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All communication should be addressed to:

The Chief Editor, The Journal of Management Matters, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale.

Tel/Fax: +94252266810

Web: www.rjt.ac.lk/mgt/

Email: mgtmatters@gmail.com

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Entrepreneurial intent among the university students: A study of undergraduates in Rajarata University of Sri Lanka

P.M.B. Jayathilake

Department of Business Management, Faculty of Management Studies,
Rajarata University of Sri Lanka, Mihintale, Sri Lanka.
bandulapmb@yahoo.com

Abstract

The potentiality of university education to facilitate entrepreneurship development has received increasing attention in the last few decades. However, limited literature pertaining to the area is yet inconclusive and contradictory. This study examines the role of university education in cultivating the entrepreneurial intent among the students. Building on the theory of planned behavior, this study tests the formation of entrepreneurial intention among the undergraduate applying structural equation modeling. Data were collected from 120 final year students drawn from two different management degree programmes at Rajarata University of Sri Lanka. Result revealed that entrepreneurial education has a significant influence over developing perceived behavioral control, attitudes toward entrepreneurship and social norms among undergraduates. Entrepreneurial intent is motivated by perceived behavioral control and attitudes towards the entrepreneurship. Thus, higher education institutions should develop more flexible structure to shape their programs focusing the development of entrepreneurial capabilities of the students.

Keywords: *Attitudes toward entrepreneurship, entrepreneurial education, entrepreneurial intent, perceived behavioral control, social norms.*

1. Introduction

Entrepreneurship is widely acknowledged and recognized as a generator of economic prosperity through employment creation, regional development, promotion of innovations and other significant contribution to the society. Recently, policy makers and academia have realized the potentiality of education in developing entrepreneurship among the students. As a result, higher education institutes including universities have originated a number of initiatives in their curricular in order to develop entrepreneurial people with

the aspiration to equip individuals with the appropriate knowledge and skills required by a successful entrepreneur (Gatewood et al., 2002). Sri Lanka, being a country which provides free education up to university education, has experienced similar reforms in their higher education sector in the last decade especially at the state universities. However, literature dealing with the underlined phenomena is inconclusive and is loaded with vague ascertain. In fact, some empirical studies support that the tendency of university students to involve in business activities and self-owned business as their career (Hart & Harrison, 1992; Karr, 1985) while other studies show that lower entrepreneurial intention among the university students (Brenner et al., 1991). Although education has a potential impact on individual's personal development including changes in attitudes, values, abilities and social beliefs (West & Hore, 1989), how higher education facilitates nurturing entrepreneurial intent among the students and what factors drive such intention are remained to further explanation. Thus, this study aims to examine the factors which facilitate the nurturing entrepreneurial intent among the university students. The findings of the present study would provide new insights for entrepreneurial education in universities and policy formulation.

2. Literature review

The decision to become an entrepreneur, a self-employer and intention towards entrepreneurial behavior have been investigated in empirical studies with different perspective; early studies have paid much attention for personality traits such as locus of control, need for achievement, need for autonomy, risk taking propensity etc. to predict the likelihood of entrepreneurial behavior (McClelland, 1961). Subsequently, the studies are likely to examine the explanatory capacity of demographic variables such as age, gender, origin, religion, level of education, and experience in modeling the entrepreneurial behavior (Reynolds et al., 1994; Storey, 1994). However, recent studies have revealed that the prediction power of those factors is very limited and entrepreneurial intention best predicts the entrepreneurial behavior that can be defined as discovery, evaluation, and exploitation of an opportunity (Ajzen, 1991; Gartner, 1989; Santos & Linan, 2009; Shapero & Soko, 1988; Veciana et al., 2005). Psychological research also believes that intention is a critical predictor of consequent planned behavior (Bagozzi et al., 1989).

Entrepreneurial intention can broadly be defined as a conscious awareness and conviction by an individual that they intent to setup a new business venture and plan to do so in the future (Bird, 1988; Thompson, 2009). The Theory of Planned Behavior (TPB) can be applied to nearly all voluntary behaviors and it provides quite good results in very diverse fields, including the choice of professional career (Ajzen, 2001; Kolvereid, 1996). According to the theory, intention becomes the fundamental element of explaining behavior and it captures the three motivation factors that influence the behavior, (Ajzen, 1991). Those are perceived behavioral control, attitude towards behavior and perceived social norms. Perceived behavioral control is defined as the perception of the easiness or difficulty in the fulfillment of the behavior of interest (become as an entrepreneur). Attitude refers to the degree to which the individual holds a positive or negative perceptual valuation about the behavior. Perceived social norms denote the perceived social pressure to carry out or not to carry out the interest behavior (Ajzen, 1991).

Recently, entrepreneurial education has widely been acknowledged as viable process in developing attitudes, values, and abilities that facilitate cultivating entrepreneurial intent within individuals. One strand of studies evident that entrepreneurship education is likely to be a significant component to improve the quality of graduate students as well as societal and intellectual attributes to entrepreneurship in the long term within the changing economy where corporation life is being eroded (Coulson-Thomas, 1994). In this view, the entrepreneurs' personal knowledge significantly influences the entrepreneurial intention and venture creation decision. In general, greater knowledge of the entrepreneurial institutional framework directly provides a greater awareness about the existing of the professional career option and makes the intention to become an entrepreneur more credible. The other strand of scholars argue that there are several channels through which education may have an influence on the propensity to become an entrepreneur (Le, 1999). According to Lucas' (1978) model, education would enhance an individual's abilities which in turn facilitate for propensity to be an entrepreneur.

Theoretical framework

Empirical studies have employed various approaches to examine the entrepreneurial intention. Ajzen's (1991) theory of planned behavior (TPB) and Shapero's (1988) model of the Entrepreneurial Event (SEE) have been predominated in the literature (Krueger et al., 2000). The TPB explains three attitudinal antecedent of intention; perceived behavioral control, personal attitude toward the behavior and subjective norms while SEE model explains that personal choice to start a new venture depends on three elements; perceived feasibility, perceived desirability and the propensity to act. However, Krueger et al. (2000) stated that perceived behavioral control in TPB and perceived desirability in SEE are conceptually associated with person's self-efficacy and TPB's other two antecedents correspond to SEE's perceived desirability. Accordingly, there is an inherent similarities in these two models.

Linan et al. (2011) studied the factors affecting the entrepreneurial intention among the university students applying TPB approach. They stated that personal attitude and perceived behavioral control are significant predictors of entrepreneurial intention which is positively correlated with the two antecedents. Wu and Wu (2008) found similar result through an empirical investigation of 150 Chinese university students. They conclude that personal attitudes and perceived behavioral control are main predictors of entrepreneurial intention among the university students. Moreover, some studies reveal that each antecedent of TPB has a positive predicting capacity to explain entrepreneurial intention (Kolvereid, 1996; Thachev and Kolvererd, 1999; Segal et al., 2005). Accordingly, the following hypotheses are proposed for the present study.

H₁: Perceived behavioral control has a positive effect on entrepreneurial intent of the university students

H₂: Personal attitudes toward entrepreneurship has a positive effect on entrepreneurial intension of the University students

H₃: Subjective norms have a positive effect on entrepreneurial intention of the university students

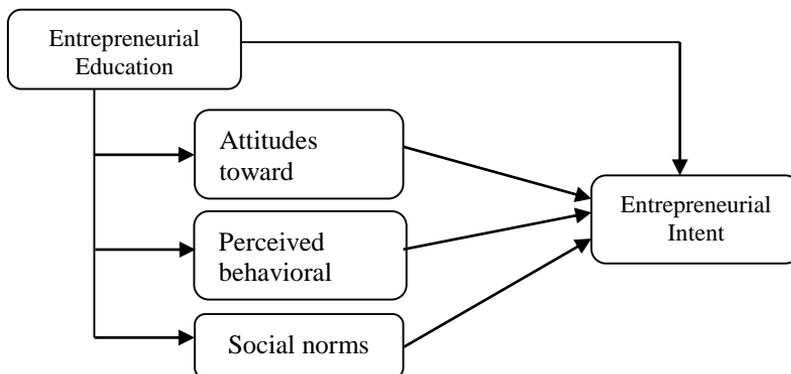
In addition to developing skills for business startup and ownership, entrepreneurial education in universities can represent a positive influence in terms of general attitudes to entrepreneurship and promoting entrepreneurship as a useful and respectable career prospect for graduates (Kolvereid & Moen, 1997). Consequently, the role of education in entrepreneurship has received increasing attention in very recent years (Kuip & Verheul, 2003). Although scientific literature shows that education level of individual has a significant influence of his/her future earnings and help people to achieve overall success (Angrist & Krugrt, 1999), the relationship between education and entrepreneurial intention is still an under-researched area. In general, higher education is considered as a systematic way of making permanent changes on students with personal development including changes in attitudes and values, improvement of abilities and making possible social impact as well (West & Hoer, 1989). It is generally believed that entrepreneurial attitudes may be influenced by educators and practitioners. By cultivating an attitudes toward entrepreneurship, perceived behavioral control, and self-efficacy educators can change individuals' perception of entrepreneurship (Robinson et al., 1991). Ewert and Baker (2001) suggest that higher education differentially prepares people humoristic and technical. Kolvereid and Moen's (1997) study finds that graduates with entrepreneurship major have stronger entrepreneurial intentions than other graduates. Similarly, Webb et al. (1982) state those students who have participated in entrepreneurship courses possess higher level of entrepreneurial intention and are more likely to start their own business than other students. These literature leads to hypothesize;

H₄: Entrepreneurial education influences on attitudes toward the entrepreneurship, perceived behavioral control and social norms among the undergraduates.

In addition to the variables that were cited above, individual demographic variables such as sex, prior work experience and parental entrepreneurialism may have significant influence on entrepreneurial intention of the students. In fact, some studies have found that male students demonstrate significantly higher entrepreneurial intention than their counterpart (Mazzarol et al., 1999; Kolvererd, 1996). Kolvererd (1996) also states that those with prior experience in entrepreneurial activities have higher entrepreneurial intention compared to those without such an experience. Studies have also revealed that people having a parent who is an entrepreneur are more likely to express higher entrepreneurial intention than others (Krueger, 1993). Since present study focuses the university students those who have started the university education just after their studies in schools, they might have a limited possibility to gain experience through practices.

Figure 1 demonstrates the conceptual framework that was supported by the theory of planned behavior and the extant literature.

Figure 1: Hypothesized framework for entrepreneurial intent



3. Methodology

This study is grounded on the TPB and framed on the hypotheses which were derived in the preceding section. Accordingly, entrepreneurial intention (EI) of the students is considered as the dependent variable which is predicted from attitudes toward entrepreneurship (ATE), perceived behavioral control (PBC) and social norms (SN). Entrepreneurial education (EED) is treated as a variable that influences on ATE, PBC and SN.

Final year undergraduates (120) who are following two different management degree programmes at Rajarata University of Sri Lanka provided the data for the empirical examination. The rationale behind the selecting is that those group of students are about to face their professional career choices and those students become to the seemly of the population which experience highest entrepreneurial intention (Reynolds et al., 2002). A questionnaire that was specially designed through empirically validated measures of previous studies used in survey of the students. The questionnaire was equipped with five sections and pilot-tested before final survey to ensure the quality of responses. First section aims to collect the demographics of the respondents and other four sections focused to measure the main research variables on Likert type scale with five points. In particular, items for each variable have been developed through an extensive review of the relevant literature and studies in the similar type of investigation. EI was measured through 5 items utilizing a five point scale ranging from 1 (strongly disagree) to 5 (Strongly agree). The Cronbach alpha for the construct was .78 and acceptable for the study. ATE, PBC and SN were also measured using 5, 5 and 4 items constructs respectively on a five point Likert type scale. Each of constructs has captured Cronbach's alpha values well above the general threshold value of .7 to ensure the construct validity, overall measurement model was tested before performing the structural model in structural equation modeling. Each item loads only to the respective latent constructs and loading reported well over 0.5 level of cutoff values. Composite reliability (CR) for each latent constructs reports values well over 0.7 and confirms the convergent validity. Discriminant validity was further ensured as CR values of all constructs exceed the

squared correlation of respective constructs. GFI (goodness of fit index), RMR (Root mean square residuals), CIF (comparative fit index), RMSEA (root mean square error of approximation) received reasonably fit values and ensured the model fit. Data analysis was performed through path analysis, correlation analysis and other descriptive statistics. AMOS 20 and SPSS 21 versions were used in the analysis.

4. Results

Table 1 shows the basic descriptive statistics for main study variables. EI has captured an average of 3.938 with a standard deviation of 0.620. Thus, selected students show considerably moderately higher entrepreneurs intent. The mean difference of EI between female students ($M=4.105$) and male students ($M=3.766$) is significant ($t=3.079$, $p<0.01$) and it indicates that male students have higher level of entrepreneurial intent than that of female students. Three antecedent variables, PBC, ATE and SN, captured averages of 3.523, 3.806, and 3.108 respectively. These values also indicate that selected group of students has self-confidence about their abilities, positive attitude towards the entrepreneurship and favorable social norms. Moreover, result of t-test reveals that male students have higher level of perceived behavioral control ($t=3.520$, $p<0.01$) and attitudes toward the entrepreneurship ($t=2.487$, $p<0.05$) than that of their counter parts.

Table 1
Descriptive statistics

Variable	Mean		Summated		T- test/ ANOVA	Sig
	Female	Male	Mean	SD		
Entrepreneurial intent	4.105	3.766	3.938	0.620	3.079	0.003
Perceived Behavioral control	3.350	3.702	3.523	0.569	3.520	0.001
Attitudes toward entrepreneurship	3.712	3.896	3.806	0.415	2.487	0.014
Social Norms	3.047	3.168	3.108	0.574	1.160	0.248
Entrepreneurial Education	3.247	3.328	3.288	0.924	0.475	0.636

To test hypotheses, correlation analysis and structural equation modeling were employed. Table 2 reproduces result of correlation analysis that was performed for main study variables.

