings, 2005). Some examples of societal issues stemming from behavioural reasons are health-related problems, environmental stress caused by inconsiderate consumption and disposal, social issues like racism, classism, etc. (Kollmuss and Agyeman, 2002; Zastrow and Kirst-Ashman, 2006). Most of these problems are completely avoidable if the behaviour of people causing the problems is changed. It is here where social marketing comes as an effective tool in changing the behaviour of people to bring about a social change for the benefit of the society.

The term 'social marketing' was coined in 1971 in a paper (Kotler and Zaltman, 1971) which aimed to address social problems by using the time-tested principles of traditional commercial marketing from which it primarily gets its structure and processes. But because of the ideological difference, the two have been historically seen as two different fields with social marketing finding its own set of advocates and practitioners as well as research interests (Luck, 1969; Carman, 1973). This dichotomy is increased further by investments in research and expertise both attract with commercial marketing getting an upper hand and social marketing's consequent dependence on it (Peattie and Peattie, 2003; Dibb, 2014).

Problems and Challenges in Social Marketing

One major issue that has not been given much heed in the academic literature is how the target audience of the social marketing messages react to it. This knowledge is significant as it helps in identifying how to create and relay the message to achieve maximum effectiveness.

Commercial marketing has been constantly finding new avenues of promotion whenever the over-used existing ones find little traction with the intended audience. It can be said that exposure of marketing communication, like advertising, has a close resemblance to the diminishing marginal utility theory where increase in advertising exposure after a level reduces its persuasiveness because of which marketers keep their search for finding new medias or alter the present way of marketing by adding elements of uniqueness to maintain the viewer's interest (Ha and Litman, 1997). This constant shifting of media and putting creative twists to the existing campaigns to maintain the interest of viewers requires immense resources -- human, monetary, and time.

Social marketing, which aims to influence the society's behaviour in terms of a social cause, also uses a similar marketing mix like that of a commercial marketing, especially advertising (Luck, 1974; Bloom and Novelli, 1981; Pechmann and Catlin, 2016). With increasing number of NGOs, developmental bodies, and government level social campaigns, they are all jostling for the limited media and mind share of the society. Until and unless these agents of change do not understand the heuristics, 'consumer' behaviour, and psychological determinants of concerted social actions, they might end up in the path led by the commercial marketers, but probably without similar monetary and human resources to deal with the pitfalls and changing dynamics of marketing campaigns, if people's behaviour is similar in both the cases.

The understanding of how the exposure of a message conveyed through social marketing relates to people's behaviour is therefore crucial for all the agents who use it as a tool to further their cause concerning societal development. If the campaign exposure of social change agents is too high, it will broadly lead to two problems: (a) probable diminishing effect of the campaign's message, like in the case of commercial marketing, (b) unnecessary wastage of funds with an unfavourable "return" on investment.

The aim of this research

But even though the point made above is relevant for the social change agents, there is a lack of research done in this specific area. It leaves a gap in the understanding of the appropriate marketing process, which may be defeating the purpose of social marketing thereby not making it as effective as it might have. Apart from getting other valuable insights, the research will look into this important aspect of whether and how the interest of the target audience to act on the objectives of social marketing communication varies in case of heightened visibility of the social marketing campaigns using advertisements. Although social marketing is extensively used in multiple fields, this research focuses on public health domain where it has a high degree of success (Walsh et al., 1993; Grier and Bryant, 2005; Truong, 2014).

The findings can also help a body of social change agents to take better collective decisions and enable them to maintain an effective marketing strategy.

II. LITERATURE REVIEW

The beginning of the field of social marketing can be traced back to G. D. Wiebe (1951: 679) who once raised a pertinent question: "Why can't you sell brotherhood like you sell soap?". It may be contended that the idea might not have been original but it nevertheless set the ball rolling which made people think about whether and how persuasion techniques used successfully by the commercial sector can come to the aid of the non-profit activities like bringing social change for good. This led to an extensive research in the field and also piqued the interest of development agencies world over (Stead, Gordon, Angus & McDermott, 2007). Considered many as a management guru -- Kotler, along with Zaltman, published a paper on this aspect giving their own unique perspective on realising Wiebe's remark by applying the time-tested principles of marketing while coining the term 'Social Marketing' for it (Kotler and Zaltman, 1971; Cheng, Kotler & Lee, 2011).

Kotler also gave a definition for social marketing which is produced here for the purpose of understanding: "the design, implementation, and control of programs seeking to increase the acceptability [emphasis added] of a social idea or practice in a target group(s)" (Kotler, 1975: 283). The word acceptability is of importance here because if the social marketing campaign is ineptly designed and executed, it might not be effective at all. The focus of this research paper also rests on this facet. Another highly cited definition is that of Andreasen (1995: 9) where he describes Social Marketing as "... the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society".

Social marketing, though ideologically different from traditional marketing, draws its principles and insights in terms of processes from it (Kotler and Zaltman, 1971; Hastings and Saren, 2003). The process of social marketing includes research, identification and segmentation of the target group, development of the marketing mix (the 4Ps: product, price, place, and promotion), and a final evaluation (Pirani and Reizes, 2005). Luca and Suggs (2013) express that the adoption of the marketing mix is a key component that makes it distinct from other healthcare related programmes to bring change.

Like traditional marketing, one of the most important factors in social marketing is to understand and influence behaviour to bring about the desired outcome (Andresen, 1994; Hastings and Saren, 2003). This proves effective as there are many social/health problems which have behavioural causes, a recurring example of which are tobacco smoking, excessive alcohol consumption, lack of physical activity, etc. (Pate et al., 1995; Oldenburg, Glanz & French, 1999; McDermott et al., 2005).

In general, social marketing has found success in varying degrees but the overall positive outcome has made it a primary tool for agencies to further various social agendas. Use of social marketing in public healthcare has seen a major focus from countries world over with high success (Walsh, Rudd, Moeykens & Moloney, 1993; Grier and Bryant, 2005). An example from the United States is noteworthy where social marketing is said to have played a major part in dissuading people from not smoking where there has been a reduction of smokers in the US from about 42 per cent to 20 per cent in a span of four decades (CDC, 2007; Cheng et al., 2011). Social marketing is being carried out on every conceivable aspect of social change from inducing responsible consumption and greater appreciation of sustainable living (Peattie and Peattie, 2009) and anti-racism campaigns (Hastings, 2007), to campaigns against violence against women (Potter, Moynihan & Stapleton, 2011), and to increase physical activity among youth (Wong, Huhman, Heitzler, Asbury, Bretthauer-Mueller, McCarthy, & Londe, 2004).

But as social marketing is drawing heavily from the traditional commercial marketing models and principles, it is inadvertently facing various challenges faced traditionally by commercial marketing (Luck, 1974; Bloom and Novelli, 1981). The problem is that businesses spend a major amount from their budgets on marketing activities (Nunes and Merrihue, 2007) which attract top-of-the-line executives and researchers to the marketing agencies which device ways in forging new pathways to overcome the problems which come up. But that is not generally the case with cash-strapped agencies like in the third sector working for non-profit agenda of bringing social change. One of the greatest problems which commercial marketing has faced is dealing with viewers' advertising message blindness for which they regularly come up with new novel ways to come around again and again. Because of the sheer volume of advertising on billboards at roads and public places to TV, radio, and the internet in our personal spaces, the sponsor's messages is far from welcome. This high-level intrusion has been termed as 'Information overload', 'data asphyxiation', 'data smog', 'information fatigue syndrome', and 'cognitive overload' to name a few (Klausegger, Sinkovics & Zou, 2007; The Economist, 2011).

The targeted public has from a long time being resisting and avoiding commercial messaging (Speck and Elliott, 1997; Rumbo, 2002). And as marketers come up with new routes to push their messaging, society keeps developing and adopting new ways to avoid the 'information overload', be it the TV advertising skipping feature on Digital Video Recorders, Digital Advertising Blockers on computers, or people switching from radio to pre-recorded music (Johnson, 2013). Moreover, research suggests that people have developed 'blindness' to advertising messages, even when it might be useful for them to complete the task they might be working on (Hsieh and Chen, 2011; Margarida, 2013; Owens et al., 2014). Ha and Litman (1997) dealt with the question of advertising clutter directly in their paper, 'Does advertising clutter have diminishing and negative returns?' where they found that it indeed had a diminishing and negative return. It is pertinent here to understand whether people react to social marketing in the same manner.

Research has also given us evidence as for how employing strong emotions like fear, shame, and threats make the social marketing campaigns more persuasive and drawing from this, marketers are using these tactics in the campaigns increasingly (Donovan and Henley, 1997; Hastings, Stead & Webb, 2004; Brennan and Binney, 2010). If the social marketing is heavy on these tactics, how would it play out if the exposure of such campaigns is increased? Would it become repulsive to the society where it ignores it or gets motivated further? It also raises the question of ethics where such strong emotions are pushed consistently into the society (Andreasen, 2001; Hastings et al., 2004).

With barely few exceptions, there is a lack of research on the optimum exposure of the social marketing message to change the behaviour of the target group. Randolph and Viswanath (2004: 424) argue the importance of "sufficient exposure" for a successful campaign but do not put forward any concrete research to measure it. But recently, Reinhard, Schindler, Raabe, Stahlberg, & Messner (2014) carried out a research on the effect of antismoking advertisements on the behaviour of the subjects and found an inverted U-shaped relationship, i.e. initially as the repetition increased, the negative attitude towards smoking increased. But after a point where repetitions were made even higher, the negative attitude decreased, indicating that too much exposure was detrimental as the subjects questioned the message's credibility.

The root theme of message repetition and exposure has been closely researched and published in journals relating to traditional marketing focusing on advertising. The overall conclusions by all the reviewed academic papers pointed out to a fall in interest/persuasiveness, or 'wear-out', with increased exposure of the message, though the initial perception and response varied with different kinds and treatment of messages. McCoy, Everard, Galletta & Moody (2017) in a study of this effect on digital media found that 'repetition degraded perceptions' for those advertisements with the exception being for participants who at the beginning itself had a 'positive perceptions' of the advertisement. On the lines of 'positive perception', Lehnert, Till & Carlson (2013) and Chen, Yang & Smith (2016) have discovered in their research that creativity in advertising plays a big role in getting the attention, interest and retention of the viewer, or 'wear-in', which was found higher compared to traditional ads. But in this case also it was found that higher repetition took away this advantage (ibid.).

Koch and Zerback (2013) carried out a study on how the credibility of non-commercial messages is perceived with changing exposure. The message, a news article, was presented with different exposure settings in which they found that the message's credibility increases initially as the exposure is increased but when the exposure is increased further after a point, a counteracting effect takes place where the participant's trust starts to erode. In a similar study concerning media reports on technological hazards and its effect on a person's risk perception by Lu, Xie & Liu (2015), the findings were again on the same lines but with a different outcome considering the message type. Here also, the two counteracting effects take place where initially the subjects perceived the risk of the technological hazard to be high but with increased message repetition, the perceived risk lowered.

These findings highlight the importance of understanding the effects of message repetition in the minds of the individuals and the society at large to make social marketing programmes effective and sustainable.

III. RESEARCH METHODOLOGY

The negligible academic research on this topic necessitated a functional research methodology. The research strategy was created considering in mind that the area of research is fairly new and involves research of people's behaviour to stimuli, which in this case are advertisements under social marketing. There are a number of existing research strategies which have gained acceptance in their own accord within the research community. They include, among others: surveys, ethnography, experimental research, action research, and case studies (Biggam, 2015). But for the purpose of this research, a suitable method was chosen after considering the options which are discussed in the section below.

Moreover, the area of enquiry necessitated making the research exploratory in nature which helped inform further choices of questions and themes under the research strategy and data collection.

The following media and data collection methods were considered for the research:-

Media	Data collection
Modified magazine with social advt. inserts	Eye-tracking
Modified TV programme with social advt. inserts	Survey
Modified radio production with social advt. inserts	Ethnography
Virtual Reality for testing behaviour in a synthesised outdoor environment	Video recording
Computer application with social advertisements alongside general interest text	

The paucity of funds and time to develop the media environments meant that apart from the modified magazine option, others could not be used either individually or together forming a mixed media environment. Recreating a magazine was fast, easy, and cheap and inserting the social advertisements was simple. Reinhard et al. (2014) in a similar study on anti-smoking campaigns also made use of magazines in such manner to determine how people react to anti-smoking advertisements. To ensure that the research environment, in this case the modified magazine, looked natural and not contrived, a total of eight existing commercial advertisements were replaced with the social advertisements while leaving six full-page commercial advertisements in their original place apart from all half-page advertisements and advertorials.