Table 2
Correlation matrix

	A	B	C	D
Perceived Behavioral control	-			
Attitude toward entrepreneurship	.356**	-		
Social Norms	.097	.112	-	
Education	.209*	.199*	.057	
Entrepreneurial intent	.299**	.465**	.173	-.334**
	.001	.000	.058	.000

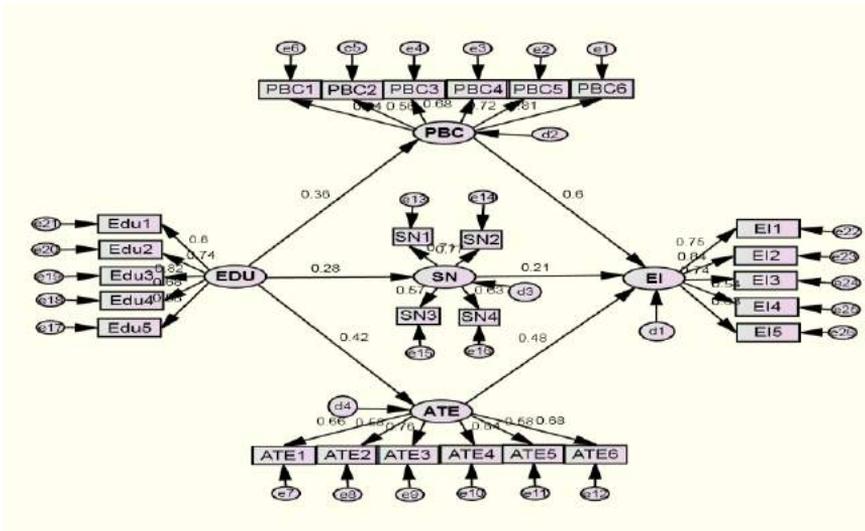
***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

Consistent with proposed hypotheses of the study, perceived behavioral control is positively correlated with entrepreneurial intent ($r=.299$, $p<.01$). Attitudes toward entrepreneurship is also positively correlated with entrepreneurial intention ($r=.465$, $p<.01$) providing some initial evidence to hypothesis 2. However, there is no any significant relationship between social norms and entrepreneurial intent ($r=.173$, $p>.05$). On the other hand, entrepreneurial education shows positive relationship with perceived behavioral control ($r=.209$, $p<.05$) and attitudes toward entrepreneurship ($r=.199$, $p<.05$).

Figure 2 presents the structural model with path estimates. Model fit indices and standardized regression weights (SRW) with associated probabilities (p) are reported in Table 3. CFI being one of the most commonly using fit indices has captured 0.935 which is well over the general cutoff of 0.90. RMR and RMSEA being absolute and incremental indices have respectively captured 0.06 and 0.032 by showing reasonable fit of the model.

Figure 2: Path diagram



SRWs for paths from EDU suggest that entrepreneurial education has a significant and positive effect on perceived behavioral control (SRW=.360, $p < .05$) and attitudes toward entrepreneurship (SRW=.420, $p < .05$). However, effect of entrepreneurial education on social norms is not significant (SRW=.286, $p > .05$). The result also reveals that perceived behavioral control (SRW=.527, $p < .001$) and attitudes toward entrepreneurship (SRW=.603, $p < .001$) have positive effect on entrepreneurial intent. On the contrary, social norms does not show statistically meaningful effect on entrepreneurial intent (SRW=.036, $p > .05$). These results signify that entrepreneurial education fosters perceived behavioral control and positive attitude toward the entrepreneurship which lead to nourish entrepreneurial intent among the undergraduates.

Table 3
Result for structural model

Path	SRW	SE	CR	p
Entrepreneurial education (EDU) ---> Perceived behavioral control (PBC)	0.360	0.166	2.174	0.030
Entrepreneurial education (EDU) ---> Social Norms (SN)	0.280	0.268	1.045	0.087
Entrepreneurial education (EDU) ---> Attitudes toward entrepreneurship (ATE)	0.420	0.213	1.971	0.049
Perceived behavioral control (PBC) ---> Entrepreneurial intent (EI)	0.527	0.206	2.558	***
Social Norms (SN) ---> Entrepreneurial intent (EI)	0.036	0.061	0.590	0.435
Attitudes toward entrepreneurship (ATE) ---> Entrepreneurial intent (EI)	0.603	0.127	4.748	***

$\chi^2(295) = 908.377$ *** $p < 0.001$
RMR = 0.06, GFI = 0.961, NFI = 0.947, IFI = 0.942, TLI = 0.998, CFI = 0.935, RMSEA = 0.032

5. Discussion

The results of the present study support the findings of previous studies which have been carried out in the similar setting (Thachev & Kolvereid, 1999; Wu & Wu, 2008; Kuip & Verheul, 2003; Kolvereid & Moen, 1997). This study contributes the literature through empirical evidence on entrepreneurial intention of the university students in developing countries where empirical literature is not much developed in developed countries. In particular, entrepreneurial education is found to be an effective way to shape students perceived behavioral control and attitudes toward the entrepreneurship which essentially promote entrepreneurial intent among the students. Ajzen (1991) found that social norms is frequently the weakest element and this view was supported by a number of different studies which applied the theory of planned behavior to various actions. Some of previous studies show that social norms have a limited and unclear influence towards entrepreneurial intentions. However, present study supports the view that social norms do not foster entrepreneurial intent among the students. From point of view of entrepreneurial education, entrepreneurial training needs to consider not only increasing perceived feasibility and desirability but also development of entrepreneurship, the role of the entrepreneurs and the development of the venture after startups.

6. Conclusion

The results of the present study support the literature on positive predictive capacity of entrepreneurial education on perceived behavioral control and attitudes towards entrepreneurship which are found to be significant antecedents of the entrepreneurial intent of the university students. On the contrary, study finds that entrepreneurial intent is not influenced by social norms which have been identified as a factor that makes significant impact by some of previous studies.

The study has number of implications for entrepreneurial education in universities in general as well as for the policy makers. The courses designed in business and management degree programs should be further reformed to enhance students' awareness about the entrepreneurship, creativity and pro-activeness which lead to create potential intent to be an entrepreneur. The prime objectives of the education are making permanent changes of attitudes and knowledge transfer. The major challenge which educators face today is transfer of tacit knowledge in the discipline like entrepreneurship which is demanded more pragmatic skills. In this regards, educators should pay their attention to enrich entrepreneurial education through ways of the training and practical sessions which are believed as viable tools in transferring the tacit knowledge. Moreover, educational reforms that may offer better results would be oriented to increasing perceived behavioral control and personal attitudes as entrepreneurial intention is mostly determined by them.

This study has some limitations when generalization the results into other setting. Firstly, it was carried out on a sample of students selected from one university in Sri Lanka. Therefore, findings should be replicated with further studies using a sample of students from different background and a larger sample. Secondly, the study used self-reported questionnaire in data collection purpose, therefore, finding of the study would have some kind of limitations. Future studies are required pay attention to carryout similar kind of investigation through unbiased measurements.

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Professional Dignity of Pediluvium Employees: Empirical Evidence from Female Foot Massagists in Changsha City, China

Ruwan Ranasinghe¹

Department of Management Sciences, Faculty of Management, Uva Wellassa University, Badulla, Sri Lanka.
ruwan.fm@gmail.com, ruwan@uwu.ac.lk

Yang Li²

School of Tourism, Sichuan University, Chengdu, PRC

Cheng Li²

School of Tourism, Sichuan University, Chengdu, PRC

Abstract

Female employees play a significant role in leisure and entertainment industry. Despite the rapid expansion of leisure and entertainment industry, study on role of females has not received a considerable attention. Especially, female employees in lower-class leisure and entertainment activities have been of less attention in empirical studies. This study empirically examines the nature and determinants of professional dignity among the female foot massagists in Changsha. Results indicate that: there is a severe lack of professional dignity among the female foot massagists; working hours, working environment and job safety are key determinants of their professional dignity at work, while labor wage and social security have positive correlation with their professional dignity; labor contract doesn't have an impact on their professional dignity at work. The study contributes with imperative implications for policymakers in enhancing labor relations, improving working environment and heightening the social security system in Pediluvium industry.

Keywords: *Changsha, Female Foot Massagists, Pediluvium employees, Professional Dignity*

1. Introduction

Pediluvium business is an emerging leisure service segment in recent years, playing an important role in Health and recreation industry. This business belongs to labor-intensive, lower-class service industry which is exceedingly depend on female employees. Consequently, it has become the source of living for large number of urban and rural female employees. According to unofficial statistics, the number of female foot

massagists in China has reached 14 million in 2015, attracting the top leader's attention of Chinese government (Huang, 2016). Traditional concepts and industry characteristics have led female employees to work in service industry, especially in lower-class service operations such as domestic caretaking. However, female employees in lower-class service operations tend to be stereotyped as working population who is weak in bargaining, humble and lack of knowledge (Yangang, 2010). Amidst this background the enhancement of their occupational values has become a critical challenge. As representatives of a lower-class emerging service sector, female foot massagists without exception are stereotyped, weak in bargaining and humble as working population (Ming, 2008). Although pediluvium business in China is legal, the biased “gazing” at female foot massagists is ubiquitous among public which makes female foot massagists be dressed “Indecently”. Given the fact that all jobs are equally noble, female foot massagists should have the opportunity to work decently and have a dignified professional life. Therefore, deepening the understanding of determinants of female foot massagists’ professional dignity, is of great practical significance in improving their professional life.

The current domestic research on pediluvium business is mainly concentrated in the medical care function of the pediluvium, spatial distribution, etc. and there is very few empirical studies on psychological cognition of the service provider (Ming, 2008; Yaoxing & Ming, 2009). The pediluvium shops are all over the Changsha and there are many female foot massagists. The pediluvium business in Changsha is prosperous and as a result this city is nick named as ‘The Capital of Pediluvium’ in China. Therefore, Changsha city was selected as the field of work to explore the professional dignity of female foot massagists and its determinants through a field survey. The key focus of this paper is to provide some effective suggestions in enhancing the professional dignity of female foot massagists. The study also aims at informing relevant authorities to support the sustainable development of pediluvium business.

This paper is organized into six sections including introduction, the review of theoretical underpinning of professional dignity, hypotheses development, methodological choice, results and discussion, conclusions, implications and limitations.

2. Theoretical Background

Professional Dignity

Dignity can be understood as respectability, as well as a sense of self-worth and integrity. As an activity, that is foundation of livelihood and social status where labor is central to modern human dignity (Hodson, 2001). Recent academic efforts have paid increasing attention towards the determinants of professional dignity. Hodson (2001) identifies four key categories of practices that contribute to diminish the dignity at work. These include mismanagement and abuse, overwork, incursions on autonomy, and contradictions of employee involvement. By using responses from a telephone survey of 589 low wage, low skilled workers in US hospitals, Berg and Frost (2005) find that higher pay, adequate levels of staffing and resources, and access to training are the variables that are most closely associated with dignity on the job. Sayer (2007) points out that words, deeds, and material conditions all impact the achievement of dignity. By examining a five-star hotel in China’s southwest Yunnan province, Otis (2008) has found that professional female

hotel workers take refuge in professional protocols that signal their moral distinction from sex workers who are informally attached to the hotel, which they use to keep their dignity. Steimel (2010) shows how pink-collar workers' dignity was threatened when female employees in subordinated service roles experienced abusive communication and outright questions of their competence from their bosses and clients. By interviewing 37 workers from a blue-collar mining community, Lucas et al. (2012) has summarized three central identity discourses of workplace dignity: all jobs are important and valuable; dignity is located in the quality of the job performed; and dignity emerges from the way people treat and are treated by others. Lippel (2012) shows how workers' compensation systems could succeed in reducing adversarial interactions, ensuring better protection and promotion of employees' dignity. Based on their analysis of media accounts of work-life at Foxconn, Lucas et al. (2012) have found that the state-system of Hukou works in tandem with wider cultural norms and the entire institution of Foxconn to institutionalize a system of indignity from which there is virtually no escape.

In China, Yueping (2011) argues that labor wage, labor safety and social security all are positively influenced on the professional dignity of migrant workers. Qian (2011) systematically and deeply discusses the intrinsic logical relation between labor relations and miner's dignity. Results show that labor wage, labor contract, working hours and labor safety all affect miner's dignity. Huang (2011) also confirms that labor wage, labor contract, working hours and labor safety all influence the workers' dignity in state-owned enterprises. Min (2011) finds the type of job, working environments, labor wages, living conditions, social benefits, social security, the acceptance by public, the Hukou system etc. have influenced on the professional dignity of new generation's migrant workers. The analysis of literatures above shows that there are many factors which affect the workers' professional dignity, including labor wage, labor safety, working hours, supervision and management, organizational structure of an institution, social identity and social stigma.

Occupational Safety and Health (OSH), also commonly referred to as occupational health or workplace health and safety (WHS), is a multidisciplinary field concerned with the safety, health, and welfare of people at work and according to International Labor Organization (ILO), there are forty standards which guide the safe working environment for employees. According to Ming (2008), pediluvium industry is a sensitive field where the attention towards employee health, safety, and working place safety standards are essential. All the industrial countries of the world have developed measures to promote the economic security and welfare of individual and his family. These measures have come to be called as social security. Social security is dynamic concept and an indispensable chapter of a national programme to strike at the root of poverty, unemployment and diseases (Otis, 2008). According to ILO, the security that society furnishes, through appropriate organization, against certain risks, to which its members are exposed. These risks are essentially contingencies against which the individuals of small means cannot effectively provide by his, own ability or foresight alone or even in private combination with fellows. These risks are being sickness, maternity, invalidity, old age and death. It is the characteristics of these contingencies that they imperil the ability of the working man to support himself and his dependents in health and decency (Shuang, 2013).

Working environment is referred to the location where a task is completed. When pertaining to a place of employment, the work environment involves the physical geographical location as well as the immediate surroundings of the workplace, such as a construction site or office building. Typically involves other factors relating to the place of employment, such as the quality of the air, noise level, and additional perks and benefits of employment such as free child care or unlimited coffee, or adequate parking.

While no international statistical definition of ‘usual hours of work’ exists, it has been defined as the hours worked in an activity during a typical week, 7 or more technically, as the modal value of the workers’ ‘hours actually worked’ per week over a long period. This definition is applicable to all workers with regular schedules, even to those who do not possess a working contract – for example, workers engaged in small-scale or family enterprises, or self-employed workers. For workers who do not work regular schedules, measures of average hours actually worked per week over a long period are sometimes used (ILO). Oral or written, express or implied, agreement specifying terms and conditions under which a person consents to perform certain duties as directed and controlled by an employer in return for an agreed upon wage or salary. Whether stated or not in the contract, both the employee and the employer owe the duty of mutual confidence and trust, and to make only lawful and reasonable demands on each other. Every employee is under the obligation to carry assigned duties, or the employer’s instructions to the best of his or her abilities. The employer is under the obligation to protect the employee from harm or injury, and make fair compensation for any loss or damage resulting from any job-related accident.

Research Hypotheses

Previous researchers suggest that labor wage has significant influence on workers’ dignity (Berg & Frost, 2005; Yueping, 2011). Labor wage is the main resource of female foot massagists’ livelihood, which affects their existence needs. Through preliminary interviews, research group finds that most of female foot massagists don’t have basic wage and as a result their income is uncertain. A crucial challenge in achieving professional dignity is overwork which leaves employees physically and emotionally exhausted (Hodson, 2001). It was evident that overwork is common among female foot massagists. The nature of the business demands the massagists to work long hours leaving few early morning hours as their only spare time. Tired female foot massagists compel to rest morning hours rather involving in social activities, which challenge the fulfillment of their social needs. Working environment not only refers to physical environment, but also includes social environment (Shuang, 2013). Physical environment primarily refers to female foot massagists’ accommodations, sanitary condition, facilities and equipment while social environment mainly consists organizational culture, interpersonal relationship between employees and competition environment etc. According to Yangang (2010), ‘Work decency’ is the basic standard of laborers’ dignity. A healthy working environment which is an important part of ‘working decency’ affects their professional dignity in a great deal (Hodson, 2001; Berg & Frost, 2005; Sayer, 2007).