Moreover, even though the research is specifically on social marketing concerning public health, a social advertisement on road safety was also inserted so as to not invoke any suspicion in the mind of the participant, which might arise out of viewing only health-related social advertisements. The content of the magazine was chosen to be general news and opinion from four months back. This was done because the generic content of news made it carry more or less equally interesting content for all the participants which would not have been possible if a magazine with niche content was used which would have heavily skewed the reading pattern of the participants. Picking four-month-old content also ensured that people are not too absorbed with the news and give consideration to other aspects of the magazine, which in this case was aimed to be the social advertisements.

A printed magazine was used for the purpose instead of a digital edition because people tend to remember and grasp more content which is printed rather than displayed on screens (Dillon, 1992; Jabr, 2013) and recalling advertisements was essential in this research during the time of completing the questionnaire. Although due to certain circumstances, two participants could not be given the print edition and were instead given digital editions.

Because of the exploratory nature of the research in the behavioural domain, use of mixed methods was necessitated. To build a valid understanding of the research topic, the strength of the synergy between quantitative and qualitative methods was essential to be tapped, which would not have been possible in using either of the methods alone. Moreover, the research problem, which focusses on the human behaviour itself, determined this choice of using mixed methods.

This was adhered to by designing the survey questionnaire that elicited both qualitative and quantitative data while also getting quantitative data from the video capturing of the research magazine (with only the magazine in the video frame) being gone through by the participants. The mixed methods data would therefore not only be collected concurrently but would also be analysed at the same time. In the research parlance (Onwuegbuzie and Collins, 2007), this orientation is denoted as QUAL+QUAN Model (where QUAL denotes Qualitative method while QUAN denotes quantitative method. The capitalisation denotes priority, which in this case is equal).

Use of mixed methods also enabled better understanding of the behaviour of people along with the following advantages: a) useful in triangulation of quantitative and qualitative data (Jick, 1979) thereby giving broader foundation to behavioural research; (b) and in a situation of unexpected result in triangulation revealing possible inconsistencies with what people say and what people do, it would give the insight to further areas of people's behaviour which would be an area of deeper study. Both data types help to build on a strong foundation for findings and interpretation because of the subjectivity and objectivity involved in research in social fields, which is true with this research project as well.

For the purpose of data collection, the survey method and video recording of the magazine while being read were chosen to be the most appropriate for this research. A survey was chosen under the research strategy because the question deals directly with people's behaviour to the social marketing messaging done in the form of advertisements. The method afforded the author to work within time while enabling the following:-

a) Get structured and semi-structured information from the participants after them going through the research magazine.

b) Encourage the participants to share their opinions, which would be useful in better understanding of their behaviour.

Although the survey method enabled getting both the quantitative and qualitative data, video recording of the magazine being gone through by the participants was also carried out to get objective data on how much time participants actually spent on viewing the social advertisements.

Data collection through eye-tracking could not be made possible because of the considerable resources it takes to procure the device. It was because of this reason that video recording of the magazine was done to get the similar data of how much time a participant spent on the page. Because the research only involves understanding the behaviour of people with those advertisements and not particular areas within those advertisements, the requirement of an eye-tracking device was therefore not essential. In order to understand where the participant is looking at the magazine without recording their faces for the purpose of privacy, the participants were asked to put a pen on the page they were looking at. It was because of this reason that only full-page advertisements were used so as to have no doubts regarding which content they might be looking at the page on which they have their pen as a pointer on.

A sample size of twenty participants, chosen through convenience sampling, was deemed to be adequate for this research. This sample size was decided on the basis of the scope of the study, the nature of the topic, and the quality of data (Morse, 2000). The scope of the study is large but the sample is representative of that considering the general nature of the study and therefore the sample size of 20 was deemed to be appropriate. The nature of the topic, as stated before, is general and deals with the day-to-day behaviour of the general public. Care was taken that no participant was involved with social marketing or is devoting energy to full-time social causes and activism as it would make the behaviour significantly different from the “general” people as they all would mostly relate to the advertisements directly and might view those advertisements with heightened interest thereby affecting the validity of the data. If such people had been included, the sample size would have also been increased to level out such niche aberrations. And finally, the quality of data was given importance during research with precautions taken that the participants are as relaxed as possible to get them down to their “normal” behaviour and not get possessed with the thought that they are under a research setting. This was done by not only telling that they have to be in their natural self while reading the magazine and answering questions but by also maintaining a light environment by having people nearby to make the research setting as usual as possible.

To ensure that participants view the magazine without any prejudice or give special consideration to the content, especially the social advertisements that are central to the research, participants were not informed about the research topic beforehand. To make them aware that this is being done deliberately for the benefit of the research, this disclosure of the often used technique of “passive deception” used in the field of psychology (Hantula, 2006) was mentioned in the first point of the information sheet which the participants agreed to by signing the consent form. After they had gone through the magazine and the first set of questions were asked by the researcher (rationale for this given below) the participants were given the details about the research.

The participants after going through the research magazine were given a self-administered questionnaire, with the researcher present by their side. The researcher’s involvement during participants filling up the questionnaire was that the first two questions of the questionnaire were discussed without giving them the questionnaire so that they could give an unbiased account whether they had registered the social advertisements while going through the magazine or not. After this only, the questionnaire was then given to them to answer the questions along with a full briefing of the research. If this would not have been done, the participants would have got to know about the topic of research by looking at the questions and might have changed their thinking about the initial questions which would have defeated the very purpose of not telling the participants about the research topic in the first place.

Moreover, because during the research the author found out that not many people were aware of the term “social marketing”, it was important to be alongside the participants and explain the questions initially or whenever the participants asked for clarification.

IV. FINDINGS AND CONSLUSION

There were five research themes which developed during the research. To better present the findings and conclusions, the same are discussed as below accordingly: -

A) Attention given by participants to successive social advertisements
B) The impact of social advertisements on participants' attention
C) The qualities which got hold of participants' attention to social advertisements
D) Effectiveness in terms of making participants act instead of just paying attention
E) Suggestions by participants to make social marketing more effective

Research Theme A) Attention given by participants to successive social advertisements:-

The data arrived at after taking into account the video recording of participants going through the magazine and the survey questionnaire did not reconcile. This aspect is discussed later in this section. Therefore, considering the opinion directly from the twenty participants instead of what the video recording suggests, interest/attention of seven participants depended upon the advertisement they viewed, i.e. irrespective of the repetition. This was followed equally by participants whose attention was similar for all the advertisements ('positively' -- i.e. with concern) and the ones whose interest increased initially but decreased later on with five each. The participants who did not give consideration to any social advertisements, and therefore categorised under the ones whose attention was 'negatively' equal for all the advertisement remained three.

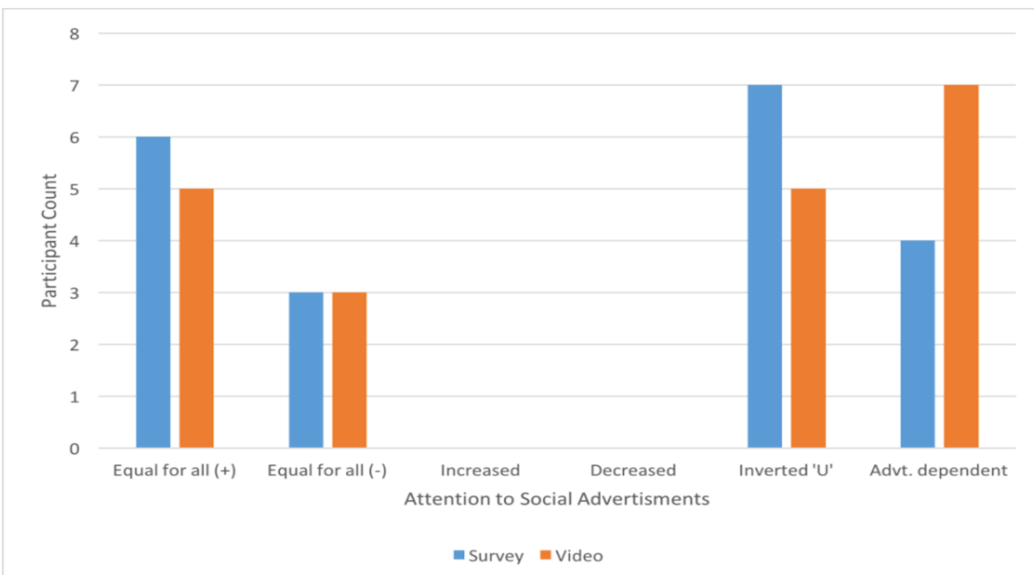

Figure 1 - Attention of participants to social advertisements

Conclusion: In the research environment, the participants came under an overall positive spectrum regarding their attention towards social advertisements. This is strikingly different to the attention given by them to commercial advertisements which they intuitively avoid (Hsieh and Chen, 2011; Margarida, 2013; Owens et al., 2014). This shows that social advertisements command greater attention than their commercial counterpart. But seeing the results where the three scenarios of: a) attention depended on advertisement, (b) attention was equal for all, and (c) attention increased initially but decreased later on have nearly equal participants falling under them, it draws us to the fact that the participants which fall under the category (c), and likewise many people in the society, get disinterested after a point of time with social advertisements when they come up again and again. This needs to be kept in mind with not getting overly swayed by the result of this empirical research that mostly people show particular interest in social advertisements and go for an advertising blitzkrieg.

Also, it was found out that answers of seventeen participants were consistent with the actual video footage while the answers of the remaining three did not match with the actual video data which is expressed through the bar chart above. The reason for this inconsistency is unknown as it may stem from behavioural causes that need further research to arrive at a possible conclusion.

Research Theme B) The impact of social advertisements on participants' attention:-

The empirical research revealed that the research participants were attracted to the various social advertisements inserted in the magazine which they had gone through. This was evident in the survey answers where they mentioned them as something which struck them in the magazine. Moreover, the video footage also showed that majority of the participants gave significantly more time to the social advertisements than other commercially sponsored content. Social advertisements were mentioned approximately five times more than their commercial counterparts when asked about which advertisements were attention grabbing.

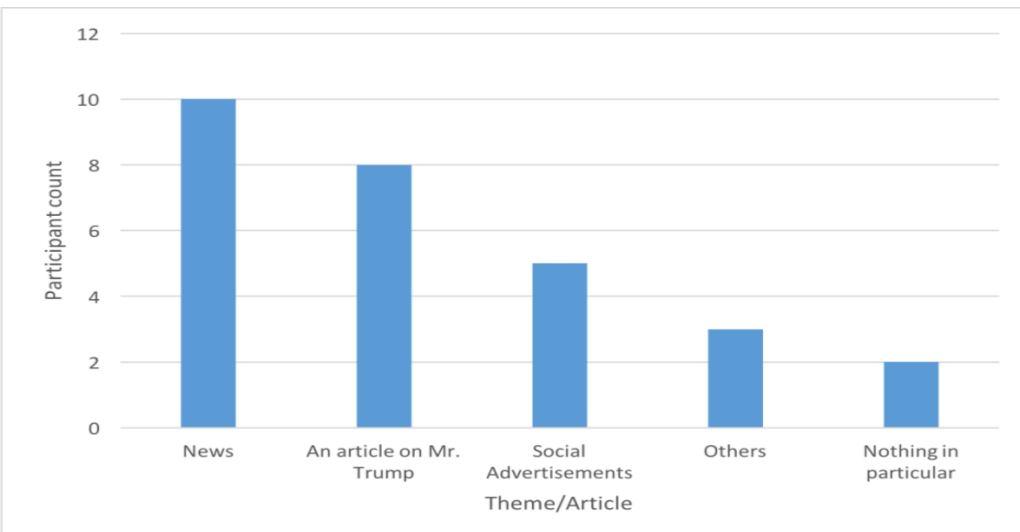

Figure 2 - Theme (or anything in particular) that struck the participant in the research magazine

Conclusion: Social advertisements have a significantly positive pull factor than other commercial advertisements. This understanding is revealing as even though social and commercial advertisements are essentially advertisements but both evoke significantly different behaviour of a viewer towards them. It shows that people somehow infer at a glance whether a visual message is a commercial advertisement or is something which is beneficial to them or the society. Upon taking this decision, they view the advertisement as per their intent.

Research Theme C) the qualities which got hold of participants' attention to social advertisements:-

The findings indicated that an overwhelming fifty per cent of participants attributed the 'Imagery' of the advertisement as the foremost quality which held their gaze. This was followed by the 'Caption' (four participants), 'Colour' and 'Relatability' by three each, while 'Design' was attributed to by two participants.

Conclusion: The participants attributed the use of strong imagery with many illustrating it further by mentioning the use of fear appeals in the advertisements as the reason for their effectiveness in terms of holding on their attention. This demonstrates that fear appeal indeed works in grabbing people's attention and this is the reason why it is used extensively in social marketing. Moreover, the social advertisements which were 'positive' in nature had significantly less traction with the participants. But it is an area to be researched as when would the use of fear appeals might become too much for the people where they start resenting it.

Research Theme D) Effectiveness in terms of making participants act instead of just paying attention:-

Apart from one participant who consciously did not want to follow the message of any social advertisement, all other participants who were attracted to social advertisements mentioned several/all of them which they would be adhering to.

Conclusion: Social marketing seems to be effective in its goal of making people aware of an issue and make them take steps to handle it. This suggests that social marketing can be a powerful tool in bringing a positive behavioural change in a society.

Research Theme E) Suggestions by participants to make social marketing more effective:-

A number of suggestions were received from the participants. Moreover, they formed a wide variety which made it not possible to code them into few broad themes. To mention a few, the highest number of suggestions were related to the visual design of the advertisement, this was followed by an element of relatability; promotion other than advertisements; using statistics to convey messages; using digital media other than traditional media; focusing on positive aspects of adopting a behaviour, among others.

Conclusion: The participants provided a variety of suggestions to increase the effectiveness of social marketing. This reflects that there are a number of behavioural aspects playing out within a society and it might be difficult to put out "a one size fits all" kind of social marketing campaign which would be received by people in the same manner. Hence it is important to acknowledge, embrace, and reflect upon these different sensibilities in people by producing a variety of advertisements in a campaign which might be targeted to the respective set of people as well.

Apart from this general conclusion, one important aspect of social marketing was raised by few participants concerning the tone of the advertisement where using fear appeals excessively might defeat the very purpose of using them as people might get put-off by those advertisements and consequently will not get attracted to them. It is pertinent here to mention that though this point was raised, the data from the research shows that fear appeals, in the present times, do work well.

V. LIMITATIONS

For any research, it is absolutely essential to be conscious of the limitations and potential problems for the benefit of the research at hand and the academic community as well. This research also faces certain limitations and potential problems which are listed below:-

a) Lack of resources to develop the media environments meant that apart from the modified magazine option, others (e.g. modified TV programme, computer application, and others mentioned earlier) could not be added to the study that would have helped develop a more comprehensive and realistic mixed media environment.

b) With the researcher explaining the participants on how to go through the magazine and being present by their side, the participants might have become conscious of the fact that they are under "watch" which might have changed their behaviour in reading the magazine, creating a departure from their normal reading and retention habit.

c) Although it was difficult to accommodate interviews, focus group sessions, and ethnographic study, as mentioned earlier in the justification of not using them, they would have helped in making the research more data-driven and substantial.

d) There were few incidences where some participants forgot to put their pointing device on the page they were reading. Whenever this was observed, the participants were made aware of this and were politely told to correct the mistake. There might have been few cases where this may have happened in case of pages containing the social advertisements and corrupt the data. This potential problem again makes the eye-tracking device the most suitable tool for such kind of research project if not essential.

VI. RECOMMENDATIONS:

With the understanding from the empirical research and the literature review, following recommendations are made which may prove to be beneficial for the practitioners of social marketing:-

a) The findings from the empirical research make it clear that people do give attention to social advertisements, at least the ones related to their health and well-being. It was also seen that the advertisements which conveyed the message in a negative manner, i.e. by using disturbing visuals, do attract a lot of attention. But it should be borne in mind that the social marketing agency should not go overboard with marketing blitzkrieg thinking that people would get influenced further. This might not be true as the findings suggest that participants more or less were equally distributed to three categories of people: (a) attention depended on advertisement, (b) attention was equal for all, and (c) attention increased initially but decreased later. It might be a matter of time that people in general start shifting in the lines of category (c) where too much repetition after a point of time will make them weary and might end up like the reality in which commercial advertising is in now i.e. people might actively avoid it. The agencies should rather aim at making their present advertising more effective to make the best of what is now presently a very favourable position of social advertising in the public health domain.

b) As evidenced by the various suggestions made by the research participants, there are various sets of people which are attracted by different elements in an advertisement. To put it metaphorically, there is no one size which fits all; an agency has to cater to myriad behavioural classes of people. This means that a social marketing agency in its campaign must use different kinds of advertisements to push a particular message across the people as this would help to evoke interest in larger numbers.

c) Both the existing literature and the empirical research shows that using fear appeals in social marketing is very effective in capturing people's attention. But not only for the sake of ethicality as discussed in various paragraphs before, but also for helping the overall message delivery by various social campaigns, carrying ‘positive’ advertisements is also essential. If all the social advertisements are based on fear and moving imagery, people might start avoiding it, especially when the exposure is increased. This aspect was mentioned by some participants also. Even though the positive advertisements had much less traction compared to the ‘negative’ ones, it helps in balancing the overall tone.

d) The findings from the research clearly demonstrated that majority of the participants were not only attracted to social advertisements but were also motivated to pursue the campaign’s message. This is a significant and positive finding for any marketer. But this also means that they are to make the best use of this opportunity by giving people a clear Call to Action (CTA) in the social advertisements or other marketing forms where the target group knows exactly what they have to do to make the desired change possible. Moreover, it is also essential to create a support network around it to sustain the actions of the people instead of letting them trail off due to lack of the necessary scaffolding.

e) This recommendation draws from a suggestion given by PP10 (2017) regarding the propriety of exposing children to visually moving health advertisements. If visually upsetting images are exposed to children through mass media, it may have detrimental effects on the young, impressionable minds. Therefore, social marketing agencies must ensure that they should use appropriate images on any advertisements being run on mass media as children also come into contact with them. If in case they have to use powerful images for a particular target group to achieve their goal then they may use digital media which afford marketers to target their message to desired people.

f) The agencies sponsoring social marketing are endowed with a distinctive advantage that they do not have any commercial rivalry among them which is a reason that their commercial counterparts have to operate in silos. In this case, they should leverage this situation by sharing information concerning their marketing campaigns between each other which would ensure that they as a collective social voice have an appropriate exposure which would be effective in getting the interest of the target audience.

g) As seen earlier in the review of the literature, most social marketing agencies do not keep a tab on their campaigns because of which these initiatives and their statistics go underreported in the academic literature. This creates a vacuum in terms of essential knowledge which could be derived by social marketing agencies as a whole to improve their campaigns. Based on this, it is recommended that social agencies who are involved in social marketing should record and report campaign statistics and if need be, a model framework may be developed for making it easier and simple to carry it out.

Apart from the various research themes which were discussed, the focal point of this research was how people react to the increasing exposure/repetition of social advertisements. The author estimates that the need to take this aspect into consideration would assume greater importance in the coming times with the increasing number of social marketing campaigns through more widespread media which is especially being expanded under the umbrella of digital media.

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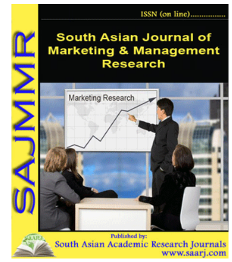

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A STUDY ON FACTORS AFFECTING SUCCESS OF WOMEN ENTREPRENEURS IN TIGRAY REGION- ETHIOPIA (A CASE STUDY OF ADIGRAT TOWN ENTREPRENEURS)

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ABSTRACT

This Study was conducted to identify the factors that affect success of women entrepreneurs in Tigray region, Adigrat town. The study employs descriptive survey research. The target population of the study was identified 400 women entrepreneurs running their enterprises successfully since 5 years in the town out of that 150 sample were taken by using simple random sampling method. In order to collect data questionnaire was distributed, then the collected data was subject to several statistical analysis using SPSS version 20. From the results the researchers concludes that factors having experience with their business, support from family, from past failures and motive to help their families are the factors that make them successful. Continuous support from SMEs office of the town was another success factor for the women.

KEYWORDS: *Women, Entrepreneurs, success, Small and Micro Enterprises (SMEs)*

INTRODUCTION

The third Millennium Development Goal "Promote Gender Equality and Empowerment of Women" is recognized not only as a goal in itself but also as an essential step for achieving all other goals. This shows that throughout the world women empowerment in economic, social, political and other areas is the base for achieving other worldwide goals. And one of the ways for empowering women economically is by motivating and supporting them to establish and operate their own business since economic independence is the base. Women in previous years were disadvantageous in different areas and many of them are under the control of men economically. Even if women work two-thirds of the world's working hours, they earn only 10 percent of the world's income (United Nations Millennium Campaign, 2015). So this problem can be solved by supporting women to break the vicious circle which hinder them from being empowered, competent and successful in their society. In most countries, regions and sectors, majority of business owner/managers are male (from 65% to 75%). However, there is increasing evidence that more and more women are becoming interested in small business ownership and/or actually starting up in business.

Although there are no official statistics relating businesses to the gender of their owner/manager, there is a good deal of evidence to suggest a significant increase in female entrepreneurship. One consequence of this is that women are a relatively new group of entrepreneurs compared with men, which means that they are more likely to run newly developed businesses. This in turn has some implications for the problems they face and their ability to deal with them. Even if this is the case and many women are surrounded by so many challenges and unable to succeed, there are some women who break the vicious circle and become successful by engaging in entrepreneurial activities.

Entrepreneurship refers to setting a new business to take advantages from new opportunities. "It offers tremendous opportunities for women across the world by opening doors to greater self-sufficiency, self-esteem, education, and growth - not only for the women themselves, but also for their families and their employees. And women are changing the face of business ownership internationally; between one-quarter and one-third of the world's businesses are owned by women. As their numbers grow and as their businesses prosper, they will change the way the world does business."(Julie R. Weeks 2001). And, it can help women's economic independence and improve their social status which automatically makes the women get empowered once they attain economic independence.

Research on women entrepreneurs suggests that motivation for participating in entrepreneurial venture by women may be classified into as push and pull factors (Shapero & Sokol, 1982; Hisrich & Brush, 1986) where push factors included frustration, job dissatisfaction, divorce and boredom in their previous jobs. Pull factors included independence, autonomy, education and family security. It has been observed that women, who are pushed into business, need many years to gain self-confidence and it takes them longer to persuade others about their products and services (Kutanis & Bayraktaroglu, 2003). Lack of management skills has also been cited as a major challenge for women that are pushed into business (Kuratko & Hodgetts, 1995) especially while setting up operational and management processes. Women entrepreneurs face peculiar challenges in an attempt to achieve success (Hatcher, Terjersen & Planck, 2007) and women in less developed countries face much more barriers to formal economic participation than those in developed countries (Allen et al; 2008). Every woman in the business world face different challenges not only because of the tough competition in business but also she is a woman. The main thing is that it is not easy for most of the women to succeed in business by passing different kinds of challenges. They had to face a lot of difficulties and overcome a number of barriers to become successful in their ventures.

Even if this is the case there are so many successful women entrepreneurs in business activities throughout the world who contribute much to themselves and their country. Different studies showed that success factors of women entrepreneurs. A study in china by Zhouqiaoqin, et'al (2013) identified that human capital, women characteristics, and motivation has a significant influence in the success of women entrepreneurs; family background has a less significant influence in the success of women entrepreneurs. Another study from West Africa by Germaine Ibro et'al (2006) showed that women entrepreneurs business with more experience were more likely to be successful. This and other studies found that there are different success factors that affect women entrepreneurs in different countries context. In this study the researchers identify women entrepreneur's success factors in Tigray region.

OBJECTIVE OF THE STUDY

The general objective of the study was to investigate the factors that affect success of women entrepreneurs in Adigrat town of Tigray region.

Specific objectives

- To know the factors that motivates women to engage in their own enterprise
- To identify the challenges of women facing in starting and operating an enterprise
- To examine various success factors of women entrepreneurs in Tigray region.

REVIEW LITERATURE

Women entrepreneurship

Women have been economic partner of man in several fields, but when it comes to entrepreneurship man seems outwardly, at any rate, to dominate the entrepreneurial world. Entrepreneurship is not a masculine job as army or navy. She too, is equally endowed with the psychological qualities and managerial abilities that matter in successful entrepreneurship. Sometimes, the environment and opportunities are the same both for man and woman. But interestingly, the entrepreneurial activity in the traditional developing societies has been restricted to man. Time has come when one start thinking, exploring and working towards the women entrepreneurship **(**Setty & Moorthy, 2010).