Research indicates that workers usually take refuge in professional protocols that signal their moral distinction from other groups, which they use to keep their dignity (Otis, 2008). Notably, the labor contract not only plays an important role in protecting female

foot massagists' rights of life and health, but also help them to get their 'virtuous professionalism' and maintain their dignity. Social security is the main factor that influences dignity, and improving the social security system is an essential approach to improve human's dignity (Tiankui, 2004; Liubao, 2009; Yu, 2011). For female foot massagists, social security is the foundation of their survival and it plays a fundamental role in their professional dignity. Based on the above literature, the following hypotheses are proposed for this study.

H1: Labor wage has significant influence on professional dignity of female foot massagists in Changsha.

H2: Working hours has significant influence on professional dignity of female foot massagists in Changsha.

H3: Job safety has significant influence on professional dignity of female foot massagists in Changsha.

H4: Labor contract has significant influence on professional dignity of female foot massagists in Changsha.

H5: Working environment has significant influence on professional dignity of female foot massagists in Changsha.

H6: Social security has significant influence on professional dignity of female foot massagists in Changsha.

3. Research Methods

Questionnaire Development

Based on the related research findings (Hodson, 2001; Qian, 2011; Huang, 2011; Fei, 2010), the questionnaire was designed with a full consideration of the characteristics of female foot massagists in pediluvium business. Questionnaire was developed in five stages: the collection of experts' opinions, the participatory observation of six female massagists in Changsha Foot Massage Center, the in-depth interviews with five foot massagists, pilot survey (28th and 29th July 2016), and test of reliability and validity statistics of the instrument. The questionnaire consists of three main sections. The first section enclosed the demographic information of informants, including country of origin, educational background, marital status and length of service. The second section focused on the current working and living conditions which encapsulated eighteen indicators (labor wage, labor contract, working time, labor safety, working environment, social security and career change intention). The third section is about professional dignity with eight indicators (see Table 2), and a five-point Likert Scale was employed to measure professional dignity, ranging from 1 to 5 (1=strongly disagree to 5=strongly agree).

Data Collection

Qualitative data for current study was collected using participatory observation and in-depth interview method. Four members of research group lived together with six female foot massagists of a foot massage spa in Yuelu District (Changsha City), and closely

observed them for several days. Afterwards, five female foot massagists were selected to conduct in-depth interviews on their current working and living conditions, their innermost thoughts, the characteristics and working conditions of foot massage job. Participatory observation and in-depth interviews helped to work out the relations between factors more deeply and be the basis of further questionnaire design and operationalization.

Pilot survey was conducted followed by a formal questionnaire survey which was carried out in August 2016, nearly one month period (August 1st ~25th). Random sampling method was used to select in the self-administered questionnaire survey, comprises 560 observations of over 30 Foot Massage Spas in Changsha; of the 560 completed questionnaires (response rate of 100 percent), a total of 512 cases were valid for further analysis (Effective rate of 91.43 percent).

4. Results and Discussion

Profile of the Respondents

The participants of this study are a close representation of female foot massagists in Changsha city. Of the respondents 76.6 percent respondents are from rural areas. The age group of 18-30 years was the largest group in the sample (77.3 percent, see Table1), followed by the age group of 30-45 years. A 45.3 percent respondents had obtained junior high school degree, followed by 39.1percent who had completed high school. The majority of respondents (61.7 percent) were married (including divorced and remarried respondents) and a 38.3 percent respondents were unmarried.

Table 1
Sample Profile (N=512)

Demographic variable	Variable category	Number of samples	Percentage
Origin	rural	392	76.6%
	city	120	23.4%
Age	<18	4	0.8%
	18-30	396	77.3%
	30-45	104	20.3%
	>45	8	1.6%
Education background	primary school	40	7.8%
	junior high school	232	45.3%
	senior high school	200	39.1%
	university and above	40	7.8%
Marital status	unmarried	196	38.3%
	Married(including divorced, remarried)	316	61.7%

Source: Survey August 2016

Present situation of female foot massagists' professional dignity

Factor analysis was conducted to examine the validity of “professional dignity” scale. The factor model had a Kaiser Mayer Olkin measure of 0.773 and the Barlett’s Test of Sphericity was significant ($p=0.000<0.001$). Factor analysis was based on principal components analysis approach with a Varimax rotation. For this study, only individual items with factor loadings greater than 0.5 with eigenvalues equal or greater than 1 were considered for inclusion in further analysis. Results indicated that all items had grouped into two components and the two components explained 60.05 percent of the total variance (See Table 2). Based on literature analysis and the results of factor analysis, the two components were named “self-respect” and “respected” correspondingly.

The “professional dignity” scale’s Cronbach's alpha was 0.773, the “self-respect” component’s Cronbach's alpha was 0.711 and the “respected” component’s Cronbach's alpha was 0.803. The tested scale demonstrated acceptable internal consistency, with all alpha coefficients reaching the acceptable level of 0.70 (Nunnally, 1978).

Table 2
Factor analysis of female foot massagists' professional dignity

Extracted component and subordinate variables	Factor loading	Eigenvalue	Mean	Variance contribution	Cronbach's alpha
Respected (X_1)		3.284	3.082	33.260%	0.711
Clients respect you and your service	0.806		3.26		
The maintenance of your dignity from your superior while handling disputes.	0.795		3.54		
The satisfaction of your present living conditions.	0.722		2.87		
The satisfaction of corporate decision-making's fairness.	0.683		3.01		
The satisfaction of occupational injury payment.	0.597		2.73		
Self-respect(X_2)		1.520	2.91	26.790%	0.803
I feel honored to be a foot massagist.	0.784		2.70		
As a foot massagist, I am pleased with my social status.	0.761		2.48		
I think the pediluvium industry is promising.	0.739		3.56		
Accumulated variance contribution rate				60.05%	
KMO			0.773		

Source: Survey August 2016

Female foot massagists' professional dignity has been divided into “self-respect” and “respected” based on the results of factor analysis. “Self-respect” means the recognition of oneself and one’s own career while “respected” refers to others respect to one’s personality, rights and ability.

Respondents believe that their jobs can't improve their social status (mean=2.48). The mean of the item "I feel honored to be a foot massagist" was 2.70, which shows it's difficult for respondents to gain sense of pride and honor from their employment as foot massagists. Respondents agree with the statement "pediluvium industry is promising" (mean=3.56). Results above indicate that female foot massagists' recognition of themselves and their jobs are not high, but they believe pediluvium business is promising to some extent.

Respondents are dissatisfied with the occupational injury payment (mean=2.73) and the present living conditions (mean=2.87). The mean of item "the satisfaction of corporate decision-making's fairness" was 3.01. The mean of item "the maintenance of your dignity from your superior while handling disputes" was 3.54. The mean of item "clients respect you and your labor" was 3.26.

Few respondents expect to continue as foot massagists in the long term, and this is mainly due to their dissatisfaction with the job partially fueled by the absence of professional dignity. When asked "whether you will change your job if you have a chance", 95.4 percent responded positively. Making their living is the leading cause which compel them do continue in this job. In short, the findings confirm that there is a severe lack of female foot massagists' professional dignity.

The determinants of female foot massagists' professional dignity

This study adopted the correlation analysis and regression analysis to explore the determinants of professional dignity of female foot massagists' in pediluvium business. Firstly, the study judged the variable structure relations and established correlation matrix which depicts the relationships between female foot massagists' professional dignity and six potential influencing factors (See Table 3). As illustrated in the table 3 below, except the labor contract, the other five factors have positive correlations with female foot massagists' professional dignity. Test of multivariate linear regression model was performed using the remaining five factors as independent variables and professional dignity as the dependent variable. Stepwise regression was adopted to avoid estimated deviation caused by multicollinearity and to derive the optimal regression equation.

Table 3
Correlation matrix

	Professional dignity	Labor wage	Labor safety	Working hours	Labor contract	Social security	Working environment
Professional dignity	—						
Labor wage	0.302**	—					
Labor safety	0.379**	0.296**	—				
working hours	0.656**	0.284**	0.378**	—			
Labor contract	0.028	0.058	0.183**	0.036	—		
Social security	0.201**	0.414**	0.394**	0.232**	0.297**	—	
working environment	0.626**	0.357**	0.387**	0.576**	0.026	0.192**	—

Note: **. Correlation is significant at the 0.01 level (2-tailed).

Source: Survey August 2016

Table 4
Regression analysis of the determinants of female foot massagists' professional dignity

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std	Beta		
Constant	0.978	0.117		8.391	0.000
Working hours(X ₁)	0.332	0.030	0.423	11.098	0.000
Working environment(X ₂)	0.396	0.043	0.349	9.128	0.000
Labor safety(X ₃)	0.064	0.026	0.084	2.482	0.013
R ² =0.528 adjusted R ² =0.525 F=189.374 Sig=0.000					

Source: Survey August 2016

As illustrated in the table 4, the model's goodness of fit is fairly adequate (adjusted R²=0.525). Residuals' D - W value is 1.595, which shows that there is no possibility of autocorrelation between residuals. Results of regression equation's significance test indicate that regression equation is significant (F=189.374, P=0.000<0.05). Hence, a multiple linear regression equation can be established based on the analytical output. As presented in table 4, Labor hours, working conditions and labor safety were included in the regression equation, since, the regression coefficients of these three independent variables were significant at α=0.05 level. Furthermore, tolerance in the model is 0.20, suggested VIF does not exceed the critical level (5.0). These values collectively indicate that multicollinearity is not an issue (O'Brien 2007). Based on the regression analysis results, the multiple linear regression equation can be derived as follows.

$$Y=0.978+0.332X_1+0.396X_2+0.064X_3$$

(1) Working hours was predicted to have influence on female foot massagists' professional dignity. According to the regression analysis results, this prediction was significant (β= 0.332, t = 11.098), subsequently supporting hypothesis H₂.

(2) Working environment was predicted to have influence on female foot massagists' professional dignity. The regression analytical output revealed that this prediction was significant (β=0.396, t = 9.128), thus supporting hypothesis H₅.

(3) Hypothesis three (H₃) predicts labor safety have influence on female foot massagists' professional dignity. The results of the regression analysis showed that this prediction is significant (β= 0.064, t = 2.482), consequently supporting hypothesis H₃.

(4) Labor wage has positive relations with female foot massagists' professional dignity (see table 3), partly conforming hypothesis H₁. As shown in table 3, Social security also has positive relations with female foot massagists' professional dignity (β= 0.029, t = 0.082), partly conforming hypothesis H₆.

(5) There is no correlation between labor contract and female foot massagists' professional dignity. Correspondingly, hypothesis four (H₄) wasn't supported by the analytical output (β= 0.279, t = 1.926).

Based on closer analysis of elucidations, this paper argues that female foot massagists' attitude towards continuation on this job in a long term was negative. Moreover, the sense

of professional identity is weak among majority of respondents. Female foot massagists' ability of concentration is insufficient and they are inattentive and emotional during their working period, due to the lack of positive social identity. They are always acrimonious of their job injustice, resulting job dissatisfaction. Subsequently, younger employees incline to resign spontaneously. Consequently, the labor contract is viewed of insignificant and they even view that signing labor contract will make them lose their freedom of occupational mobility.

5. Conclusions, Implications and limitations

Conclusions

The key focus of this paper was to empirically explore the female foot massagists' professional dignity in Changsha City. It was evident that: Firstly, there is a severe lack of female foot massagists' professional dignity as a general notion. The employees personality, rights and abilities are not given due respect. Secondly, working hours, working environment and labor safety all have positive impact on their sense of dignity at work, while labor wage and social security have positive correlation with their professional dignity. These findings indicate that: reasonable working time arrangement and improvement of working environment can help to enhance the sense of professional dignity among female foot massagists; if the provision of labor safety and occupational health care get due concerns, female foot massagists shall have stronger sense of professional dignity. In order to enhance the sense of professional dignity among female foot massagists, the role of labor wage and social security draws more attention. Moreover, the study indicates that labor contract doesn't have an impact on their sense of dignity at work.

Implications

There are several practical implications that can be drawn from this analysis. Firstly, it is necessary to improve labor relations. Particularly, the following aspects are of serious concern in improving labor relations: (1) Minimum wage guarantee system should be established in pediluvium industry, which can help to ensure the basic living of female foot massagists and reduce the risk of not being paid due to low business level. (2) Working long hours is the main factor that threatens the female foot massagists' professional dignity. Pediluvium enterprises could formulate methodical shift system and respect female foot massagists' right of rest. (3) Pediluvium enterprises could implement proper training programmes before employing females and pay attention to on-the-job training to strengthen their safety awareness and self-rescue ability at work.

Working environment influences female foot massagists' professional dignity significantly. Hence, creating a favorable working environment is helpful for upholding female foot massagists' professional dignity. Specifically, the following aspects are of serious concern in forming a favorable working environment: (1) Pediluvium enterprises should provide adequate facilities and equipment (such as basic skin care medicine, sanitation and safety facilities) and constructing a mechanism of accident prevention and emergency response to make the working environment safer. (2) Additional way to boost workers' self-esteem and dignity is to create harmonious working atmosphere and help female foot massagists to form good interpersonal relationships. Work place

discriminations should be avoided and every employee should be treated equally by formulating fair regulations to protect their legitimate rights and interests. Moreover, employees' opinions should be recognized in formulating regulations which are related to them. Co-worker relations can provide important armor against indignity, including providing for solidarity and mutual defense, resisting authority, and affirming occupational, class, and gender identities (Hodson, 2001). Therefore, it is important for female foot massagists to proactively communicate with others, unite co-workers and have a good interpersonal relationship with them. (3) According to the expectancy theory, reasonable incentive mechanism has great positive effects on the realization of employees' career expectation. Hence, constructing a reasonable incentive mechanism and creating a benign competitive environment is a good way to improve female foot massagists' professional dignity. Sensible incentive mechanism and benign competition environment not only help female foot massagists to improve work efficiency, but also help them to realize the importance and value of their jobs.

Social security has positive correlation with female foot massagists' professional dignity. The social security system should further be improved to uphold the professional dignity of migrant workers whom female foot massagists belong to. Particularly, the following are recommended based on the findings of this study: (1) an integrated social security system should be established, which coordinates both urban and rural social security systems, adopting multiple approaches. (2) In the aspect of social insurance payment scheme, it is proposed the government to bear a certain proportion of cost and lighten the financial burden of female foot massagists and of pediluvium enterprises. It was observed that pediluvium enterprises don't buy insurance for female foot massagists mainly due to the high cost.

Limitations and Future Research Directions

Despite the scientific procedures followed, it is worth to note several limitations the study came across. Lack of related literature, particularly in female employees' professional dignity studied through quantitative methods, was a significant challenge in developing research instruments. Although the reliability and validity of the scale meet the research's requirements, the scale can be further optimized in future research. Furthermore, this study is limited to Changsha city and future studies in different locations could support to more replications. Future researchers are encouraged to apply advanced methods to draw further conclusions and comparison of results.

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Issues of Biopiracy VS Community Based Forest Management: A Case Study on in the Nilgala Forest Reservation (Sri Lanka)

H.I.G.C. Kumara¹, S. Wawwage, L.G.D.S. Yapa and M.L.M.S. Karunarathne

¹Department of Geography, Faculty of Humanities and Social Sciences, University of Ruhuna, chamindakumara03@yahoo.com

Abstract:

Protecting the right of the local community/country to use their own genetic resources available in a particular area is an important element of Community Based Forest Management as argued in the bottom up and sustainable development discourses, however, biopiracy has now become one of the main challenges in southern peripheral countries. Since both concepts of Sustainable Development and Community Based Forest Management have originated and developed as Western alternative development ideologies, biopiracy challenges can occur when such concepts are applied in the Southern peripheral context. This research examines such possible challenges in sustainable development approach in the Nilgala forest, Sri Lanka. A qualitative-inductive research methodology has principally guided this research to examine the socio-cultural, socio-economic and geo-political contexts of biopiracy issues. A total of 68 participants have informed this research and direct observation and semi-structured interviews have mainly been used in primary data collection. Critical Discourse Analysis method is used to examine both primary and secondary data. According to the research findings, when Community Based Forest Management has been implemented in the southern peripheral context, it has been followed by capitalism which is superimposed in the area and its people. One of the main findings is that despite plans being developed at a community level, in wider context, biopiracy challenges related to superimpose capitalism contest the sustainable development ideologies. Superimposed capitalism has resulted in individualistic and competitive behaviors that undermine collaborative and responsible Community Based Forest Management activities. Authorities have still failed to control these activities in this site for the support received by bio-pirates from the local community. The research concludes that Community Based Forest Management is an appropriate pathway for community development and forest management in Sri Lanka but recognition of biopiracy issues associated with superimposed capitalism is required and needed to be addressed.

Keywords: Biopiracy, Community Based Forest Management, Superimposed Capitalism, Sustainable Development.

1. Introduction

Protecting the right of the local community/country to use their own genetic resources available in a particular area is an important element of environmental and biodiversity conservation (Kamau, 2009; Sampath, 2005). However, one of the main challenges of biodiversity conservation in the southern peripheral countries is biopiracy which simply can be defined as the commercial use of genetic resources or indigenous knowledge without obtaining permission or properly paying the relevant community or country (Mgbeoji, 2005).

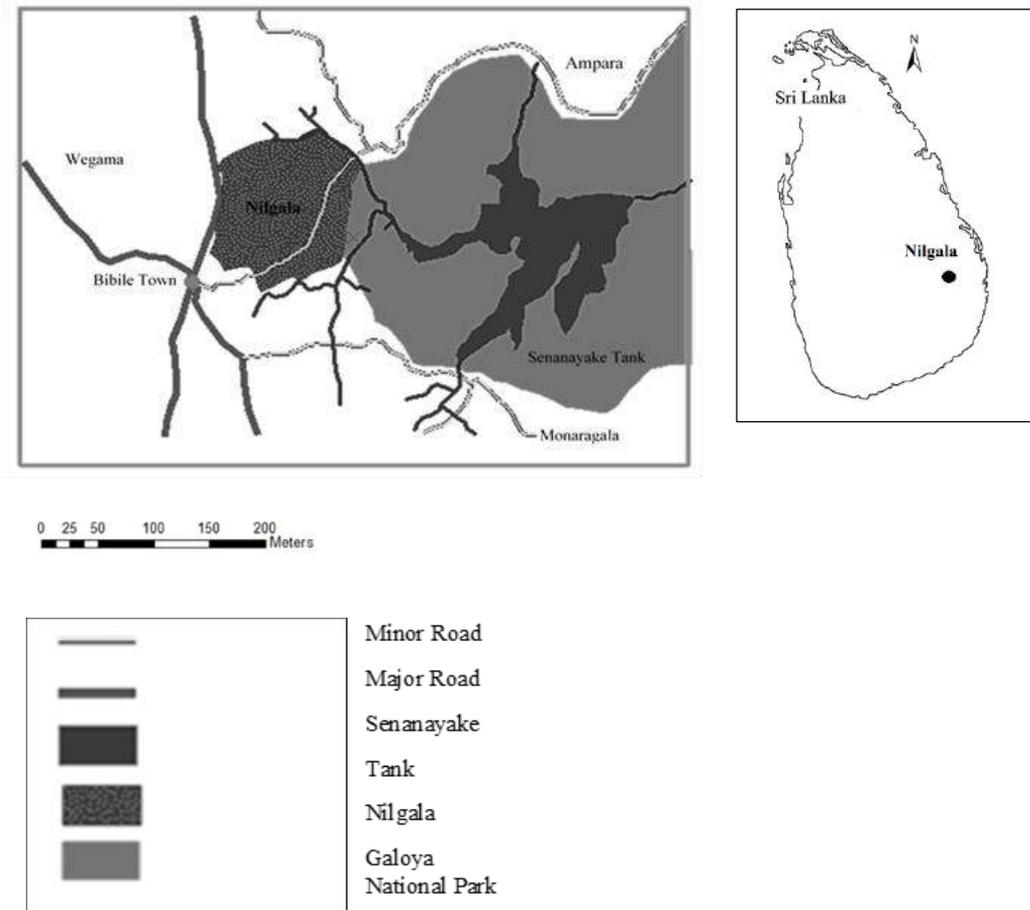
Thus, this research based on Nilgala forest reserve focuses on examining issues of biopiracy, specifically, loss of forest genetic resources and wildlife smuggling that associated with Community Based Forest Management (CBFM) in the Sri Lankan context.

As Community Based Eco-Tourism (CBET) has been viewed as a savior of all ailing economies by the governments of many Asian countries, it has been promoted in various new forms such as community based ecotourism, biodiversity friendly joint forest management, and agro-tourism, etc. With the development of the CBFM sector of these countries, over the last decades, smuggling and illicit trade in valuable flora and fauna have increased (Dellinger, 1995; Pleumarom, 1999; Subasinghe, 2013; Tella & Hiraldo, 2014). Theoretically, CBFM programs are supposed to be accountable for environmental conservation and biological protection but in practice, this accountability has been challenged in many ways. Nilgala forest reservation also can be considered as a sensitive forest site and, as a ecofriendly development approach, CBFM has been applied by Wildlife Department and Forest Department from last few years.

Genetic forest resource loss caused by wildlife trafficking and biological or genetic resource smuggling is one of the major environmental challenges faced by many developing countries. Most of the indigenous people in developing countries, as underlined by the environmentalist interviewed above, are unaware of the biological value and the importance of protecting for their own future most of the genetic resources available in their natural environments. They see only the immediate economic value of these resources when they see how much they are paid by biopirates. Thus, they are unaware of the size of the loss of their own future genetic resources when biopirates access these resources. This has made the people and the places they live in vulnerable to biopiracy and theft of genetic and biological resources (De Carvalho, 2000; Odek, 1994; Posey & Dutfield, 1996). Sri Lanka also faces this problem and it has become one of the key challenges of practicing positive CBFM in the country. According to the records of many CBFM sites, international visitors have been charged with wildlife trafficking and biological and genetic resource theft (Forest Department, 2013a)

The percentage of endemic flora and fauna species is very high in the forests of Sri Lanka (Gunatilleke, Gunatilleke, & Dilhan, 2005). Therefore, they have become famous destinations for commercial gene hunters who enter the forest posing as ordinary ecotourists. At present, smuggling out Wallapatta plant (*Gyrinops walla*) and gathering Kimbul Huna (Sri Lankan golden gecko), a nocturnal reptile species, have become profitable in Kudawa-Sinharaja as well as in other rain forests of the country (Forest Department, 2013a).

Map no 1: Location of Nilgala Forest Reservation



Nilgala Forest is a biologically sensitive hotspot and covers a catchment area of *Senanayake Samudraya* that located in the Uva provinces of Sri Lanka (dry zone) (see map no1). The main source for the Senanayake Samudra is the Gal Oya. It is at Nilgala that the river falls into the reservoir. It can be considered a lowland tropical dry mixed evergreen forest. The general climatic conditions in the Nilgala area can be described moderately cool, turning humid climate during the northeast monsoon season. This geophysical background facilitates growth of many endemic flora and fauna within this ecosystem. Therefore, this forest reservation is a highly vulnerable area in relation to issues of biopiracy: Loss of forest genetic resources and wildlife smuggling related to unfavorable ecotourism and CBFM activities. The research objectives and questions are formed in view of above background.

Research questions

1. Are Issues of biopiracy: Loss of forest genetic resources and wildlife smuggling significant in the Sri Lankan context?
2. What are the socio-economic and political background of CBFM and issues of biopiracy?

Research Objectives

There are three main research objectives.

1. To examine nature of CBFM and biopiracy issues: Loss of forest genetic resources and wildlife smuggling in the Sri Lankan context.
2. To examine socio-cultural and socio-economic linked with CBFM and issues of biopiracy in Sri Lanka.
3. To propose theoretical and practical solutions for identified challenges and issues of CBFM and biopiracy taking Sri Lankan socio-economic and political structure into consideration.

2. Methodology

Qualitative Research Methodology

To design this research, an elementary field survey has been carried out, based on a literature review to identify the rationality of this research and the appropriate methodology. Then it was understood that the biopiracy challenges of CBFM in this site are based on deep socio-cultural, and socio-economic factors, which operate as hidden social factors; however, respondents are not necessarily ready to discuss them openly. Therefore, in this research primary concern was to deal with 'rich and deep' primary data rather than 'numeric' data and much attention been paid to qualitative research methodology.

Rationality of 'Reactive-naturalistic Approach' and 'Ethno-methodology'

Qualitative research methodology is more useful in understanding socio-cultural, economic, as well as political phenomena. Comprehension of social experiences, attitudes, practices, norms and beliefs is focused on by this methodology, rather than collecting numeric data (Bricki & Green, 2002; Bryman, 2012). Qualitative research methodology was gradually developed as a systematic research approach practically helping to understand many complex social issues (Denzin & Lincoln, 2000; Tetnowski & Damico, 2001; Bryman, 2012; Tetnowski & Damico, 2001).

According to many scholars, four traditions of qualitative research methodology have developed: 'naturalism' 'ethno-methodology', 'emotionalism' (interested in subjectivity and gaining access to inside experience), and 'postmodernism' (Bryman, 2012; Hennink et al., 2010; Van Maanen, 1983). 'Naturalism' focuses on understanding social reality on its own terms (Van Maanen 1983; Bryman 2012). According to Reynolds;

"The methodology of naturalism is usually defined as the study of the social world through observation of individuals or groups in their natural setting with minimal interference by the observer" (Reynolds, 1980: 77).

Understanding, describing and interpreting social experiences and structures of Nilgala community is one of the key components of this research. Therefore, the 'naturalistic approach' has been applied within the qualitative research tradition.

There are three main traditions of 'naturalistic observation'. First is a 'non- reactive' (unobtrusive) mode in which the researcher observes social phenomena without intervening in the particular society. Second is a 'reactive' mode where the researcher intervenes in social activities as an outside observer. Third is a 'participant mode' in which the researcher joins the particular society as an active member, until s/he finishes the study (Babbie, 2012).

The different explanations given by different respondents on the same CBFM practices made me observe these ventures within the particular context to understand the rationality and hidden factors behind the different explanations. Therefore, the 'reactive-naturalistic observation' mode has been selected to understand the social reality in the challenges of Biopiracy in the Nilgala site.

This research was focused to understand how different social processes come about to the challenges of biopiracy in this site, thus, 'Ethno-methodology' approach is also was used as a one of the methodological approach of this research (Babbie, 2012). As defined by Garfinkel,

"Ethno-methodology is the study of the methods people use for producing recognizable social orders. 'Ethno' refers to members of a social or cultural group and 'method' refers to the things members routinely do to create and recreate the various recognizable social actions or social practices. 'Ology' as in the word 'sociology' implies the study of or the logic of these methods. Thus 'ethno -methodology' means the study of members' method producing recognizable orders" (Garfinkel, 2002: 06).

Ethno -methodology is involved in the study of various social actions and practices that people use for the production of social order and seeks to understand how social order is created through talk and interaction (Babbie, 2012; Bryman, 2012). Traditional ethno-sociological factors and norms have influenced the forming of the social order of this study area and an elementary field survey and literature review revealed that this social order has contributed to economic and socio-cultural challenges of biopiracy in this site. Thus, contemporary social actions and practices in this site was examined to understand the social order and its contribution to biopiracy issues of the local CBFM project and to do so, the 'ethno-methodology' tradition was used under the qualitative research philosophy.

Inductive Research Approach

This study targets collecting ideas about how 'rich' and 'deep' intangible factors, such as cultural changes, local knowledge, geopolitics and local economic wealth that are associated with issues of biopiracy. Consequently, a 'qualitative inductive research approach' was selected as the dominant methodological approach of this research. There

is a profound correlation between qualitative methodology and inductive research. In inductive research, first, data is collected using relevant qualitative data collecting methods and then findings are linked with relevant theories, discourses, and concepts. This is the opposite way to conducting a 'quantitative-deductive research', so it is called a 'bottom up' research approach (Bryman, 2012; Thomas, 2012). Suitability of qualitative inductive research approach to this research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the 'human' side of an issue – that is, the often-contradictory behaviors, beliefs, opinions, and relationships of individuals.

Data Collecting Methods:

Secondary data in the research is extracted from the following sources. A number of publications by local and international writers, especially those that include information about development discourses, alternative development, eco development, ecotourism, community forest management, joint forest management, tropical forest management etc. was used in the study.

Participant and direct observation, semi-structured interviews and focus group interviews were conducted as qualitative data collection methods for this research. Altogether, 37 semi structured interviews were conducted in this research and each interviewee was provided with a consent form too. Semi-structured interviews are presented by their categorical code. For instance, in 'SSI10 Site guides of Sinharaja', 'SSI10' stands for 'semi structured interviewing number 10. Five focused group interviews also have been conducted to the primary data collection process of this research and it is also presented by categorical code as 'FGI4 Visitors (local)': 'FGI4' indicates 'focus group interviewing number 04'. A total of 68 participants have informed this research in 42 interviews.

Sampling Method

'Snow-balling' sampling method have been used for the semi-structured interviews. 'Snow-balling' is based on the metaphor that when a real snow ball is rolling down the hill, its size gradually increases until it approaches saturation (Baker, 2012; Cohen & Arieli, 2011; Dodds, 2014). Thus, the researcher must gather enough data using a chain referral process until it approaches saturation (Baltar & Brunet, 2012). This method was useful in this research, since it helped to gather information from diverse respondents. As well, it helped to examine sensitive and confidential personal information important for the research objective (Longhurst, 2009).