Researchers Carsrude Sapienza & Bloogood determined some environmental factors affecting entrepreneurial behavior including support systems and family, financial resources, staff and the customers, suppliers, communication area, government policy and political, economic and cultural environment. Women entrepreneurs face peculiar challenges in an attempt to achieve success (Hatcher, Terjersen & Planck, 2007) and women in less developed countries face much more barriers to formal economic participation than those in developed countries (Allen et al; 2008). Women face unique obstacles in starting and growing their firms such as lack of skill or training, limited access to capital or credit, lack of savings and social networks, and limited choice of industry (Martin, 1999; Peter, 2001; Akanji, 2006; Lakwo, 2007; Ibru, 2009; Ojo, 2009).

Sinha (2005) also identify lack of access to education and training opportunities which shows women start their businesses without adequate skills. Mayoux (2001) also point out:

inexperience and incompetence, limited social and business network, and lack of motivation as barriers to women entrepreneurship. Eshetu & Zeleke (2008), ILO (2003) also identified that the following are the main challenges that women entrepreneurs in Ethiopia face in a sequential order from very severe to least important.

Difficulty in obtaining loan from commercial banks, failure of business, failure to convert profit back into investment, shortage of technical skills, poor managerial skills and low level of education

Challenges women entrepreneurs Several studies around the world have been carried out which throw light on the challenges faced by women entrepreneurs. Though the three major stages in the entrepreneurial process – of creating, nurturing and nourishing – are the same for men and women, there are however, in practice, problems faced by women who are of different dimensions and magnitudes, owing to social and cultural reasons. The gender discrimination that often prevails at all levels in many societies impact the sphere of women in industry too, and a cumulative effect of psychological, social, economic and educational factors act as impediments to women entrepreneurs entering the mainstream. Women Entrepreneurs encounter a large number of problems and constraints which hampers the growth of their business in countries economy (Sinha, 2005).

Furthermore, ILO (2003) found that lack of suitable location or sales outlet; stiff competition; low purchasing power of the local population; lack of marketing knowhow; seasonal nature of the business ;lack of market information ;inadequate infrastructure ;shortage of time (due to multiple tasks) ;shortage of raw materials ;Shortage of working capital are constraints of women entrepreneurs in Ethiopia.

"Entrepreneurship offers tremendous opportunities for women across the world by opening doors to greater self-sufficiency, self-esteem, education, and growth - not only for the women themselves, but also for their families and their employees. And women are changing the face of business ownership internationally; between one-quarter and one-third of the world's businesses are owned by women. As their numbers grow and as their businesses prosper, they will change the way the world does business."(Julie R. Weeks 2001).

Factors that affect success

A study of Nigerian women business owners by Ehigie and Umoren (2003) found that a high self-concept regarding their role in business and commitment to business can help women to become more successful entrepreneurs.

According to Paige and Littrell (2002) success is defined by intrinsic criteria include freedom and independence, controlling a person’s own future, and being one’s own boss; whilst extrinsic outcomes are, among others, increased financial returns, personal income, and wealth. On the other hand, research by Masuo et al. (2001) found that business success is commonly defined in terms of economic or financial measures which include return on assets, sales, profits, employees and survival rates; and non-pecuniary measures, such as customer satisfaction, personal development and personal achievement.

Lee and Choo (2001) studied work-family conflict in Singapore found that family members and others support can reduce the conflict of women entrepreneurs.

Similarly, Buttner and Moore (1997) stated that business performance is usually measured from the economic perspectives of growth in sales or employees; and/or by the increase in profits. As most people generally equate money and profits as the best way to measure individual and business success, many might not view a majority of women-owned businesses as successful due to it being smaller in size and slower in growth. As a result, some women define business success from an economic viewpoint.

In term of the factors contributing to success of entrepreneurs in small business are varied. According to Yusuf (1995) the most critical factors contributing to business success consist of good management skills, access to financing, personal qualities, and satisfactory government support. Huck and McEwen (1991) studied in Jamaican business owners reported that business owners in Jamaica considered that the marketing factor is the most critical ingredient for the success of a business. Family’s emotional or instrumental supports are one of the crucial success factors for women entrepreneurs.

Other factor such as internal motivation is another important factor that can contribute to success in business. The role of extended family in providing capital for new firms and facilitating the apprentice training of its members is significant to the success of prospective entrepreneurs (Nafziger, 1969). Finally, innovation in the business through Information Communications Technology (ICT) plays an important role in supporting women entrepreneurs on business by gaining a low cost structure and achieving higher returns per customer (Marlin & Wright, 2005).

RESEARCH METHODOLOGY

In this study a descriptive survey research design was employed to investigate the factors that affect success of women entrepreneurs in detail. The reason for using this design is that it enables to describe the different factors that affect the success of women entrepreneurs as they exist. The study used women entrepreneurs as a unit of analysis. According to Mark et al. (2009) mixing qualitative and quantitative approaches gives the potential to cover each method’s weaknesses with strengths from the other method. In this study, combinations of qualitative and quantitative approaches of doing research were employed.

Sample and Sampling techniques

The study employs descriptive survey research design. The target population of the study identified 400 women entrepreneurs running their enterprises successfully since 5 years in the Adigrat town out of that 150 sample were taken by using simple random sampling method under probability sampling technique.

Sources of data collection

Both primary and secondary sources of data were used for the study. The primary data collection was conducted through questionnaires distribute to successful women entrepreneurs. The secondary data include information that was obtained mainly from different reports, bulletins, websites and literatures, which are relevant to the theme of the study, were gathered from various sources to complement the analysis.

Research Instrumentation

The researcher was used questionnaires which has both open and close ended questions for data collection purpose. The questionnaire was prepared taking into consideration certain parameters such as demographic information and information on the factors that affect success of women entrepreneurs.

METHODS OF ANALYSIS

The questionnaires were distributed by researchers and wait for the respondents to complete the questions and then were collected them. After the data collection, data were coded and fed to excel sheet so as to simplify further tasks. The respondents' scores were summarized from the sheet and made ready for analysis. During analysis researcher used the software, Statistical Package for Social Sciences (SPSS version 20) to analyze the data and produce results. The data were subject to several statistical tests. The data were analyzed using simple statistical tools such as frequency tables and percentages means, and pie charts.

Data Analysis and Interpretation

The sample size taken for conducting the research was 150 successful women entrepreneurs and all the respondents' response is included in the analysis part.

Table for Frequency and Percentage analysis of questionnaire

categories	**frequency**	**percentage**
Age		
20-30	42	28
30-40	58	38.67
40-50	31	20.67
above 50	19	12.67
Marital status		
Single	21	14
Married	46	30.67
Divorced	44	29.33
Widowed	39	26
Family size		
1-3 family member	19	12.67
4-6 family member	43	28.67
7-9 family member	76	50.67
Above 9 member	12	8
Education Level		
Read and write	17	11.33
1-8 grade completed	79	52.67
9-12 grade completed	35	23.33
diploma	19	12.67
degree or above	0	0
In what kind of business are you engage in?		
Service	65	43.33
Manufacturing	12	8
Trade	28	18.67
Urban agriculture	19	12.67

Construction	26	17.33
For how long are you engaged in this business?		
Less than 5 years	29	19.33
5-7 years	81	54
7-9 years	29	19.33
Above 9 years	11	7.33
How do you expend the money you generate?		
By supporting and fulfilling family demands	89	59.33%
By saving purpose	21	14%
By investing it on the business	27	18%
Other specify	13	8.67%
What initiate you to start your own business?		
Family tradition	22	14.6%
To support your family	91	60.6%
For being self employed	21	14%
Other	16	10.67%
When you were starting and operating your business did you face any challenges.		
Yes	129	86%
No	21	14%

Source: Questionnaire

As shown in the above column most of the respondents 58(38.67%) are under the age category of 30-40, most of the respondents 46(30.67%) are married and have 7-9 family members. Most of them 79 (52.67%) have educational background of 1-8 grade completed.

Most of these successful women entrepreneurs are engaging in service giving business followed by trade and construction. And they engaged in this business for the past 5-7 years which indicate they have enough experience in operating businesses. Most of the women are initiated to start and operate their own business for supporting their family by earning additional money, and others because of the family tradition and for being self employed.

In the process of starting and operating their businesses most of the women (129 or 86%) replied that they face different challenges and the rest 21 (14%) said they don't face any challenge. The challenges they faced were lack of self confidence, fear of taking risk, lack of startup capital and after having the money problem of how to manage it, inability to give enough time to the business because of dual responsibility, failure of the business because of lack of knowledge, and lack of business management skill. This indicates that women in the process of being self independent face so many ups and downs that threat her performance.

In order to overcome and become successful most of the respondents (113 or 87.59%) got the opportunity for continuous support from SMEs office in form of training which targets their inability and loan for starting their business also granted by the office. They work with other women as a group in order to balance their weakness with other's strength, communicating and discussing with their husband and family members in order to get support from their family was other factors which contributes for their today's success. For 16 (12.40%) of the respondents after they establish a business it was failed after 2 years of operation because of lack of knowledge and inexperience in the area. Learning from the past failure was their base for today's success. Most of these women spent the money they generate for fulfilling family demands like food, clothes since they start operation for supporting family and the rest they save it in banks for contingency purpose and sustaining the business future.

All of the respondents' income level is improved from previous years. They raise different reason for the income improvement they achieve which has an influence on their living standard. They reply that these performance improvements emerge because of support they get from their family, continuous financial and material support from SMEs Office and other NGO's, their eagerness for being economically independent, the teamwork they are practicing in group owned businesses and enhancing the knowledge they had by taking trainings in how to manage the business make them effective and successful in their area of work.

CONCLUSION AND RECOMMENDATIONS

- As the analysis reveal that most of the women are under the age of 30-40 and married with a family member of 7-9 and are complete grade 1-8. Even if their age is mature, since they have less formal education we can conclude that they face different problems in technical operation of their business.
- Even if the women are less educated, they have long (5-7years) experience in running the business. So we can conclude that since they have long period of engagement to the business it can contribute to their successes as one determinant factor is life time of the business.
- We can also conclude that since they get support from their family, they can become successful because they don't face any interference from their husband.
- We can also conclude that these businesses contribute for the town's unemployment reduction since they hire employees based on the businesses capability.

SUGGESTIONS

- For sustaining their success women entrepreneurs should develop their technical and managerial skills by taking short term trainings prepared by the SMEs Offices and also must increase cooperation skill with others in favor of business purpose for bringing best results of development for future.
- For enhancing the business's capacity women entrepreneurs must save most of their income rather than spending because one of the factors for success is the amount of capital the business holds and operates.
- The SMEs offices should support these women by realizing their demands in view of the fact that they are creating job opportunities. Unemployment reduction is an essential element for economic progress; governments target and they are working on it and execute their part.

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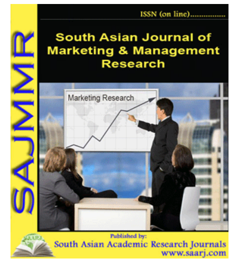

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MANAGEMENT ACTIVITIES AND LEGAL LITERACY

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ABSTRACT

This article is devoted to the analysis of the phenomena legal literacy and management activities. The main attention is paid to the ideas of lawyers on these phenomena. Therefore, the author narrated his ideas either. This article analyzes the level and development of legal culture in Uzbekistan. It is especially noted that the legal culture and legal activity of citizens is the basis for building a democratic state and a strong civil society. Managerial activity is the organizational, socio-psychological and pedagogical influence methods used to guide people's actions and behaviors to a specific goal. Although it is related to the process of learning, from the gnoseological point of view, knowing it is not exactly a matter, it is a specific level. The social modernization and formation of the legal culture depends on these institutions, knowledge and subjects. Nevertheless, we must try to look for them, organize our views on this issue and systematize the various realities in a socio-axiological view point and clarify the scientific problems. In social and legal entity, social relations in the broadest sense are instrumental, so it is important to focus on the determinative influence of these relationships in all spheres. Thus E. Kant considers "the right to influence the mutual coexistence of the people, to the external environment of their existence, to the mutual limitation and comparison of free will and arbitrariness of the various persons involved in society".

KEYWORDS: *Legal Literacy, Legal Culture, E. Kant, A. Saidov, Society, Axiology.*

INTRODUCTION

Legal literacy and governance activities are interrelated, but can be considered separately as co-substantional realities. Legal literacy is a reflection of the socio-legal, entity-legal relationships of the individual, society's and private legal knowledge, legal awareness and legal information. Managerial activity is the organizational, socio-psychological and pedagogical influence methods used to guide people's actions and behaviors to a specific goal. It is important to emphasize the co-substantional features of their role in the system of social axiological (socio-axiological) values. The phenomenon of the right does not directly affect the life of a person; it requires a number of methods and mechanisms. One of them is legal literacy.