Data Analyzing Method

A critical discourse analysis (CDA) method was used to examine both primary qualitative data, which were collected through participant and direct observation, interviews as well as secondary data. The data were analyzed using steps such as data understanding, categorizing, coding under themes, connecting with theories and discourses and described narratively (Description/Interpretation/Explanation) (Becker, 1958; Dewalt, 2011; Dey, 2003; May, 1997). Classification of themes from the collected raw data can be recognized as a process (Bryman, 2012). Intensive reading, careful reading and re-reading were conducted as a procedure to identify patterns in the data to recognize separate themes (Boyatzis, 1998; Fereday & Cochrane, 2008).

Positionality and Reflexivity

The notion of ‘positionality and reflexivity’ is normally connected with qualitative research methodology (Guillemin & Gillam, 2004; Walker et al., 2013). Every human being lives in a highly connected socio-cultural and political network. The nature of that network is different from place to place, culture to culture and time to time. That means every human being enjoys a special socio-cultural, economic and political ‘position’. Whatever they do, talk, write, create etc., that ‘position’ is naturally displayed in their work. The social researcher is also a human being who has a separate ‘position’ that depends on his/her own socio-cultural values, beliefs, feelings and thoughts (Robert Wood Jonson Foundation, 2012). Many scholars have then argued that ‘position’ is exposed in many parts of a social research process (Walker et al., 2013). Since this research uses qualitative methodology, we (researchers) was concerned about our (researchers’) ‘positionality’ through reflexivity.

3. Results and Discussion

Traditional Forest Utilization Practices of Nilgala

Nilgala Savanna forest has extensively been utilized by peripheral villagers for survival purposes (Gunewardene et al., 2003). Non-timber forest material collecting, hunting, bee honey gathering, forest clearing for shifting cultivation can be identified as major and most common forest utilization practices of them. Especially, the Nilgala Savanna forest area is rich in a large number of flora species of medicinal value (Gunatilleke & Gunatilleke, 1990). Most important and valuable medicinal plant species are commonly available in this savanna forest (Karunaratna et al., 2013).

“Nilgala is a forest ecosystem covering 12,432 hectares in the Bibile divisional secretariat. ‘Nilgala’ literally means ‘blue rock’. According to Gunatilleke & Gunatilleke (1990) the major vegetation type is lowland tropical dry mixed evergreen forest. Commonly found trees include Aralu (Terminalia chebula), Bulu (Terminalia bellirica) and Nelli (Phyllanthus emblica)” (Karunaratna & Amarasinghe, 2012: 70).

Regardless of the conservation attempts of the Forest Department together with Department of Wildlife Conservation to minimize illegal forest utilization through ‘top to bottom’ forest management approaches, they have failed to control traditional forest utilization methods of these peripheral villagers since forest utilization has become the main income source of the people here.

Pastoral farming is one of the main traditional occupations of the peripheral villagers of the Nilgala forest and thus they have used forest area for cattle feeding, even though it is banned by the government (De Munck, 1998). According to a wildlife officer;

For over centuries, the villagers from Nilgala surrounding areas have illegally used forest areas for cattle feeding. They usually set fire to the forest ones a year that they can have new grass afterwards for their cattle. So, it’s difficult for us to stop these activities completely since poor villager know nothing else to keep their economy (SSI22 officer from wild life conservation department - 2016.08.19).

According to the field observation, setting fire to forest is identified the major environmental issue in this area. In 1990s, use of top to bottom forest management approaches for forest conservation seemed ineffective in all forest areas of the country. Environmental vulnerability and unlimited, uncontrolled economic development created many development challenges in the Sri Lankan context at the beginning of the 1990s. Some of the many reasons include; increasing demand for land for human needs and development projects, poor land use planning, lack of environmental laws and policy applications, absence of an integrated conservation management approach, pollution, human-wildlife conflict, increasing spread of unknown invasive species, and increasing human population density (Amarasekara, 2012; Bandaratillake, 2001; Mattsson, Persson, Ostwald, & Nissanka, 2012). Further, poverty reduction and economic development still remain two major challenges for Sri Lanka and all these above discussed issues, which are strongly interrelated continue to be challenges owing to lack of effective programmes for the socio-economic and political empowerment of marginalized local people (Barbier, 2012; Subasinghe, 2013).

CBFM has been developed as a sub discipline of ecotourism after 1990 and it has become especially trendy as a community development and sustainable development approach in the poor southern peripheral areas. One of the major objectives of CBFM is to achieve economic, social and community development needs by managing available resources while maintaining cultural integrity, essential ecological routes, and biological diversity (Coria & Calfucura, 2012; Gurung & Scholz, 2008; Weaver & Lawton, 2007).

CBFM and Bottom-up Development Project in Nilgala

‘The bottom-up development approach’ has gradually arisen as an alternative development tool in the last few decades in the western development discourse. This development approach is based on community participation and empowerment through their own development and environmental management.

The bottom up development approach can be seen as localized, contextually rooted, small in scale, flexible, culturally sensitive as well as environmentally friendly (Altieri & Maser, 1993; Menge, 1992; Parnwell, 2002). Local community participation in development plays a major role in the bottom-up development approach. According to the United Nations Development Program (UNDP), community participation includes “sharing by people in the benefits of development, active contribution by people to development and involvement of people in decision making at all levels of society” (Desai 2002, p. 117). Being a peripheral country, Sri Lanka also changed its development approaches from ‘top to bottom’ to ‘bottom to up’ following the northern hemispheric ideological changes, proving that the periphery ideologically depends on the core usually (Goldgeier & McFaul, 1992).

The government of Sri Lanka has formally recognized community-based forest management and forest governance through implementation of supportive policy reforms in government legislation. Community based forest management and forest governance have devolved the authority to the community to some extent to use community knowledge for forest resources management, to design the forest resource-use regulations, to establish vigilance and flexible monitoring system, to promote capacity for conflict resolution, and to improve their capabilities for resource governance and administration.

Setting up of prototype design recognizing graduated membership, promoting commitment principle and persuading fair benefit distribution are required for sustainable community forest management and governance (De Zoysa & Inoue, 2015:10).

After 1995, following the forestry sector master plan of the country, the Forest Department of Sri Lanka carried out one of the major CBFM projects in Nilgala Savanna forest and its peripheral areas. It is called 'Community Based Nilgala Conservation Project' and was funded by the IUCN for five year period (from 1998-2003). Western alternative development ideologies such as sustainable development and bottom up development were the main ideological baselines of this project. According to a previous village-leader of this project;

Researcher: *what are the main objectives of the 'Community Based Nilgala Conservation Project'?*

Villager: *There were several key ideas when we started this CBFM program, however, to address poverty issues of the peripheral villagers of Nilgala and to contribute to the forest management using forest resource sustainably were foremost.*

Researcher: *What activities were carried out in the program?*

Villager: *We [peripheral villagers of Nilgala] have been collecting medicinal plants for many years. But we never found a stable market to sell them. Usually we sold them to dealers for cheap. Let's say, for a kilogram of Nelli we received only two rupees. But the project established a proper and stable market for the collected medicinal forest produce. So we could trade our production to high price. At the beginning of the project we could sell a kilogram of Nelli to 30 rupees. Without any dealers we could directly send our productions to privet companies such as 'Link Productions (pvt) Ltd' (SSI05, 2016.08.20).*

As villagers explained, at the beginning most of the peripheral villagers of the Nilgala forest (Karaugala, Nilgala, Uraula, Anapola, Totilioketiya, Dunupitiya, Pitakubura) could obtain considerable economic benefits from the CBFM project. One of the other important facts is that the project focused on forest conservation while developing people's economic conditions. According to a female villager;

As a part of the project, we were involved in and contributed to many forest conservation activities. For example, 'safety fire belts' were created by community members to minimize environmental effects of forest fires. It was successful. On the other hand, we received training on sustainable utilization of forest resources (SSI 08, 2016.08.19).

At the beginning, this CBFM project could gather villagers in one community and they had their own CBFM social institutes, leaders, and power to involve in income generating activities and forest management activities. Yet, after five years period program faced many troubles. According to a former community leader;

Researcher: *How did the project the progress?*

Villager: *In 2003, the villagers obtained more economic benefits from the project. Most people could build new permanent houses, some bought vehicles [he mentioned here about three-wheelers and motorbikes]. Yet with the improvement in material conditions, our traditional values and community harmony gradually decreased. Community members suffered from economic jealousy about others' achievements. In 2003, IUCN stopped funding the project. But we had capacity to continue the program but villagers were not ready to work as a team.*

Researcher: *Can you explain us further why were not they ready to work as a team?*

Villager: *Alongside the changes occurred in country's political situation, village politics also changed. With regional politicians' support some villagers became politically more powerful within the village. Personally, as a village leader in the project I faced many hardships. Villagers who became more politically powerful did not support me to carry on the program. Then, I had to leave the program. After 6 months of my leaving, it broke down [SSI05, 2016.08.20: (This statement was cross-checked and was proved by SSI22, 29, 34, 2, 9, 29, 13, 12, 11)].*

This situation is common to many other CBFM projects of the southern peripheral countries. For example, as Nelson (2004) argued, internal conflicts that emerged based on economic reasons have not supported CBFM targets (Nelson, 2004). Many scholars have argued that CBFM practices in the southern peripheral countries have highlighted the need for theoretical attention to the notion of 'reciprocity' between ecotourism practices and objectives and 'social conflicts' (Jamal et al., 2006; Liua et al., 2014; Reimer & Walter, 2013; Stronza & Gordillo, 2008).

Changes in Social Structure: from 'Collectivism' to 'Individualism and Materialism

Theoretically, CBFM focuses on helping isolated and marginalized people to develop income while conserving natural resources. Critics, using post-colonialism and sustainable development ideas have proved the rationality of this approach (Brydon, 2004; Ziai, 2011). Even if this concept is philosophically rational, in practice, implementation of CBFM is challenged by 'individualism' in southern peripheral countries as a result of the influence of superimposed capitalism (Kumara, 2015). This is common to the Nilgala site too. Before the 1990s, the villages of the peripheral areas of the Nilgala forest were isolated traditional rural villages in Sri Lanka, where community lives were based on values of local feudalism and depended on each other for survival. According to a Nilgala villager;

Before the 1990s, we were very poor. Nobody in our community had permanent houses. Yet we were very close to each other and lived as one big family. All the villagers are related to each other by marriage or blood and we lived in harmony. After the 1990s, people started to be more 'money' conscious. Now we have good houses, infrastructure facilities; we have comfortable lifestyles but we do not have sense of belongingness and unity anymore. Each is isolated with his/her money (SSI 10, 2016.08.19).

Along with the activities of the CBFM project, capitalism has been imposed on this isolated communities. At present, there is a huge competition among villagers who envy each other to achieve material development which is the ideological nature of a social

structure on which capitalism has been superimposed (Clarke & Micken, 2002; Kumara, 2015).

Now most of the villagers have three wheelers. If one villager buys something new, others also want to have it in their houses (FGI 02, a Nilgala villager, 2016.08.18).

This kind of social background is not appropriate to implement CBFM applications. One of the interesting things is bottom up development application such as CBFM are ideologically promoting collectivistic cooperative activities. Yet in practical context, when CBFM is implemented in an isolated collectivistic society, the social structure gradually changes into an individualistic and materialistic society. This kind of social process can be identified a dialectical social process (Fairclough, 2009) because two opposite ideologies activate interrelated within the same context.

Issues of Biopiracy: Loss of Forest Genetic Resources and Wildlife Smuggling

Protecting the right of the local community/country to use their own genetic resources available in a particular area is an important element of environmental and biodiversity conservation (Kamau, 2009; Sampath, 2005). However, one of the main challenges of biodiversity conservation in the southern peripheral countries is biopiracy which simply can be defined as the commercial use of genetic resources or indigenous knowledge without obtaining permission or properly paying the relevant community or country (Mgbeoji, 2005). As Sharma indicates:

Biopiracy refers to the process by which the right of indigenous culture to natural resources and knowledge are erased and replaced by monopoly rights for those who have exploited indigenous knowledge and biodiversity. Biopiracy occurs when multinational companies make billions of dollars by claiming intellectual property rights to traditional knowledge and genetic resources (Sharma, 2012: 142).

Issues of biopiracy have also greatly increased within the last few years in the forest areas of the country. For example, a new trend of Sri Lankan golden gecko (*Hemidactylus leschenaultii*), commonly known as Kimbul Huna in Sinhala, which means ‘crocodile-gecko’, smuggling was observed after 2012. This reptile is an endemic, rare and attractive species that can be seen in the rain forests of Sri Lanka (de Silva, 2006, Kumara, 2015). During the years 2013 and 2014, many local villagers and some overseas tourists have been arrested by the police for Sri Lankan golden gecko smuggling (Kumara, 2015).

Nilgala savanna forest is a biodiversity hotspot and it contains a large number of endemic flora and fauna species, for instance, Sri Lankan Golden Gecko (*Hemidactylus leschenaultii*) can easily be found here.

Researcher: *Are there any biopiracy issues in this site?*

Forest officer: *According to our records, we could not still find evidences about biopiracy issues here, yet that does not mean the site is totally free from these issues. We have clues about the prevalence of them.*

Researcher: *Is there any possibility to occur such as issues in this site?*

Forest officer: *Why not? Especially tourism is gradually developing in this site, and many outside individuals, companies and overseas people are involved in tourism industries here. So there are certain possibilities for biopiracy issues associated with tourism. However we cannot take action against such activities without reliable information.*

Researcher: *Are you politically supported to minimise wildlife and forest crimes in this site?*

Forest officer: *it is too bad. Especially regional politicians do not support forest conservation. They help villagers who illegally utilize forest resources. Politicians want people to be in power, so, it's no wonder that they take villagers' side than helping us to protect the forest.*

Researcher: *Do you have any experience regarding this?*

Forest officer: *Yes. We have recognized certain cases where they have directly supported illegal forest use practices (SSI 33, forest officer, Nilgala divisional forest office, 2016.08.20)*

This situation has become common in many CBFM sites in the southern peripheral context (De Carvalho, 2000; Odek, 1994; Posey & Dutfield, 1996). Activities of regional politicians and influences of superimposed capitalism in southern peripheral contexts have created vulnerable ground for the occurrence of biopiracy issues and loss of forest genetic resources and wildlife smuggling (Kumara, 2015).

At present, we see a similar socio-economic and political context in Nilgala and peripheral areas of the Sinharaja rain forest of Sri Lanka. This changing social structure is seen as the major factor for increasing biopiracy issues and loss of forest genetic resources and wildlife smuggling in this rain forest (Kumara, 2015)

“A growing number of biopirates venture into Sinharaja for its genetic resources and they have understood that smuggling of biological material is easier and more successful if they cooperate with local indigenous people living at the forest peripheries. Thus, biopirates enter the targeted country posing as innocent tourists and they do not hesitate to pay large sums of money to villagers who deal with them for genetic resources or wildlife smuggling. Regardless of all prevalent laws and regulations against bioprospecting, biopiracy, biological resource and wildlife smuggling, authorities have still failed to control these activities in the Kudawa-Sinharaja site because of the support given to bio-pirates by the local community. Local villagers possess an excellent knowledge about local genetic resources and are well aware of forest geography. Hence, they can quickly access the forest resources and collect them incognito” (Kumara, 2015:170).

According to the field observation, eco-tourism is developing here against the ‘eco-tourism’ principles and this can be seen a common trend in many southern peripheral contexts (Kumara, 2015). Unfortunately, tourist behaviour has directly influenced to increase forest degradation.

Increasing number of overseas tourists visiting the site has caused foreign genetic resource smugglers to make links with the villagers here and to use them to extract forest resource illegally. Similar situations are observed even in the ecotourism sites of the Sinharaja rain forest.

“Development of ecotourism in Kudawa-Sinharaja has opened the biodiversity rich Sinharaja rain forest to gene pirates and thus the virgin forest is prone to bioprospecting, biopiracy and wildlife smuggling” (Kumara, 2015:175).

This situation does not support achieving CBET goals. Even if some scholars have theoretically identified ‘ecotourism’ as a biosecurity management strategy (Fennell, 2007; Hall, 2007; Hill & Gale, 2009), in practice the opposite has occurred in many southern peripheral countries of Africa, Latin America and Asia (Cater, 2004).

According to a Nilgala senior villagers;

These days village young generation think of achieving material possession and riches. So, they do not hesitate to involve in any business which brings them money. Some of our young villagers are gathering Kibul Huno (golden geckos- Calodactylodes illingworthorum), Walkarapincha (Micromelum minutum), Rathu Komarika (Red Aloe Vera Aloe), and Gadiba roots for market. But no one knows how they collect these, what quantities they gather or who is buying these flora and fauna species. Well, many overseas tourists arrive at villages and visit the forest accompanying local young site guides. We do not know what exactly they are doing here (SSI 29, 18.08.2016).

Lack of sincere information regarding issues of biopiracy, loss of forest genetic resources and wildlife smuggling in this site are the main forest management issues. Since there are ground realities which support the upsurge of these issues, relevant sectors responsible for forest management and conservation must focus their attention more on this matter. This research reveals that issues of biopiracy- loss of forest genetic resources and wildlife smuggling in this site progresses hidden and are associated with myths and realities.

4. Conclusion

Data analysis of this report discloses several theoretical and practical socio-economic challenges of CBFM as a sustainable bottom up development approach. Implementation of sustainable and bottom up development ideologies based on western alternative development approaches, can bring western capitalism into the particular context along with project activities. Most importantly, capitalist values are ideologically against bottom up development values (Pawłowski, 2012). Based on the research findings, our first argument is that sustainable development discourse suffers from its own ideological and theoretical weaknesses as it lacks a mechanism to face western capitalism values merging into sustainable and bottom up development measures.

Even if sustainable and bottom up development approaches have been introduced to limit the unhealthy development of capitalism, application of sustainable and bottom up development can bring capitalism fundamentals into the particular context which can create problems within the sustainable development process. Illegal forest utilization

practices and issues of biopiracy: loss of forest genetic resources and wildlife smuggling can be increased as main issues of the site as a result of socio- economic and socio-political changes from the traditional collectivist- feudal system to superimposed capitalist-individualistic system. This situation is common to the many other areas that have similar condition to the Nilgala (Kumara, 2015) Thus, until western capitalism is triggered, sustainable development is a fantasy which cannot become a reality and failure of most of the sustainable development projects launched during the last three decades provides evidence for this (Gunawardene et al., 2007; Hall & Vredenburg, 2012). Therefore, sustainable and bottom up development discourses must theoretically and practically take the function of capitalism within these discourses into consideration as a key challenging area in order to recover theoretical weaknesses of these alternative development approaches.

Development of ecotourism practices have created a new socio-economic structure in the Nilgala site with superimposed capitalist values and this structure is different from western capitalism or the traditional Sri Lankan socio-economic system. As revealed in the research, superimposed capitalism has contributed to create an individualistic culture and society in the Nilgala where traditional cultural and social values based on collectivism eroded rapidly. This sort of individualistic culture which is characterised by great competition among its members for economic status out of social envy can be identified as a major challenge in effective implementation of CBFM (Foucat, 2002; Higham, 2007; Jamal et al., 2006; Nick, 2005; Ross & Wall, 1999).

Second argument is that most of the socio- economic challenges here are based on lack of attention on altering the western development modules when used in local contexts.

Plant species with economic value in this site can be planted in home gardens of local villagers through a community based plantation project under the supervision of the Forest Department or any other relevant government institute. Involvement of villagers and outsiders in illegal genetic resource and wildlife smuggling could be controlled. Villagers would stop supporting outside gene pirates as such collaboration would decrease the market demand for their own production.

Finally, as far as we have understood, the socio-economic challenges discussed above and the suggestions proposed are related to the regional geopolitical power relationships of CBFM in this site. Thus, the influence of regional politics can be identified as one of the most important aspects of the research that has associated with issues of biopiracy: loss of forest genetic resources and wildlife smuggling.

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Holiday Behaviors of International Students in New Zealand

D.M.C. Dassanayake¹

Department of Tourism & Hospitality Management
Rajarata University of Sri Lanka
cd66@students.waikato.ac.nz

T.M.P.A.B. Tennakoon²

Department of Tourism & Hospitality Management
Rajarata University of Sri Lanka

Abstract

This research investigated the holidaying behaviours of International Students in New Zealand. A total of 132 international students was contacted to collect data on structured questionnaire consisting 27 questions including 2 open ended questions. Descriptive statistics and factor analysis were used to analyse quantitative data and textual data was analysed manually with the help of Microsoft Excel worksheet. Results outlined the students' travel characteristics in terms of travel frequency, length of trip, and per day expenditure indicating that; an average of 2.49 times travel frequency per year, an average of 134.88 NZ\$ per trip expenditure, and an average length of 4.33 days per trip. In terms of transportation and accommodation preferences, car transportation and youth hostel accommodation were the most popular among students. Safety and mental refreshment were the main expectations from a trip. The factor analysis yield two factors with regard to motives and expectations of a travel; 'fundamental preferences' and 'associated preferences'.

Keywords: *Travel motivation, Travel characteristics, students travel behaviors*

1. Introduction

New Zealand has become one of the popular destination countries for education in the global education context. Most of the international students take part certain travel activities during their period of study. According to Ian, Anona, and Brian (2003), international students not only travel while they are studying in the destination country but also, they tend to come back again for a visit after they return to their homeland. Therefore, this particular segment of travelers plays a considerable role in country's tourism industry. As Reisinger and Mavondo (2004), the student travel market is a very important segment in the travel industry and its economic importance is significant. According to Heung and Leong (2006), the purchasing power of university students on tourism services is becoming bigger. Further the research conducted by Min-En (2006) on international students' travel behavior in Australia found that the international students

are significant contributors to tourism by visiting places of interest, purchasing souvenirs, casual work in hospitality and visits by friends and relatives etc. According to Richards and Wilson (2004) the student travel industry is well established and has a growing global network of suppliers.

However, there are signs that many students are bypassing “traditional” distribution channels in their selection of tourism products; e.g. students find the local tourist destinations through their friends than traditional sources of travel information (Ian et al., 2003). Therefore, to understand and meet the travel expectations of international students, it is important to study the travel behavior of this specific travel segment in the country. This study expects to recognize the main tourist characteristics and considerations of international students.

Young people travelling for educational reasons, commonly known as ‘international students travelling’, is a multibillion dollar industry (Payne, 2010). In New Zealand, foreign students contribute NZ\$2.1 billion to the country’s economy (Payne, 2010). According to a report from the international division of the Ministry of Education of New Zealand (2011), the revenue from the tuition fees was over \$708 million in 2010. A study by Xiaoying and Abbott (2009), showed that there are different reasons why international students are attracted to New Zealand. First, compared to other Western countries such as Canada, the United States, and the United Kingdom, New Zealand has a lower cost of living. Second, some international students are attracted to New Zealand because of the permanent residential potentials. However, some argue that there are some risks associated with relying on the international student market. Xiaoying and Abbott (2009) argue that this market, on one hand, can be a potentially profitable and, on the other hand, it can also be more unstable than that of most domestic markets.

China is the main market for New Zealand universities and schools. However, Chinese students’ interest in New Zealand has declined for many factors (Payne, 2010). One factor is an increased competition forced by other countries such as Australia, England, Canada, Singapore, and Malaysia. These countries attract international students by offering scholarships that New Zealand cannot compete with. A further fact is that in recent years there has been a notable change in the New Zealand dollar’s value and this has had an impact on the number of international students (Ministry of Education, 2011).

Given the brief discussion, the international students have become one of the main foreign exchange earning sources for many well-developed economies including New Zealand. More importantly, students engage in different travel activities in their destination country while studying. The next section evaluates the literature of students travel behavior to outline the conceptual framework of the study. Therefore, the aims and objectives of this study are summarized as follows.

The broader aim of this study is to discover the holidaying behavior of international students of New Zealand. To accomplish this, five research objectives were set.

1. Identify the travel expectations of students holidaying
2. Identify the motives for students’ holiday travels
3. Classify the students’ travel motives and expectations onto factors

4. Identify the preferences on transport, accommodation, destinations in students travelling
5. Identification of popular New Zealand destinations for international students

2. Literature Review

Travel motivations, transportation, accommodation are main forces and components of a travelling activity. Reisinger and Mavondo (2004) described psychographic make-up of student travel market under five factors such as cultural values, personality, travel motivation, preferences for activities, and lifestyle. According to Xu, Morgan, and Song (2009), a tourist product may include attractions and activities, accommodation and transport. These elements may be available either as a package or as separate products for travelers. Therefore, the literature review of this research study includes the areas of tourist behavior, travel motivations, accommodation, and transportation to understand the theoretical background of the study.

Understanding tourism behavior is crucial for formulating any tourism strategy. There are various tourist market segments such as business tourism, hedonistic tourism, educational tourism and religious tourism (Phau, Shanka, & Dhayan, 2010). The understanding of tourism behavior facilitates organizations with a guideline of uncovering the factors of buying a particular tourism product and interlinked influential factors.

The factors of understanding the students' tourist behavior help to create a differentiated product (Moreno, Padilla, ourismIs pas, & Seitan, 2008) which, in turn, can increase the competitiveness in the market (Huang & Xiao, 2000). Destination managers should take the advantage of producing a differentiated product while utilizing the base destination sustainably. However, some characteristics are indeed uncontrollable and beyond predictions (Moreno et al., 2008). The predictable and controllable factors must be evaluated timely and efficiently by making comparison of one tourism product with other in the same competitive market (Ray & McCain, 2009).

Researchers attempting to define tourist motivation typically develop a list of the reasons for travel (Fodness, 1994). Kozak (2002) produced four motivational (travel) categories: culture, pleasure-seeking/fantasy, relaxation, and physical. Further his study explored that different nationalities have different motivations for travelling i.e., German tourists were more likely to have culture and nature-oriented motivations, and British tourists liked to have fun and mix with other fellow tourists. Further it was noted that the motivations differ with the travel destination.

Literature provides some evidences about travel motivators of students as specific travel segment. Kim (2007) found eight 'push' factors (escape, education, connection and thrill, friends, family togetherness, scenery, fun, and relax) and six 'pull' factors (accessibility, beach and sun, sports, attractions, natural environment, and family oriented) as significant in students' travel behavior. Mohsin and Alsawafi (2011) investigated Omani students' holidaying attributes under pull and push theory of travel motivations. The study found three push factors to travel abroad by Omani students; to be mentally refreshed, to learn something new or increase knowledge, and to spend the time without worrying about study. Further it found that safety and security, natural attractions, and availability of mosque as pull factors for students travelling. As per the study done by Mohsin and Ryan (2007), the motivations for travel for Indian university students are to increase knowledge, general relaxation needs and to see new cultures. According to Richards and Wilson

(2004), visiting historical sites, walking, sitting in cafés and restaurants, and shopping were found to be as the frequently mentioned motivations. Moreover, as per the study done by Ian et al. (2003), activities like dining, festivals and going to national parks are more popular among international students in Australia. Heung and Leong (2006) did a study on student's travel decision making and it was identified that experience new and different styles, take it easy and relax, go to places 'I haven't been before' and outstanding scenery were important motives for travelling.

Accommodation is one of the main considerations of a traveler and there are ranges of accommodation services available. Kim and Jogaratnam (2003) categorized the accommodation options into four categories (hotel/motel, home of friends/relatives, hostel, and campground/trailer park) in a study which investigated students' travel behaviors in the USA. A study conducted by Xu et al. (2009) on travel behaviors of UK and Chinese students categorized the accommodation options into five categories; hotel/B&B, youth hostel, camp site, with friends, and self-catering. Further this study found that both Chinese and UK students mostly prefer the serviced accommodation followed by the staying with friends.

Cleanliness is considered as one of the main considerations in accommodation selection (Lockyer, 2002). Lockyer (2003) further analyzed this factor and found that the cleanliness in the bathroom and toilet and kitchen is most important for guests where the females demonstrated more importance of these features than males. According to Moreno et al. (2008), staff and cleanliness, kitchen, outside areas and primary services determine the overall image of a particular accommodation facility. Further a study conducted on travel behaviors of international students in Malaysia found that the type of accommodation is associated with the satisfaction of the visits of international students in Malaysia (Jason, Bik, Crystal, Ooi, and Goh, 2011). As far as the visitor type is considered, most of the backpackers like low cost accommodation (Ryan & Mohsin, 2001).

Choice of the mode of transportation is another factor which describes the travel behavior. According to Lam, Ariffin, and Ahmad (2011), air transportation, motor vehicles, railroad transportation and water transportation are the main modes of a transport system. Out of these various types of transportation means, surface transport is considered crucial for New Zealand tourism industry (Pearce, Reid, and Schott, 2009). Because, the travellers travelling in New Zealand tend to cover large number of sites as well as to travel longer distance trips (Holt, Higham, & Kearsley, 1998). When the students travelling is concerned, the use of private cars is popular than other transportation modes (Shanka, Ali-Knight, and Pope, 2002).

3. Methodology

This study was mainly based on a quantitative deductive approach. A structured questionnaire was used for the data collection with two open-ended questions. Questionnaire consisted with four main parts; students' demographics, holidaying motives and requirements, and preferred destinations. A five-point Likert scale was adopted for 16 questions, developed based on the relevant literature, which covered travel motives and requirements, mode of transport and accommodation preferences. Construct validity of the instruments was established taking views of the expert in this field and using literature related to this particular area.

The population of this study includes international students traveling in New Zealand during their study period. The respondents were approached conveniently at one of the New Zealand prominent Universities and the individual who has had travelling experiences in New Zealand were identified as respondents. The convenient sampling techniques is suitable as the respondents are to be filtered before identifying them as the correct respondent for the study as mentioned. Moreover, at the university, students are engaging in various tasks and, therefore, it is good to approach students those who demonstrate a certain freedom to talk with to share their travel experiences.