METHODOLOGY

In carrying out the research of a scientific article, general theoretical and empirical methods — systemic, structural, and institutional — are widely used in legal sciences. In addition, the scientific and theoretical base on legal literacy and legal activity of citizens in Uzbekistan in the process of democratic renewal of the state has been compiled and analyzed.

DISCUSSION

Legal literacy consists of two concepts "law" and "literate". Legacy comprises its core. The definition of E. Kant to the phenomenon of law is widely accepted. The philosopher puts the question "what is the law" and describes it as: "The law is the sum of the conditions under which a person's disobedience can be compared to the disobedience of another person from the point of view of a common law of freedom"[1]. At the same time, Kant points to the socio-axiological aspects of the right. They are: "First of all, it relates to practical relationships between individuals, because their actions (directly or indirectly) can affect one another. Secondly, the concept of law is not only the attitude of a person to the wishes of a person (i.e. pure necessity), as is the case with disobedience, good deeds, and cruel actions, but the other person's disobedience. Thirdly, even the substance of arbitrary is not taken into account within this arbitrariness. For example, anyone, who follows his aim toward the object, will not ask himself a question whether somebody can benefit from what he is selling. The issue is about the forms of arbitrary power, as they are absolute; and that freedom is defined as the freedom of another, in accordance with the general law". Thus, this is not an issue of understanding of one's right but of dialectical connection with the other's right – "common law", it requires care.

The comparison of the rights of one person with the rights of another person should be regarded as a relationship between them, which in turn requires consideration of the right of one's right to another, and, second, the general law. The right is not something that belongs only to one person but to everyone, to the general. The right of the individual is manifested in the general public in a regular manner. Therefore, E. Kant creates whole principle of the right from this rule of law. This principle is as follows: "Every man's actions are justified if the free will of a man is with the other and the law is in accordance with the law"[2]. Academician A.Kh. Saidov, who specializes in the study of the philanthropic legal heritage of E. Kant, writes that the right and philosophical rights of the philosopher are, firstly, a guaranteed status of private property and personal rights; secondly, equality before the law; thirdly, the resolution of disputes by court; fourth, the existence of a mandatory law[3]. Thus E. Kant considers "the right to influence the mutual coexistence of the people, to the external environment of their existence, to the mutual limitation and comparison of free will and arbitrariness of the various persons involved in society".

This definition is widely accepted. Legal literacy is derived from this fundamental definition and is understood through special efforts, knowledge and advocacy. “Literacy” is the idea of knowing one or the other thing, having a clear idea about the subject, and explaining its position. Although it is related to the process of learning, from the gnoseological point of view, knowing it is not exactly a matter, it is a specific level. This degree always has a subjective peculiarity and personal experiences and intimate emotions play an important role. Social experiments also go through the synthesis of this personal affectionate study and through it turns up as a necessary value. “Literate (literacy)” is a concept that indicates that this level of knowledge is manifested in the mind, attitude, and behavior of a person. Any kind of knowledge about the right can be explained by the legal literacy of the person. There is no abstract right, the right of the person the right appears by way of relations of one individual to another, to social beings. E. Kant emphasized the fact that law was a practical activity when emphasizing the fact that the phenomenon of torture was based on the “comparison of personality arbitrary to the arbitrariness of other people”. This practice is interfaith relationships and links between human and society. Legal literacy is the degree to which these relationships are manifested in consciousness (legal consciousness) and behavior (legal behavior) of the normative-legal acts.

Lawyers include legal literacy into the legal culture system. Indeed, legal knowledge, legal literacy is a phenomenon of legal culture according to the social axiological essence. Ultimately, they will be measured by legal culture. “In a broad philosophical sense,” says Professor H.B. Boboev, Doctor of Legal Sciences, “a person’s legal culture will appear only when people realize that their personality is different from other people and that others have come into social relationships and that they need to be built on a certain legal law. Normal equal rights i.e. legal norms, laws are in the center of right. And creating wealth is in culture. Therefore, the legal culture of the society reflects its legal wealth, which corresponds to the requirements and needs of the time, the level of society’s legal culture”[4].

The lawyer does not study legal knowledge as a separate socio-legal reality, but he marked it as an important part of legal culture. Similar approach is also found in the books of lawyers U. Tojikhonov and A. Saidov. For example, they say in the textbook “Huquq madaniyati nazariyasi (Theory of Law Culture)” that a broad legal system of legal knowledge is related to legal awareness and legal culture in society[5]. According to some researchers, “people, population, men consist of different layers, not all of them have the same imagination and knowledge, they have special knowledge and experience in law (intellectuals, lawyers, legal institutes and their staff, internal affairs agencies, staff members, etc.) can generate skills in legal knowledge, legal awareness and behavioral norms in the rest of the population. From this point of view, society, people, population, men are subjects and objects of legal culture. However, such a dualistic approach does not reduce the role of specific institutions, subjects and knowledge. The social modernization and formation of the legal culture depends on these institutions, knowledge and subjects[6].

Here the three objects are on the point and they are rights, people and legal value. According to the researcher, the phenomenon of law has a social axiological essence that is important only if it is transformed into a respectable value for the population. The socio-normative value of the right is also its socio-axiological significance, that is, if the law is socially useful, it can play an important role in management. From this point of view, it can be argued that the legal literacy itself is a socio-axiological meaning, i.e. legal knowledge is compared to “other arbitrariness” and shows which behavior or attitudes are beneficial to society and the environment.

"Any consistent axiological concept (according to A. Saidov's opinion E. Kant is the founder of this concept), including legal axiology puts forward to differentiate and identify the values and appraised events, facts, bases (happening, objects, relationships, etc.) from the view point of the relevant hierarchy and system of values, its value in terms of its meaning and significance. In this case, the value refers to the purpose, essence, significance, necessity, inevitability, normative, formal order and so on, in the separation of the experimental creature from the reality domain (which is not necessarily the Kant's distinction). This distinction (the form of separating necessity from existence, the world of values from the world of happenings and etc.) is based not only on the Kant's approach but also on the contrary, objective idealistic viewpoint (from Plato to Hagel and their modern followers), according to which the existence is considered as wealth (i.e. values), but the existence is not understood as a matter of empirical reality, but real existence, that is, the idea and essence of existence, the inevitability of the existence[7]. Consequently, according to the meaning of socio-normative and socio-axiological essence, close realities to one another and their proximity has a certain value.

Legal literacy and management were formed as exemplary values in the process of socio-historical development. It is an axiom which does not require evidence that they are socio-axiological realities. It is a requirement that the state and society should live as a whole as the substantional basis. It is this requirement that allowed people to live in social relations as a subject, who builds trust in the management institutions. What is the immanent character of legal literacy and its role in management? What is their value in the socio-axiological system? If not the recognition of the values but the "practical experience", empiric value, referred by E. Kant, is important, how are this practice and value are achieved? These questions are primarily scientifically-methodological. Neither science of law, nor law philosophy has put them on the agenda so far. We must admit that the answers to these questions are difficult to find and the answers they receive can also be aroused, even criticized. Nevertheless, we must try to look for them, organize our views on this issue and systematize the various realities in a socio-axiological view point and clarify the scientific problems. That's why we need to look at some of the socio-axiological principles of immanent features of legal literacy and management. These socio-axiological frameworks include:

Socio-legal entity;

Democratic legal state;

Human rights;

Management institutions;

Hierarchy and coordination;

Constitutionalism;

Leadership and responsibility.

It is important to note that legal literacy and governance activities are respected only as social values and these values are significant when influencing people and society. They are always at the forefront of the socio-axiological entity, as a social value, influences social consciousness and behavior of people and the work of institutions. The above principles are the objects and mechanisms of the socio-axiological existence. While they exist in this area, they serve as a basis for the rule of law and governance.

Socio-legal entity is a socio-axiological basis that puts the phenomenon of law and the necessity of management activity. All things, peculiarities and functions related to the phenomenon of truth and the management of the matter grows out of this, representing the demands of that entity.

The notion of “social being”, which is widely used in philosophy, is socially-legitimate when the requirements of the phenomenon are set or when these requirements are met. The social demands and legal requirements make the sin-harmonic entity, but the right is considered as the main fundamental criterion and unifying core. All actions, types of activities and results achieved are measured by legal criteria. It is usual condition to observe, preserve and increase sustainable legal values, and organize the activities of businesses in accordance with legal requirements. Strictness and stability of legal values do not appeal to anyone, but their lack of awareness raises questions[8]. Therefore, the social and legal entity fulls itself with legal values gradually, which makes a duty to pursue these values for citizens.

Under the social-legal entity, people understand the political legitimate aim of society and state. In every society there are such legal values and leading factors that affect them, which clearly identify the essential features of the socio-legal existence. For example, socio-economic entity of the Soviet-era was characterized by denial of private property, partying state government, socialization of all life, torture of the right to punishment and relying on formal democracy. In this area, the subject of the legal entity was mainly one – a party. All decisions, laws, programs were implemented through the approval and support of the party. Market democracy made changes to these procedures, now there is pluralism, privatization, diversity of governance, rights institutions have been exempted from party influence and its decisions and the independence of the law has been ensured. These common features are the most important signs of social and legal existence. The immanent features of legal literacy are derived from these characteristics and link the phenomenon to social entity.

Social-legal entity is a social place where the activities of social and legal bodies are governed by the principles of social cohesion, relationships between individuals, personal and state relations, and human rights and freedoms in line with the principle of social coherence. In this space, not only the phenomenon of law, but also the spiritual and moral values are active and respected. Socio-normative activity of moral values does not interfere with legal values, but they support each other. Where the legal values are not fully realized, moral and ethical values comes for help, fills a phenomenon of law and gives it a sense of empathy, self-esteem and dynamism. Therefore, the most striking aspect of social and legal existence is to discover the effective methods of promoting moral and ethical values along with the legal values and, ultimately, achieving the goal of managing the society. International experience shows that the enforcement of the law does not produce the expected outcome of a democracy and the spread of humanistic ideals encourages respect for human rights. This goal can only be achieved through humanization of the law[9].

In social and legal entity, social relations in the broadest sense are instrumental, so it is important to focus on the determinative influence of these relationships in all spheres. Because in every society such social relations are formed that avoiding them causes false implications for the development of society. The terms like advanced state, a developed state, a developing state, a backward state were not mentioned in vain in scientific literatures, they mean different degrees of social development. The social relationships in these states and societies are diverse, in the first, post-industrial relations, in the second, industrial relations, in the third, semi-industrial and feudal relations, and in the other, the dominant feudal patriarchal relations. The social legal entity serves these relationships and fulfills their social orders. At the same time, the socio-legal presence comes as a reflection of the socio-normative image of society and its social relationships. We can conclude on the stages of development of society, depending on this social legal entity and the existing legal values.

CONCLUSIONS

Socio-legal existence is not merely the right, it does not form its socio-axiological essence, in which political authority and political values play an important role. Social, economic and cultural relations, however, enrich it with new issues and perspectives. The integrative character of the right and its functions are evident in this colorful relationship. Democratic legal state is a next socio-axiological basis that serves to demonstrate the rule of law and governance. Law and governance can be fully manifested only on the basis of state and state support.

Therefore, “the rule of law is a state with international human rights standards, with relevant laws, effective state system, and most importantly, citizens who need these rights. The state can be called legal, depending on how much human rights are recognized, respected, and protected”[10]. The state’s lawmaking, the introduction of all social normative procedures into public life, the use of compulsory means, the use of coercion, and transforming turned the state into the most effective political institution. In today’s human development stage, any form of law and governance cannot be fully realized without the support of the state. Modernization, where the state is a major reformer and is in charge of the reforms, will bring expected results. Doctor of Philosophy, F. Musaev, states that the leadership role of the state is primarily evident when it takes responsibility for reforms. "From the old totalitarian paradigm to the paradigm of a new civilization, there is a need for a force that is responsible for organizing complex and controversial processes and leading the society to the path of democratic development. This power is the state. Where there is no such social institute, the noblest ideas will remain a dream”[11].

From a legal point of view, the state is an institution that promotes democracy, human rights and freedom. For this purpose, it directs the management, directs the initiatives of the people and takes action to comply with the constitutional norms. One of the main functions of the state is to protect people from violence.