A total of 132 completed questionnaires were collected. Descriptive analysis and factor analysis were used to analyze quantitative data. Textual data collected on two open ended questions were analyzed manually with the help of MS Excel worksheet.

4. Results and Discussions

Demographics distribution of the sample

Table 1 depicts the demographics distribution of the sample.

Table 1
Demographics distribution of the sample

Category	Frequency (%)	Category	Frequency (%)
Gender (N = 132)		Marital Status (N = 132)	
Male	73 (55%)	Unmarried	84 (64%)
Female	59 (45%)	Married	48 (36%)
Main source of income while studying (N=132)		Country of Residence	
Scholarship	53 (40%)	China	38 (29%)
Student loan	12 (9%)	Saudi Arabia	19 (14%)
From parents/family	49 (37%)	India	12 (9%)
Own savings	14 (11%)	Papua New Guinea	6 (5%)
Bank loan	4 (3%)	Tongo	5 (4%)
		Malaysia	4 (3%)
Age group (N = 132)		Samoa	
18-19	8 (6%)	Solomon Islands	4 (3%)
20-21	29 (22%)	Sri Lanka	4 (3%)
22-24	26 (20%)	Germany	3 (2%)
25-29	36 (27%)	Other countries	13 (10%)
30-34	23 (17%)	Not mentioned	20 (15%)
35 and above	10 (8%)		

According to Table 1, total number of respondents was 132 and out of that 73 were male and 59 were female representing 55percent and 45percent respectively. Age group 25-29 shows the highest number representation of 36 respondents followed by groups 20-21 and 22-24 which represented 29 and 26 respondents respectively. Furthermore, 48

respondents were married and the total numbers of unmarried respondents were 84 representing 36percent and 64percent respectively in the sample. As Table 1 shows, scholarships finance 53 respondents to study as the main financing source and it represents 53percent of total respondents. Further bank loan represents the lowest contribution in financing education (only 3%). Moreover, most of the students in the sample were from China followed by Saudi Arabia and India respectively. Number of respondents who had not mentioned the country was 20.

Students travel characteristics

Table 2
Students' travel characteristics

Category	Frequency (%)	Category	Frequency (%)
Travel frequency Per Year (N = 132)		Per day Expenditure (N = 132)	
1-2 times	73 (55%)	50\$ and less	24 (18%)
3-4 times	40 (30%)	50\$-100\$	47 (36%)
More than 4 times	19 (15%)	100\$-150\$	25 (19%)
		150\$-250\$	19 (14%)
Length of trip (N = 132)		250\$-400\$	11 (8%)
1-2 days	46 (35%)	More than 400\$	6 (5%)
3-4 days	33 (25%)		
5-6 days	19 (14%)		
7-8 days	23 (17%)		
More than 8 days	11 (8%)		

According to Table 2, 73 students have travelled 1-2 days per year and it represents 55percent of total number of respondents. Further, 40 and 19 students have travelled 2-4 times and more than 4 times representing 30percent and 15percent respectively. Moreover, 47 of the students have spent 50\$-100\$ per day in their holiday trips and it represents 36percent of the total respondents. Only 6 students have spent more than 400\$ per day in holidaying and it represents 5percent in the sample. When the length of the trip is considered, 46 students have participated 1-2 days holidaying trips and 33 students have travelled for 3-4 days. Further only 11 students have travelled for more than 8 days for a holiday.

Student Travel Behavior

Descriptive statistics for three variables were calculated and Table 3 shows the respective values.

Table 3
Summary Statistics of Student Travel Behaviour

Variable	Minimum	Maximum	Mean	Std. Deviation
Travel Frequency	1.50	4.50	2.49	1.18
Per-day Expenditure per-person (NZ\$)	25.00	500.00	134.88	116.19

Length of Trip (Days)	1.50	9.50	4.33	2.69
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According to Table 3, average student travel frequency is 2.49 times a year and the average length of the journey is 4.33 days. Further Average expenditure per person per day is 134.88\$ in the whole sample.

Student Travel Preferences

Table 4 shows the Mean and Std. Deviation of 8 factors of students travel preferences on a scale of 1 to 5. According to the table, students care mostly about the safety and security. Next, they travel because of mental refreshment and to have a time without worrying about their studies. Experiencing new food and drink and festivals have been identified as less important in travelling.

Table 4
Student Travel Preferences

Indicator	Mean	Std. Deviation
Holiday travel should be mentally refreshed	4.08	1.009
Holiday travel should increase knowledge and help you to learn something new	3.94	0.979
Holiday travel should be a time without worrying about study	3.99	1.129
Holiday travel should be an opportunity to visit outstanding scenery	3.97	0.916
Holiday travel should be to experience new food & drink	3.67	1.039
Holiday travel should be to experience festivals	3.54	0.894
Holiday travel should be safety and security	4.14	1.117
Holiday travel should be to visit natural attractions	3.93	0.951

Factor analysis was conducted to identify the number of factors yielding from 8 indicators.

Table 5
Factor loadings

Indicator	Component	
	1	2
Holiday travel should be mentally refreshed	.764	.093
Holiday travel should increase knowledge and help you to learn something new	.572	.300
Holiday travel should be a time without worrying about study	.703	.042
Holiday travel should be an opportunity to visit outstanding scenery	.639	.373
Holiday travel should be to experience new food & drink	.245	.795
Holiday travel should be to experience festivals	.065	.887
Holiday travel should be safety and security	.757	.097
Holiday travel should be to visit natural attractions	.609	.185

Principle component and Varimax rotation procedures were applied in producing outputs. The KMO (Kaiser-Meyer-Olkin) figure was 0.767 with 0.000 of p value. Therefore, the appropriateness of data and the size of the sample for factor analysis is confirmed.

Table 5 depicts the factor loadings for each indicator under two components. Based on that, two dimensions can be derived. ‘Holiday travel should be to experience new food and drink’ and ‘holiday travel should be to experience festivals’ make one factor which can be named as *associated features* and rest of 6 items make the next factor which can be named as *fundamental features*.

Student Transportation Preference

Table 6 shows the transportation preference of student holiday trips.

Table 6
Students' transportation preference

Mode of Transport	Mean	Standard Deviation
I prefer bus transportation when going on holiday	2.73	1.192
I prefer car transportation when going on holiday	3.72	1.014
I prefer some other transportation when going on holiday	3.23	.956

According to Mean values, most of the students prefer car transportation. Bus transportation was found as the least popular mode.

Student Accommodation Preference

According to Table 7, most of the students prefer to stay in a youth hostel followed by the friends’ and relative place. Staying in some other places was ranked as the least popular accommodation option.

Table 7
Student Accommodation Preference

Type of accommodation	Mean	Standard Deviation
I prefer to stay in a hotel	2.73	1.192
I prefer stay in a youth hostel	3.72	1.014
I prefer to stay in a friends’/relatives’ place	3.23	.956
I prefer to stay in another place (other than the above mentioned three options)	2.97	1.223

Popular Destinations

Two open ended questions were used to identify places visited by students and find the future travel destinations. Based on the answers provided, two groups of destinations identified i.e., regions and specific destinations (least mentioned destinations were excluded from the analysis).

Table 8
Travel destinations by region

Destination	Visited	Expected	Total
Auckland	89	11	100
Wellington	32	44	76
Christchurch	17	31	48
Tauranga	35	7	42
Dunedin	8	17	25

According to Table 8, most popular regions are Auckland and Wellington whereas the least popular region is Dunedin.

Table 9
Travel destinations by attractions

Destination	Visited	Expected	Total
Queens town	30	44	74
Rotorua	46	9	55
Taupo Lake	25	13	38
Ragland	18	4	22
Waitomo Caves	7	5	12
Nelson	2	9	11
Waihi Beach	3	8	11
Coromandel Beach	8	3	11
Bay of Plenty	5	5	10
Whakatane	3	7	10

Furthermore, according to Table 9, when specific destinations are considered, the most popular destination is Queens Town followed by Rotorua.

5. Conclusions and Implications

Students travel behavior generally includes their holidaying preferences, travel motivations, transport modes and accommodation choices. Average student travel frequency is 2.49 times a year and the average length of the journey is 4.33 days. Further Average expenditure per person per day is 134.88\$ in the whole sample. Students consider the safety and security is the most important factor in travelling. Further they tend to travel because of their mental refreshment and spending time without worrying about studies. More importantly, the exploratory factor analysis revealed two factors which can be named as fundamental travel features and associated travel features whereas fundamental features were a product of six indicators and associated features was actually contained only two factors. This finding provides insights that the students might think most of the holidaying requirements and features are essential features to them.

Moreover, most students like to travel by a car and stay in youth hostels. Furthermore, Auckland and Wellington were identified as most popular cities and Queens town and Rotorua were identified as most popular destinations for international students in New Zealand.

Finally, this study gives some insights about holiday behaviors of international students in New Zealand. Thus, these findings would direct the suppliers of respective segments to make their decision better and make arrangements to satisfy the requirements of their target market.

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Do Emotional States of the Consumers play a mediating role amongst Visual Merchandising Strategies and Purchase Intention?

R.M.S.L.Rathnayake¹

Faculty of Management, Uva Wellassa University

P.I.N.Fernando²

Faculty of Management, Uva Wellassa University

imalif@uwu.ac.lk

Abstract

Within immense competitive business market, Apparel Industry is one of the giants that apply various strategies to marketing. Among them, visual merchandising refers as a main concept that attempts to influence impulse purchasing behavior of consumers through creative and aesthetic aspects for the store environment. Literature suggests the emotional state of the consumers is stimulating the purchase intention. Hence the objective of the paper is to identify the impact of Visual Merchandising Strategies (VMS) on Consumer Purchase Intention (CPI) and mediating impact of Consumer Emotional State (CES) between VMS and CPI. Both primary and secondary data were collected and survey method was adopted to collect primary data from a sample of 200 respondents which was drawn from Colombo and Kandy Districts. VMS was evaluated by store exterior and interior factors while CES was measured using Pleasure-Arousal-Dominance (PAD) scale and CPI was assessed by dimensions in literature. According to findings, Pearson correlation and the simple linear analysis have proved that there is a significant weak positive relationship between VMS and CPI while the relationships between VMS and CES as well as CES and CPI have been recorded to be strong positive. Baron and Kenny approach has observed that there is a partial mediation of CES on the relationship between VMS and CPI while Sobel test confirmed the significant mediation. Descriptive statistics justified that consumers consider various factors other than VMS when make purchase decision in Fast Fashion Apparel Industry. Improve noticeable VMS which stimulate the pleasure and arousal of consumers can be recommended as Managerial Implications to the retailers in the industry

Keywords: *Consumer Emotional states, Fast Fashion Apparel, Purchase Intention, Visual Merchandising*

1. Introduction

Marketing and promotion is one of the key drivers of current business world which influence the consumers by exposing them to a wide range of advertisements, commercials, public relationship strategies and other methods in every day, everywhere at every time. Due to the rapid growth of the industry and technology, retailing has achieved a wide spread around the world from small retailing shops, retail chains to virtual retailing and due to globalization, the competition has become fierce and created an undeniable need to differentiate the businesses to gain the competitive advantage. Due to that, many apply various retailing strategies to address the challenges. Among number of marketing tactics, retail store design strategy is critical in creating the first impression by appealing to the intended customers. Physical features of the store can influence the moods, feelings and experience of the consumer which prove the importance of the visual stimulation and communication in retailing (McGoldrick & Peter, 1990). Hence, visual merchandising has become a widely used strategy by many retailers to address the challenges in the market. Visual Merchandising Strategies (VMS) refer as the artistic presentation of merchandise such as store front, store layout, store interior and the interior design. Various types of VMS are used by different retailers to appeal the intended consumer in accordance with their type of product/ service due to its ability to create instant effect on the consumer buying decision making process. The readiness and willingness to purchase a product or service is referring as the Consumer Purchase Intention (CPI) where the visual characteristics could have impact on purchase intention. CPI further influenced by the environment stimuli in many situations yet difficult to predict as they attached with Consumer Emotional States (CES). Effective arrangement of the store features can increase the consumer intention to purchase through the visual presentation and communication. Thus, the significance of visual merchandising is emphasized by scholars as the strategy of product's visual communication to the customer and message is decoded appropriately to create a desire to purchase within the consumer (Kerfoot, Davis & Ward, 2003). But yet, the impact of visual merchandising towards the consumer intention to purchase cannot be elaborated directly since purchase intention is highly involved with internal psychological aspects of the people which is hard to be predicted. Prior to 80's, the buyers of a product are considered as rationale beings whose purchasing decisions were based on logical details of available information into a stream that came from the recognition of an issue to their satisfaction with the buying decision (Solomon, 2008). But with the introduction of the hedonic perspective of the consumer behavior, a number of non-rationale factors which has a strong influence on the consumer behavior have been recognized such as hedonism, fantasies, feelings, fun, the moods of the consumer and the consumption rituals. The research identifies the relationship between VMS and CPI through the mediation of CES for instance, pleasure, arousal and dominance by bridging the available knowledge and empirical gap by focusing the fast fashion apparel retail industry due to the comprehensive usage of visual merchandising and display strategies in such stores where consumers make their purchase decision by impulse.

Problem statement

Literature identified the main components of VMS impulse buying behavior (Bhatti & Latif, 2013; Neha & Chugan, 2015; Pereira, et al., 2010; Madhavi & Leelavati, 2013), store choice behavior (Wanninayake & Randiwela, 2007), and patronage intention

(Gajanayake, et al., 2011). The initial model to explain the mediating effect of consumer emotions on the connection between environmental stimuli and behavioral intention was introduced by Mehrabian and Russell (1974). Yet there is an absence of literature to describe the direct relationship of VMS and CPI with the mediation of CES such as pleasure, arousal and dominance. To fill the research gap, the research identifies the relationship between VMS and CPI through the mediation of CES; Instance, Pleasure, Arousal and Dominance. Study focused on the fast fashion apparel retail industry due to the comprehensive usage of visual merchandising and display strategies in retail stores where consumers make their purchase decision by impulse.

Research questions and Objectives

- What is the impact of VMS on CPI in fast fashion apparel retail stores?
- What is the relationship between VMS and CES towards fast fashion apparel?
- What is the relationship between CES and CPI towards fast fashion apparel?
- Do CES mediate the relationship between VMS and CPI?

Research objectives of the current study are developed based on above research questions.