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A STUDY ON CONSUMER DECISION MAKING TOWARDS PURCHASING CHOICE OF FOOTWEAR

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ABSTRACT

The global footwear market consists of diversified trends across different geographic regions of this planet. Earlier the design and style may not be considered by the customer too much compare with the consideration of the price and the durability. For this study, a second research survey has been prepared and conducted to 218 randomly selected consumers who have shopped from selected retailers at least for three years. If one seller wants to eject himself in between the crowd of sellers then he has to stand up with the help of brand. The brand has to make the individual to think more. So they may fell ease to purchase the products and service. Many research have prove that 70% of the purchase decisions are in-store decision, and there are largely influenced the purchase. More information was observed by the researchers and they had a better relationship with the consumers as well as the retailer. Sometimes, the researchers have identified the purchasing behaviour of the consumers. They believe that the price for the product is getting increased if the fashion and style are been concentrated by the retailer. So at the outset, they never like the fashion and style of the product which is mostly preferred by the youth consumers.

KEYWORDS: *Durability, Dimension, Perception, Influenced,*

INTRODUCTION

Footwear becomes style and people's expectation towards the variety is getting increasing every day. There are several retailers are displaying varieties in footwear and they are attracting the customers by all the ways. What is important in that is how those retailers are different in the product and other factors which implies on the attraction of the customers. Earlier the design and style may not be considered by the customer too much compare with the consideration of the price and the durability. But, now the customers are thinking about the design and style very much along with other factors. Though there is more number of online vendors are selling footwear varieties. However, people prefer to purchase footwear models only from the stores. Because they can have several dimension of visions of the product. Understanding this perception of the customer, the retailers tuned their marketing style to promote the sale very high. The researchers are here is much interested to know about the choice of consumers to choose their own likable variety in the footwear.

SCOPE OF THE STUDY

1. To know about the perception of the consumer towards the footwear products
2. To understand the ideas adapted by the retailer to retain their customers
3. To observe and analyse about the impacting factors on leather and footwear products

OBJECTIVES OF THE STUDY

1. To study about the decision making of the customer based on their choice of purchasing foot wares.
2. To know about the impact of the price towards the purchasing of foot wares.
3. To understand about the preferences of the customers on choosing the retail shops and the brands
4. To observe the liking and disliking of the customers on the design, style and verity of the products

RESEARCH DESIGN

1. A total of 180 consumers have been taken for the study to collect the information from the consumers, the primary data has been utilised. The research framed a questionnaire and the feedback of the consumers has been observed and analysed by that way.
2. The Secondary data has been collected from journals, magazines, corporate compendiums and from authentic websites from online.
3. Random sampling (A subset of a statistical population in which each member of the subset has an equal probability of being chosen.) has been used for the study.

LIMITATIONS

1. The center and highly floated areas in the Coimbatore city alone taken by the research to conduct this research.
2. Two months time period have been utilised by the research for the conduction of the research.
3. The branded shoes alone consider and the local made products have been neglected.

Conceptualization

Consumer buyer behaviour is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Buyer behaviour has been defined as “a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants” (Enis, 1974, p.228). Consumer buying behaviour has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. Alternatively, consumer buying behaviour “refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption” (Kumar, 2010, p.218). From marketers’ point of view issues specific aspects of consumer behaviour that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others.

Footwear industry in continents remains heavily challenged as a result of a still weak economic environment. The Government of the countries has to contribute more facilities for this industry for the development and contribution towards the economic certainty, geographic business stabilization, business drivers who can be motivated to invest in the footwear business and analysing the main trends behind the performance. Emphasis is place on the most important market developments: the expansion of the value end of the market, the impact of fast-fashion chains and the development of internet retailing. (Euromonitor 2015). The global footwear market consists of diversified trends across different geographic regions of this planet. The global footwear market is driven by several factors such as mounting of demand for new design and growing awareness about the product which the consumers are prefer to consume.

Increasing population, tendency of people to spend more and emerging retail outlets have also attributed to the growing demand for footwear across the global market. Also, there are certain restraints which are slowing down the growth of the global footwear market. This function is actually reflecting even in the local towns of places. Increasing environmental concerns and rising prices of raw material and the cost of labour are all the main factors which are acting as restraints for the global footwear market.

However, there is a wide opportunity in the footwear market such as changing consumers’ lifestyle and fashion trends, emerging role of e-commerce and increasing new brands in the market that would enhance the demand of footwear market in the coming years. (Transparency market research, November 2015).

This research titled “ Factors Affecting consumer preferences for retail industry and retailer selection using analytic hierarchy” aims to identify the factors affecting consumer preferences related to shopping at organized retail store and the main and sub-criteria related with store attributes and determine the consumer preferences onto product attributes for retailer selection. To determine the consumer preferences, a questionnaire survey is carried out to 154 respondents. Factor Analysis (FA) was applied to respondents' data. The weights of consumer preferences onto store attributes are identified and an application of retailer selection has been studied using Analytic Hierarchy Process.

For this study, a second research survey has been prepared and conducted to 218 randomly selected consumers who have shopped from selected retailers at least for three years. The results have shown that the most preferable criterion is "products' quality" on the contrary the "store personnel" criterion is insignificant for these five retailers' consumers. (Eroglu, Ergun June 2013).

Analysis and Interpretation

Decision Making towards Retailer Selection and Price

The decision making of the customer is more important on choosing the retailer for the footwear. One retailer may be specialised in quality along but lack in varieties. But he may concentrate the core competency on the quality. The other retailer is having more number of models to attract the customers and adapt pull marketing strategies and expect more customer flow towards the business. The below table represents the customer selection of retailer pertinent to the price based on their expectations. Because the selected respondents of the researchers are mostly price sensitive.

TABLE NO: 1 - ONE WAY ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Retailer selection	Between Groups	23.839	4	5.960	1.526	.197
	Within Groups	683.361	175	3.905		
	Total	707.200	179			
Price	Between Groups	6.476	4	1.619	2.882	.024
	Within Groups	98.324	175	.562		
	Total	104.800	179			

Mostly they are approaching the retailer when they had a choice of offers or discounts. After confirming those facilities they prefer the model of choices. In some retailers the models are very less for the offers or discounts. But, they are showing more varieties and drag the customers beyond the offers or price discounts. Few customers are attracted by the word of mouth of the sellers and other are making their choices to the next seller. For many brands this situation becomes quite possible and this is the challenge also for the retailer to get back the moving customers to their shop.

Consumer Decisions towards Brand

Brands are bringing the type of product into the lime light. If there is not brand, there could be no sales of the product or service. If one seller wants to eject himself in between the crowd of sellers then he has to stand up with the help of brand. The brand has to make the individual to think more. So they may fell ease to purchase the products and service. In the present scenario of footwear business, it is very difficult to the retailers to stand apart from the crowd of competition. All the sellers are thinking big for a better sale. Initially the retailers think about survival, but when days gone they are bothering about the top place in the field.

A clear brand provides clarity to the customer as well as the personnel of the business. So, in default the relationship between the consumer and the staff of the business will become better and high and it will lead for more business. The brand is representing the business. A good brand connects with people at an emotional level; they felt happy and delightful after purchasing the concern brand from the retailer. A good brand connects with the emotional level of an opportunity to buy a product; they will proceed towards the brand. The emotional experience on purchase makes the brand stronger. A strong brand will provide more value to the business beyond any other assets.

The researchers have come up with several types of brand which attracts the consumer. And in the study more number of consumer were given about the preferable brand by them. The following is the one sample T-test which the researchers have analysed the importance of the brand of footwear.

One Sample T-Test

TABLE NO: 2 - ONE-SAMPLE STATISTICS

	N	Mean	Std. Deviation	Std. Error Mean
Brands	180	3.5167	1.43568	.10701

TABLE NO: 3 - ONE-SAMPLE TEST

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brands	32.863	179	.000	3.51667	3.3055	3.7278

All the respondents are very much enthusiastic when they have been asked about the choice of brand that they like to prefer. The respondents are also telling several reasons why they are choosing the concern brand in the respective retailer. Though there are several other factors play a role, the brand is the base that they wish to highlight among all the factors. Because, they identify the product with the help of the brand. Nothing more and nothing less, the brand is the crown of all other jewels of factors for consumers.

Consumer Decision towards Ambience

The assumption that people have series of needs which lead to drive state (Faison and Edmund 1977). Consumer’s decision making towards the seller which reveals that those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts (Engel, et al. 1986). The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman 2007).

There is a common consent among many researchers and academics that consumer purchasing criteria involve with different phases. Pertinent with various factors and findings, various researchers and academics developed their own theories and models over the past years. However, according to Tyagi and Kumar (2004), these concepts vary slightly from each other and they all lead to almost the same opinion about the consumer purchasing theory which states that it involves the stages of search and purchase of product or service and the process of evaluation that the product or service in the post-purchase product.

Ambience is the first thing that a consumer sees before entering to a showroom. It makes a better impression if the ambience is looking good. The name of the business should be clear and well defined. Make the store ambiance inviting and comfortable. The longer the consumer linger, the more they will spend. The atmosphere of the store should be welcoming, friendly and attractive to the consumer. For example, appropriate lighting, well printed walls, neatly stacked bricks, attractive décor, soothing or peppy music and so on. Many research have prove that 70% of the purchase decisions are in-store decision, and there are largely influenced the purchase. The ambience of a store is more important for sellers than the location. Especially the women consumers are attracted by the ambience of the retailer.

TABLE NO: 4 - T-TEST GROUP STATISTICS

	Fashion & Style	N	Mean	Std. Deviation	Std. Error Mean
Retailer selection	Highly Satisfied	15	5.8000	1.20712	.31168
	Satisfied	63	5.2381	1.88982	.23810
Ambience	Highly Satisfied	15	1.8000	.41404	.10690
	Satisfied	63	2.5238	.96482	.12156

The observed table is independent T Test and the researchers have took the Ambience of the retailer which is one among the preferable factor by the consumer in addition to the fashion and style of the footwear. In that the researchers were came to know about the several categories of ambience setup in retailing of footwear. More opinion has been collected from the seller or retailer. In some place women are in charge for the retailing. They are so much adaptive and still having more ideas for a better ambience. The following is the independent T-test table which has been analysed by the researchers to know more information about the ambience beyond the variety.

Table No: 5 –T-test for Equality of Means		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff	Std. Error Diff	95% Confidence Interval of the Difference	
									Lower	Upper
Retailer selection	Equal variances assumed	4.656	.034	1.096	76	.276	.56190	.51248	-.45879	1.58260
	Equal variances not assumed			1.433	32.601	.161	.56190	.39221	-.23643	1.36024

Ambience	Equal variances assumed	10.038	.002	-2.833	76	.006	-.72381	.25551	-1.23271	-.21491
	Equal variances not assumed			-4.471	53.434	.000	-.72381	.16188	-1.04843	-.39919

The consumers have given their feedback to the retailers if they have been given ample of time and a good ambience they could have take a decision on purchasing of their preferable footwear beyond their estimation of price and willing to accept the latest model of the product. On the other hand, consumers enjoying intentionally the ambience of the shop.

Consumer choice towards Retailer Selection

Nowadays consumer is having more number of awareness about the point of purchasing. They are having different type of plan compare with the traditional consumer. Many reasons are playing vivid roles which have been taken as factors by the consumers on preferring the retailers or sellers. The researchers have observed and insisted to define and clarified those factors and the following table has been created to understand about the preferable factors.

TABLE NO: 6 – OPINION OF CONSUMERS ABOUT THE RETAILER SELECTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better service	12	6.7	6.7	6.7
	Quality and durability of product	18	10.0	10.0	16.7
	Brand promotion and ad	18	10.0	10.0	26.7
	Price discounts and package	33	18.3	18.3	45.0
	Ambience of the shop	30	16.7	16.7	61.7
	Varieties of the products	30	16.7	16.7	78.3
	Available style design and fashion	24	13.3	13.3	91.7
	Comfortability on purchase	15	8.3	8.3	100.0
	Total	180	100.0	100.0	

According to the above table the researchers have observed 6.7% of consumers prefer better service and majorly 18.3% of consumers prefer price discounts and package. According to the consumers price discounts is the preferable issue. Many times consumers looking into magazines and journals about the advertisement of retailer about the particular brand along with the price discounts and package. From the above table the researchers are also found that 13.3% of consumers prefer Style, design and fashion. Many youths are asking fashion footwear from the retailer. Those consumers are also expecting the style and design of the product variety. Some they also comprise for the high price.

Normally the retailers are focused towards the price of the products according to the consumers' expectations. That is the only reason they go for discount, offers, complements like any other product in the market. But sometimes the price of the branded products is more. For Example, the Mocassino Brand of Bata, the price of the variety is double time increase when the price of the same product variety a couple of years back.

There are several reasons can be given here. The cost of raw material, labour cost, transport cost, ad cost etc. All this reasons have to be explained to the consumers. Because in Bata India brand, this variety is one among the most preferable one compare with the other model by the consumers. Many times consumers are unable to grasp this information explained by the retailer. So, either they postponed the purchase or migrate to other shop for purchasing other models.

TABLE NO: 7 – OPINION OF CONSUMERS ABOUT THE PRICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	36	20.0	20.0	20.0
	Satisfied	90	50.0	50.0	70.0
	NSNDS	48	26.7	26.7	96.7
	Dissatisfied	6	3.3	3.3	100.0
	Total	180	100.0	100.0	

The situation has been observed by the researchers several times and he came up with the respondents' opinion and from the above table it has been observed that 50% of consumers are satisfied with the price. Many consumers prefer the brands of their choices, because they are satisfied with the price. Nearly 27% of consumers are neither satisfied nor dissatisfied with the price. Since, they are having high brand image, they are stick on to the product. In this contrast, 20% of consumers are very highly satisfied. Those consumers prefer their product only in seasonal offer, melas and etc. Few consumers (3.3%) are dissatisfied. In their opinion the price of the model or variety is more for its style and design or quality.

Fashion or style is an expected category by the consumers many times during purchasing. Normally consumers are attracted by the fashion. The researchers have come up with several feedbacks of consumers.

TABLE NO: 8 – OPINION OF CONSUMER ABOUT THE FASHION AND STYLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	15	8.3	8.3	8.3
	Satisfied	63	35.0	35.0	43.3
	NSNDS	72	40.0	40.0	83.3

Dissatisfied	30	16.7	16.7	100.0
Total	180	100.0	100.0	

From the above table it has been observed that 35% of consumers are satisfied with the fashion style and design. Understand this situation, the retailers are displaying more number of footwear varieties and displayed those to attract consumers. 40% of consumers are neither satisfied nor dissatisfied with the fashion. Those consumers are accepting the model of the footwear even if their expected model is not available. According to the above table the researchers have observed that nearly 17% of consumers are dissatisfied with the fashion and style of the model. They believe that the price for the product is getting increased if the fashion and style are been concentrated by the retailer. So at the outset, they never like the fashion and style of the product which is mostly preferred by the youth consumers.

FINDINGS

To study about the decision making of the customer based on their choice of purchasing foot wares

a. Consumers are attracted by varieties and after their choice of expected variety they are thinking about the quality.
b. Few consumers are taking the decision for consumption after got the information of price
c. Consumers are also attracted by the word of mouth of the sellers. In the theory of demand $D=f(\infty)$ has been proved here. Because, a small glimpse may change the thought of consumers.

To know about the impact of the price towards the purchasing of foot wares

a. The researchers have been observed that 50% of consumers are satisfied with the price.
b. Nearly 27% of consumers are neither satisfied nor dissatisfied with the price.
c. It has been identified that 20% of consumers are very highly satisfied.
d. Few consumers (3.3%) are dissatisfied. In their opinion the price of the model or variety is more for its style and design or quality.

To understand about the preferences of the customers on choosing the retail shops and the brands

a. Consumers are selecting the retailers based on the oral opinions as well as their previous experience on purchasing of footwear.
b. They are also pulled by the advertisements in the journals and the newspapers as well as the local television channels.
c. The services provided by the retailer are also taken as an important factor on choosing the retailer.
d. Availability of the products, payment Comfortability (Cash, cheque leaf, swiping of credit card) is also the criteria for the choice of the seller of retailer.

To observe the liking and disliking of the customers on the design, style and verity of the products

a. The researchers have been observed that 35% of consumers are satisfied with the fashion style and design
b. The retailers are displaying more number of footwear varieties and displayed those to attract consumers

c. The researchers have identified 40% of consumers are neither satisfied nor dissatisfied with the fashion

d. The researchers have observed nearly 17% of consumers are dissatisfied with the fashion and style of the model

Suggestions

Based on the research conducted by the researchers, several suggestions could have been given to the retailers or sellers of footwear. Because, like any other durable product the footwear is also one among the durable one for the consumers (at least for a year; for some consumers it is more than a year if the footwear cost is high pertinent to his budget). Like any other product which induce the emotional aspect, the footwear is also induces the emotion. So the following are the suggestions which can be given to the sellers.

a. They have to retain the quality and in no case they shouldn't compromise the factor.

b. Any time the expected model or fashion variety must be available in the store.

c. The retailer is also expected to think about low price edition of the model without compromising the quality.

d. All the consumers must be given equal respect (even an individual who just enter to enquire about the price and purchase nothing).

e. The advertisement should be very clear. Because if it is deviated when the consumers approaching the shop or the sellers' place, then the consumers may not turned on to the retailer for the second time (they can't get the first impression again)

f. Few retailers don't have the facility of swiping credit or debit cards and they are asking the consumers to withdraw money from nearby ATMs. Normally, the consumers never go beyond the shop after selecting the product. So, it is better that the sellers may have all the facilities of purchasing Comfort ability.

CONCLUSIONS

There are actually six trends which are having more impact on the consumer behaviour according to Forbes marketing information. They are Multiplicity, hyper efficiency, the new industrial revolution, escape, mindfulness, super-personalised. The demand for the products is actually insisting the consumer's decision making in a different way. Earlier the communication messages and there by the creation of the awareness towards the products and services are not consider to be an excellent formation. But in modern world a mere advertisement may not boost the interest of the consumers. However, those promotional categories are all the stimulators. The researchers are also having more ideas to do research in these areas further. Pertinent to the present study the researchers have conducted the investigation only in the time period of two months. More information was observed by the researchers and they had a better relationship with the consumers as well as the retailer. Sometimes, the researchers have identified the purchasing behaviour of the consumers. Marketing is one concept and it is different from one place to another place. The same strategy sometimes couldn't be adapted in another place of Coimbatore. But, the seller or retailers have been given enough opportunity to satisfy the consumers. It is the responsibility of those who look over the trends and expectations and they have to predict it in anyway pertinent to their experience. There is one saying by the experience seller, "the consumers shouldn't go out the shop with empty hands". As for the footwear sellers it could be crafted as "the consumers shouldn't go out the shop with empty foots"

Scope for further research

1. A research can be conducted in the leather bag products to know about the consumers' decision making of their choice of purchasing.
2. Such type of research can be conducted in small scale textile show rooms, by considering all the factors which has been analysed in this research by the researchers.
3. Such type of research can be conducted in automobile seat covers. And the research is also having idea to conduct a research on the mentioned areas.

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DEVELOPMENT OF MECHANISMS TO REGULATE LAND USE DIVERSIFICATION

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ABSTRACT

Land management is an important part of the economy. To improve the country's economic potential, land management should be in a straightforward manner. In order to develop the concept of development of a state territory, it is necessary to create modern methods of land management on the basis of the district and suburbs of the lower boundary. The need to predetermine the use of land resources, and the need to allocate land to the economy and social sectors, to organize the effective use of land resources, and to diversify the use of land resources. This article focuses on the use of land resources, the eradication of emerging and emerging problems in land management, and the ways in which diversification of land resources can be used in the districts, based on some of the practical outcomes for diverse uses of land resources.

KEYWORDS: *diversification, forecasting, distribution, land fund, economic development, regional development, redistribution, cluster.*

INTRODUCTION

In the articles of market economy, the issue of the use and protection of land resources is urgent and further strengthening and improvement of its legal framework is of particular importance. In particular, further deepening of modernization and liberalization of economy necessitates the creation of an effective legal mechanism for reforms and the development of legal framework for new social relations. The most important of these is the legal norms related to land resources, which are important. In this regard, one of the main obstacles to the effectiveness and development of land reform is to focus on the imperfections of competent jurisdictions on land ownership [1].

It can be said that land relations are divided into four types:

1) Property right to land;

2) Public administration of land;

3) Land use;

4) On land law enforcement [2].

Land-use relationships in the field of land use are also derived from land-related legal relations. Legal relationships arising from land use are divided into two types: direct use of the land, that is, the use of land and indirect access to land, ie the right of land users, land owners and lessees to land is not liable to land ownership. The proprietor or his agents shall give the right to use land in any legal form to others. Land use right may be primary or secondary, without the right of ownership. Legal relations in the field of public administration, as well as in the field of protection of the rights and interests of landowners and owners, users and tenants, are subdivided into material and procedural questions. Implementation of procedural legal relationships between material rights relations between the state-owned entity and the state body authorized to grant land parcels constitutes a new material and legal basis for the use of a land parcel [7].

Regions and districts of the Republic of Uzbekistan have different characteristics depending on their location on different climatic, relief and soil conditions, socio-economic development. In such a case, they will be able to identify, distribute, and plan economic sectors, particularly agriculture, in the region, and thus to explore and perfect the diversification of land use, and further develop the region, reflect reliability, objectivity and realistic is based on. As the population increases, their needs will increase. In the first place, the need for food is taken into account in promising projects [1]. Also, the population should be busy with self-sufficiency. In order to regulate the diversification of the use of resources, it is necessary to create long-term schemes for each region and region. The scientific technical concept of the general scheme is that we understand the general aspects of the use of land resources in the future. The amount of land fund and its qualitative variation occurs when Figure 1.

Figure 1. Land fund and its qualitative

Diversification is ‘’diversificatio’’ of Latin word means ‘’change’’, ‘’diversity development’’. Diversification is achieved through high productivity and high profitability, elimination of bankruptcy and other purposes. In the past, access to specialized industries in other industries, primarily in highly profitable industries, has expanded their spheres of economic activity. Diversification in the countries of the world began to develop in mid-50's in the mid-20th century. Initially, diversification in the United States, Japan, and Western European countries will occur in industry, transport, construction, and finance. Therefore, the diversification movement is determined by socio-economic factors of these countries, as well as common factors (scientific-technical revolution, high profit struggle, competitive struggle, technical development, etc.) that belong to other states[3].

On November 20, 2018 the Resolution of the President of the Republic of Uzbekistan "On Measures for Implementation of the Project" Diversification and Modernization of Agriculture "with the participation of the International Fund for Agricultural Development took place PD-4021.

The main purpose of this resolution is to diversify the production of agricultural products, to integrate dekhan farms and farmers into the modern value chains and increase their financial sustainability, and further enhance cooperation with the Agricultural Development Fund[8].

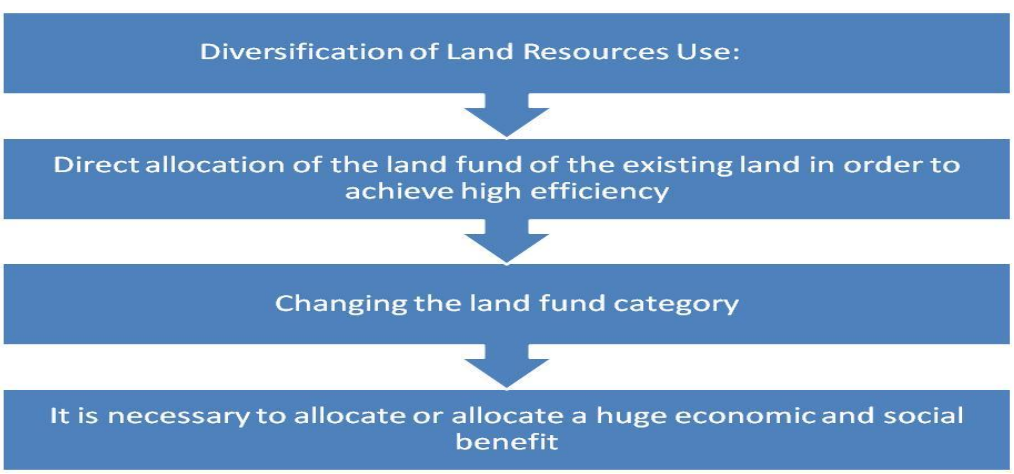


Figure 2. Diversification of Land use

Over the past 10 years, studies have been undertaken to assess and monitor the status of land use by studying the rate of distribution of land by category. At present, the land use categories are analyzed, and land fund structures are identified in the district [5].In land fund categories, all land users and landowners are involved in the analysis and assessment of land use for the following purposes:

- Proper use and protection of their lands;

- Prediction of distribution processes;

- determine the pace and quality of land use.

For the development of the economy, all sectors need to be developed in the environment. It is necessary to consider the use of unused lands and agricultural land[4].

There are several ways to further use the land resources:

- Expert evaluation method;

- learning dynamic rows;

- Direct forecasting based on extrapolation or statistical mathematical indicators;

- Standard-target comparison methods and others.

In order to diversify the use of land resources, plans for future use should be fully developed. Key areas of perspective use of land resources are based on scientific and technical materials and should include the following Figure 3.

In order to regulate the diversification of land use in the Altyaryk district of Ferghana region, which is a research object, it is desirable to develop and implement the following:

- A set of short-term measures;

- A set of medium-term measures.

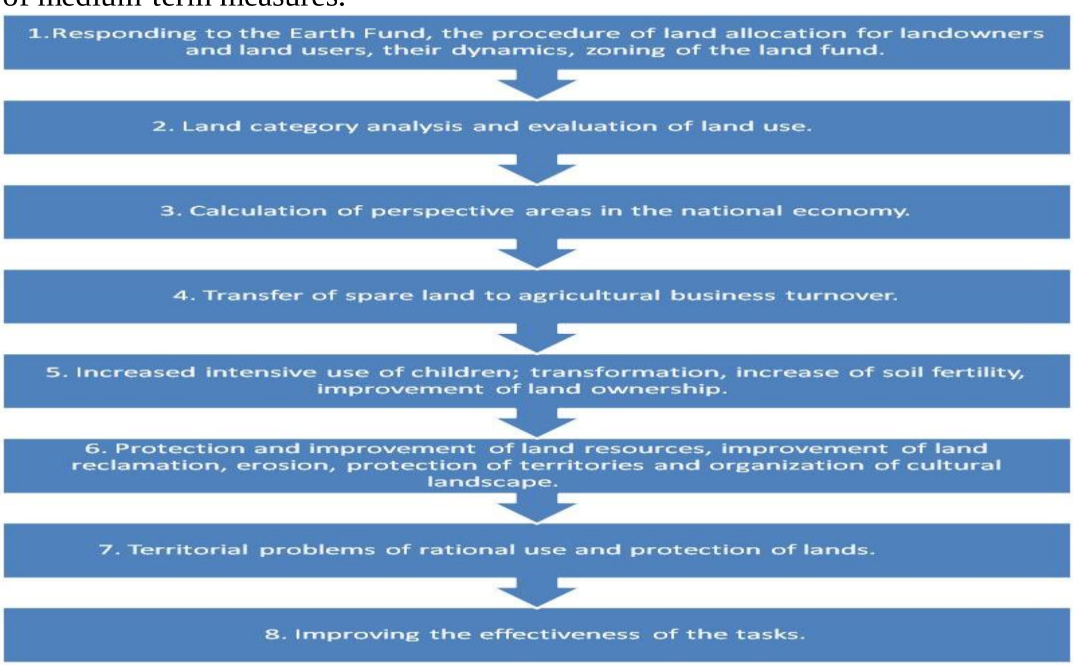


Figure 3. Types scientific and technical materials

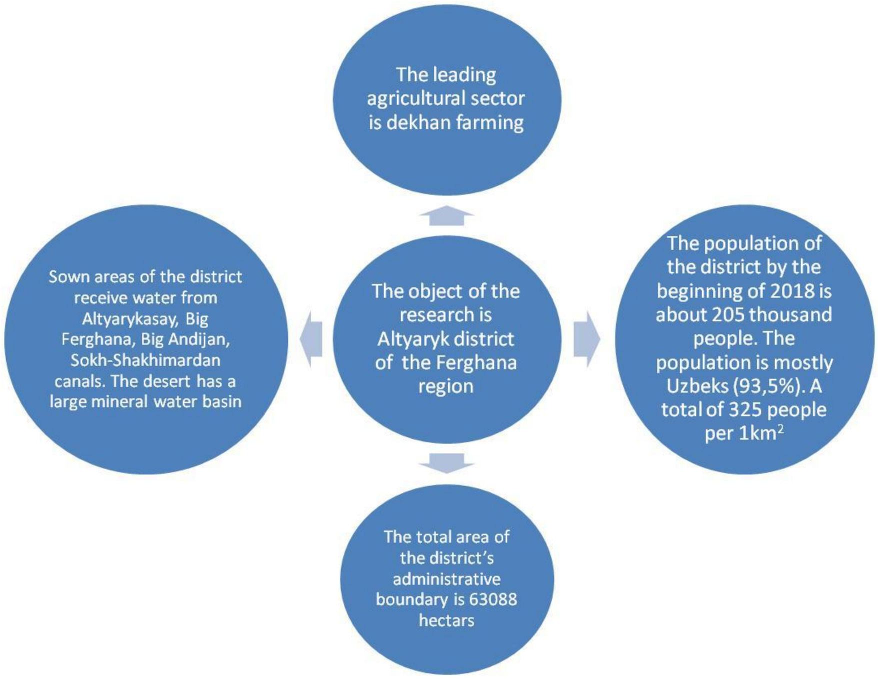


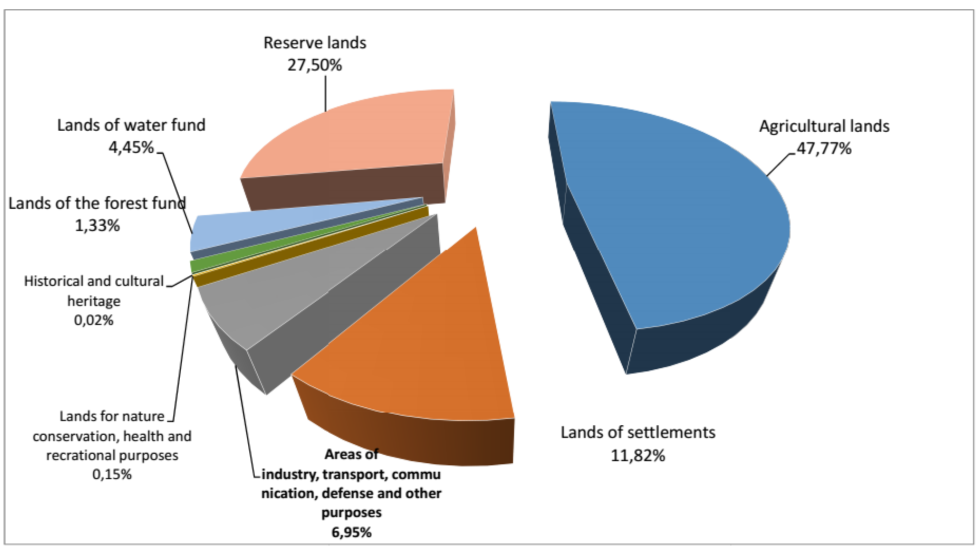
Figure 4. Research object

First of all, the Altyaryk district needs an assessment of land demand in the economic fields over the next 10 years, as shown in Table 2. Then, based on these results, a set of measures will be developed [6].

Development and implementation of a set of measures on a district level:

-First of all, these measures will increase diversification of the use of land resources in the region. It also provides centralized effect;

-Secondly, it provides the introduction of uniform rules for all land users.



Graph 1: Distribution of land in Altyaryk district by category of land fund

It is therefore desirable to take the following measures to increase the diversification of the use of land resources based on the results;

-targeted orientation by studying the level of productivity, increasing from year to year, based on the results of decades;

-elimination of irrational use of lands of the Forest Fund, development and implementation of measures, such as the production of landscapes, selection works, landscape crops, various economic benefits from the forest lands;

-consideration of privatization or rent issues, in particular cases and circumstances, of dekhans and farms, in general, for some categories of land;

-development of offers on issues of use, realization, transfer to the competent authorities of the right to lease;

-strengthening the link between ownership of industrial property rights. Wide implementation of the incentive system's capacities;

-development and application of practical programs for the introduction of irrigation technologies;

-enhancement of its efficiency by improving meliorative conditions of the land;

-ensure the implementation and control of engineering-related activities based on scientifically-based recommendations [8].

In turn, the task of ensuring the link between the rights of ownership of production results is also envisaged in different directions:

-consistent guarantee of land rights;

-consistent implementation of new, effective forms of farming;

-ensuring freedom of production, purchase and prices of agricultural products;

-providing a competitive environment. Due to the ongoing intensification of economic reforms, a system of land legislation is constantly being renewed.

-therefore, the concept of "land use" should be incorporated into the Land Code and other legislative acts and adequately disclose the role of land in the market economy as an object of socio-economic relations in the society;

-it is important to correct the relevant provisions of the Land Code in terms of the availability of different types of land ownership; elimination of confusion in the terms of the owner of the land parcel, owner, user and tenant; because the Code has more agrarian orientation, it is necessary to develop a number of statutory documents reflecting other relationships on land use [9].

TABLE 2 LAND ALLOCATION OF ALTYARYK DISTRICT BY CATEGORY OF LAND FUND

Order number	Land fund categories	2008 % share	2011 % share	2014 % share	2018 % share
1	Agricultural land	51,57%	50, 63%	48,85%	47.75%
2	Lands of settlements (residential areas)	11,86%	11,86%	11,87%	11.88%
3	Areas of industry, transport, communication, defense and other purposes	6,90%	6,93%	6,94%	6.95%
4	Lands for nature conservation, health and recreational purposes	0,14%	0,15%	0,15%	0.16%
5	Lands of historical and cultural heritage	0,01%	0,01%	0,02%	0.02%
6	Lands of the forest fund	1,29%	1,31%	1,33%	1.33%
7	Land of water fund	4,4%	4,42%	4,44%	4.44%
8	Reserve land	23,83%	24,69%	26,4%	27.47%
Total		100 %	100 %	100 %	100 %

In general, the liberalization of economic and legal bases of land use should primarily provide conditions for the proper reform of land relations, further development of various forms of economic management of land, and the further improvement of the economic and legal mechanism of land use [2].

In order to address the above issues, we have analyzed the results of a number of economic events. A small degree of integration is the creation of a "new cluster of economies" in the economy of the country, and the creation of "clusters" that involve enterprises and organizations that produce pro-grocery and geographically close proximity. The goal of the cluster is to combine the same industry-based enterprises within the city, district, and region, and combine them with educational, scientific, engineering, consulting, standardization, certification and other services in a single technological chain - to create competitive products based on innovative production organization [4].

The basis of the theory of "cluster" is Alfred Marshall's "Economic Principles" (1890), written at the end of the 19th century, on the merger of specialized sectors in separate regions. Territorial harmonization of specialized subjects by its scientific conclusions:

- Availability of skilled labor resources;

- Growth of supplier and additional industries;

- Reasonability of different firms to specialize in different aspects of the manufacturing process [10].

In recent years, a great deal of attention has been paid to the implementation of our country's market relations and experience, which has been tested internationally and is crucial for the development of the economy. In many sources, the experiences of developed countries have shown that clusters such as international logistics centers and free economic zones are very high in ensuring sustainable socio-economic development, increasing investment activity, and producing competitive goods. Many countries around the world have accumulated certain experience in using clusters to form and manage an innovative economy.

Foreign and local researchers provide a definition of the cluster concept.

• Cluster - a group of enterprises that are united in a single industry and are in close contact.

• Cluster - A group of companies located in one geographical area and forming a single network.

• Cluster - A group of companies that are functionally linked horizontally and vertically.

•Cluster is a group of interrelated and mutually complementary teams, teams of research and development institutions in team, private and semi-team formats.

• Cluster is an industrial complex, which is based on regional concentration and is linked to the technological chain, suppliers of goods and raw materials and major manufacturers [4].

In general, clustering is a group of firms concentrating in a single geographical area and solving a specific task, which is a process that unites the labor force in order to consolidate interconnected and collective competition. Formation of cluster structures for regional development will create additional jobs, increase local budget revenues, allocate powers, interact with entrepreneurship structures, speed up information exchange and promote innovation, increase innovation activity of small businesses and private entrepreneurship, and increase innovation attractiveness of regions, diversification of regional economy offers new opportunities such as. Foreign and local experts say that participation in a regional cluster can be attractive for science and education as it can increase the amount of funding for research and development, improve the quality of scientific research, participate in external investment projects, creates new opportunities for professional development.

We believe it is important to start using the Cluster method to address a number of issues, such as the above-mentioned economic issues, employment issues, regional development, the reduction of the rural and urban distinctions, improving the living conditions of the population of the district, and the constant regulation diversification of land use.Based on the capacities of the Altyaryk district and the peasant farming experience, it is possible to note that commissioning of horticulture, fruit and vegetable, meat and dairy production clusters in the district leads to greater economic efficiency.

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