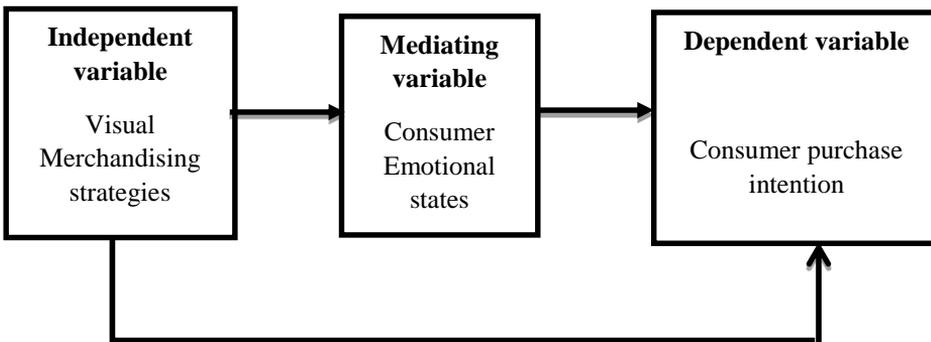
- To identify the impact of VMS on the CPI towards fast fashion apparel
- To identify the relationship between VMS and CES towards fast fashion apparel
- To identify the relationship between CES and CPI towards fast fashion apparel
- To explore the mediating impact of CES on the relationship between VMS and CPI

2. Literature review

Visual merchandising referred as the strategic presentation of a company and its products to attract consumers and facilitate purchasing by creating a positive impression (Diamond & Diamond, 2007) with creative practices in order to save both the sales person's and the shopper's time by making shopping effortless (Hefer & Cant, 2013). This acts as a "silent sales person" by providing the consumers with information through visual mediums. Further the suggestions are made to add items to a consumer's original purchase while act as a sales person. This referred as the visual merchandising communication process that starts from front of the store to its lay-out, interior designing, interior displays and other cosmetic additions (Jain, et al., 2012). Immense competitive market focused the need of retailers for an effective strategy to attract more customers and resulted to use VMS to differentiate their offerings from rivals (Madhavi & Leelavati, 2013). Retailers provide assistance to customers to select right products through focused merchandising, intelligent store design and layout, and other visual merchandising practices. Literatures suggests four main elements of visual merchandising; store front, store lay-out, store interior and interior design as VMS. *Store front* is the most prominent element responsible for attracting consumers passing by in to the store and convert in to potential buyers (Jain, et al., 2012) and as an average consumers give 3-5 seconds attention to window display while shopping which creates the need for convey visual message effectively (Madhavi & Leelavati, 2013, Taskiran, 2012). *Store layout* includes the selling, merchandising, personnel and consumer spaces where the selling space: Interior displays, sales demonstration areas and sales transaction areas. Store layout will keep the consumer for a long period of time which ultimately increases the probability of an unplanned purchase since they expose more to the store environmental stimuli (Madhavi & Leelavati, 2013). *Store interior* refers as the colours, ambience cues, lighting and

illumination, store’s signage and mannequins used to excite the senses of the shoppers (Wanninayake & Randiwela, 2007) as well colour builds feelings and affects consumer behavior and attitude by stimulating memories, thoughts, and experiences (Banat & Wandebori, 2012). Scholars (Crowley, 1993, Baker ,1992) mentioned *ambience cues* to in-store music, lighting, scent, noise, and temperature that act as a major determinants of effective store interior touch the human senses. *Interior design* is the arrangement of the products in an open display, that freedom to consumers to handle and examine merchandise without the help of a sales assistant (Thompson, 2009). Moreover, the theme decorations to display the merchandise with a theme, combine with a story telling and creates emotions within the consumers.

The *importance of emotions* in the shopping environment is being studied under the field of psychology. Researches related to consumer behaviour have heavily revealed the effect of cognitive psychology, concentrating and counting on the traditional information-processing paradigm to forecast consumer decision making processes and the consequences (Bettman, 1979). Oxenfeldt (1974) proposes that customers will have both opinions and feelings toward certain stores that will impact their perceptions which will define their behaviour within retail shops. Mehrabian and Russell (1974) provides a multidimensional perspective in environmental psychology which clarifies the mediating emotional state and a classification of outcomes based on the approach–avoidance notion and Russell (1978) suggested the three-dimensional schema of Pleasure, Arousal, and Dominance while Donovan and Rossiter (1982) arranged these variables onto the “Stimulus-Organism–Response” (S-O-R) model which is known as a classical model of psychology about human behaviour. *Pleasure* is one of the organismic variables and an emotional state distinguished from preference, liking, positive reinforcement or approach-avoidance behaviour since the latter responses is also determined by the arousing quality of a stimulus (Mehrabian & Russell, 1974). Happiness, contentment and satisfaction are the main components of the pleasure. *Arousal* refers to the degree to which an individual senses excited or stimulated (Baker, et al., 1992) and consists of relaxed, stimulated, calm, excited emotional states. *Dominance* is a feeling that is built on the degree to which the individual has control over behaviour. Strength, control, safety and the interest in the store environment indicates the dominating nature that the consumer has (Gilboa & Rafaeli, 2003). The knowledge gap on mediating impact of the CES on VMS and CPI has been addressed and the conceptual framework has been constructed according to the identified relationships. The conceptual framework has been developed by referring to the PAD (pleasure, arousal and dominance) describes the mediating influence.



Source: Stimulus-Response model (Mehrabian & Russell, 1974)

3. Hypotheses development

H₁: There is an impact of VMS on CPI towards fast fashion apparel

H₂: There is a relationship between the VMS and CES towards fast fashion apparel

H₃: There is a relationship between CES and the CPI towards fast fashion apparel

H₄: CES mediates the relationship between VMS and CPI

Operationalization: variables have been measured according to different dimensions and indicators identified in the previous literature and arranged to meet the objectives.

Table 10
Operationalization

Dimensions	Indicators	Measurement
Independent variable – VMS (Madhavi & Leelavati, 2013), (Weerasooriya & Sutha, 2011)		
Store exterior	• Store sign and marquee, Window display	Five point-likert scale
Store interior	Store layout, Colours, Music and odour Lighting and illumination, Stores signage and graphics, Creative product display Theme decors	Five point-likert scale
Mediating variables – CES (Gilboa & Rafaeli, 2003)		
Pleasure	Pleasant, Enjoyable, Convenient Satisfying	Five point-likert scale
Arousal	Interesting, Active, Awake, Alert, Engaging	Five point -likert scale
Dominance	Strong , Controlled, Safe , Important	Five point -likert scale
Dependent variable – CPI , (Muthur,1998)		
Purchase intention	I would buy apparel from a retail which increases my pleasure. I would buy apparel from a retail which makes me excited. I would like to buy clothes from a retail which lets me have more control over my behaviours I would pay more for clothes from a shop which has a visually appealing environment	Five point-likert scale

I will speak positively to others about an apparel shop with visually appealing environment.

I will re-visit the shop which has a visually appealing environment.

4. Research methodology

Study has adopted a multi-stage sampling method in which, in the first stage, Fast fashion apparel retailers were selected and, in the second stage, stratified sampling method has been adopted in which cases are drawn from each of the strata. As the population, two highly populated Districts have been chosen from Western and Central provinces, Colombo with 2,310,000 population and Kandy with 1,370,200 population from both selected provinces, where both have 77.5 % and 12.1 % urbanization respectively (CBSL, 2014). The selected provinces based on researcher's convenience. For the Sample, four fast fashion apparel retailers have been selected as Nolimit, Odel, Fashion Bug and CIB Shopping Centre, categorized as the high-end fashion retailers according to the Sri Lanka Standard Industrial Classification 5 (SLSIC) (Perera, 2016). Among both Districts, 200 consumers were selected proportionately as number of consumers from each retail chain, according to the number of outlets of each fashion apparel retail chain in each district and applied convenient sampling to select respondents and at different times, different days of the week. Primary data was collected, through a semi-structured questionnaire. The sources such as Economic and Social Statistics of Sri Lanka-2014, Central Bank Reports, published journal articles, business magazines, business articles and books had been referred to develop the Research gap and literature. Data analyzed through descriptive statistics and linear regression analysis along with the use of Microsoft Excel 2013 and Statistical Packages for Social Science (SPSS) version 23.0 software. The mediating impact of CES has been analyzed using the Baron-Kenny Approach and Sobel Test.

5. Results

Majority of the consumers tends to visit fashion apparel retail stores once per month (38.5%) and 29.5% of the consumers visit the store 2-5 times per month and the consumers who do not visit the stores very often accounts for 26.5% in the sample. Majority consumers spend between Rs. 1001 to Rs. 5000 per visit to purchase apparel which is 70.5% while the next highest percentage is recorded by the consumers who spend between Rs. 5001 to Rs. 10,000. Around 12.5% of consumers spend below Rs. 1000.

According to the results, majority consumers (44%), who enter in to the store have noticed the creative product display used within the store which includes the merchandise arrangement and Mannequin display. Store layout arrangement by 32%, and the theme decors, colours, lighting and illumination used within the store have been noticed in lesser amount. Music and odour have received the lowest interest which is 3.5%.

The correlation has been tested with independent, dependent and mediating variables, as to find out the relationship about each of these variables as a combination. Hence the correlation of VMS and CPI, VMS and CES (mediating variable) and CES and CPI had been calculated and stated in below tables, number 2, 3 and 4.

Table 2
Correlation between VMS and CPI

Dimension	Pearson Correlation	Significance	E N
VMS	0.480	0.000	200

Accordingly there is a weak positive relationship of 0.480 between VMS and CPI. Nevertheless, since the P-value is equal to 0.000 ($P < 0.05$), there is a significant relationship between the independent and dependent variables.

Table 3
Correlation between VMS and CES

Dimension	Pearson Correlation	Significance	N
VMS	0.520	0.000	200

There is a strong positive relationship of 0.520 between VMS and CES relationship is highly significant. Therefore, the null hypothesis (H_0) can be rejected and the alternative hypothesis is accepted at the 95% confidence level.

Table 4
Correlation between CES and CPI

Dimension	Pearson Correlation	Significance	N
CES	0.684	0.000	200

The relationship between the CES and CPI is a strong positive relationship which is 0.684 and relationship is statistically significant where P-value is equal to 0.000 ($P < 0.05$). Hence, the null hypothesis (H_0) can be rejected and the alternate hypothesis (H_3) can be accepted which states that there is a relationship between CES and the CPI at 95% confidence level. As a summary, there is a weak positive relationship between the VMS and CPI while there are strong positive relationships between VMS and CES as well as CES and CPI. Three of the null hypotheses developed have been rejected and the alternate hypotheses have been accepted by referring to the statistical outcome.

Table 5
Model Summary of Linear Regression Analysis between VMS and CPI

Figure	Value
R	0.480
R ²	0.230

Adjusted R²	0.226
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The adjusted R square is equal to 23% which concludes that 77% of unexplained variations are involved in the model. The adjusted R squared value of the model is equal to 0.226 which verifies that the 22.6% of the dependent variable, CPI can be explained from the independent variable, VMS.

Table 6
Analysis of Variance for Simple Linear Regression

Model	Sum of Square	Degree of freedom	F	Significance
Regression	28.842	1	59.254	0.000
Residual	96.377	198		
Total	125.219	199		

F-value of the model is equal to 59.254 which is more than the table F-value (3.89) which confirms that the model can be applied to statistically predict the dependent variable. The P-value is equal to 0.000 ($P < 0.05$). Hence, the null hypothesis (H_0) can be rejected and the alternate hypothesis (H_1) is accepted which states that there is an impact of VMS on CPI.

Table 7
Coefficients

Predictor	β_0 Coefficients	Standard error	Significance
Constant	1.461	0.254	0.000
Average VMS	0.579	0.075	0.000

All the values of the beta coefficients are positive and it confirms that there is a positive relationship between VMS and CPI, constant (β_0) is 1.461 which implies that while VMS remain zero or constant, the CPI varies by 1.461 and statistically significant. Moreover, the beta coefficient of the VMS is 0.579 which indicates that if VMS increases by one unit while other factors are constant, the CPI may increase by 0.579 significant.

$$\text{CPI} = 1.416 + 0.579 \text{ VMS} + \varepsilon$$

CPI – Consumer Purchase Intention

VMS – Visual Merchandising Strategies

ε – Standard Error

Table 8
Model Summary for the Regression Analysis between VMS and CES

Figure	Value
R	0.520

R ²	0.270
Adjusted R ²	0.267

The adjusted R squared value of the model is equal to 0.267 which verifies that the 26.7% of the dependent variable, CES can be explained by the independent variable, assumed that there are factors other than the considered factors which determine the variance of the CES.

Table 9
Analysis of Variance for Simple Linear Regression

Model	Sum of Square	Degree of freedom	F	Significance
Regression	23.814	1	73.374	0.000
Residual	64.334	198		
Total	88.175	199		

The residual value of the model is higher compared to the regression value of the sum of squares which concludes the model is not the best fit to assess the variation of the dependent variable, CES and is determined by the factors other than the considered factors, F-value is equal to 73.374 which is more than the table F-value (3.89) which confirms that the model can be applied to statistically predict the dependent variable. Null hypothesis (H₀) is rejected and alternate hypothesis (H₂) is accepted, states there are a relationship between VMS and CES.

6. Regression Analysis between CES and CPI

Table 10
Model Summary for the Regression Analysis between CES and CPI

Figure	Value
R	0.684
R ²	0.468
Adjusted R ²	0.466

The R square of the model is 46.8% which concludes that 53.2% of unexplained variations are involved in the model. The adjusted R squared value of the model is equal to 0.466 which proves that the 46.6% of the dependent variable, CPI can be explained by independent variable, CES and assumed CES explains approximately half of the variation in CPI.

Table 11
Analysis of Variance for Simple Linear Regression

Model	Sum of Square	Degree of freedom	F	Significance
Regression	58.641	1	174.395	0.000

Residual	66.578	198
Total	125.219	199

The residual value of the model is nearly closer to the regression value of the sum of squares concludes model is approximate fit to assess the impact and the variation of the dependent variable, CPI. The F-value of the model is equal to 174.395, significantly higher than the table F-value (3.89) which confirms that the model can be applied to predict the dependent variable statistically. Null hypothesis (H_0) can be rejected and the alternate hypothesis (H_3) can be accepted which states that there is a relationship between CES and CPI.

7. Mediator Analysis

The mediation analysis can be done by using Baron and Kenny approach with three steps to examine the effect (Baron & Kenny, 1986). The dependent variable, CPI has been regressed on the independent variable, VMS to check whether the independent variable is a significant predictor of the dependent variable.

Table 12
Coefficient Analysis

Predictor	β_0 Coefficients	Standard error	Standardized beta coefficient	Significance
Constant	1.461	0.254		0.000
Average VMS	0.579	0.075	0.480	0.000

Results reveal the independent variable, VMS, is a significant predictor of the dependent variable, CPI in which the beta coefficient equal to 0.579, P-value is equal to 0.000 ($P < 0.05$).

As the second step, the mediator, CES has been regressed on the independent variable, VMS to confirm that the independent variable is a significant predictor of the mediator and if there is no any association between them, the mediation is not possible.

Table 13
Coefficient Analysis

Predictor	β_0 Coefficients	Standard error	Standardized beta coefficient	Significance
Constant	1.760	0.208		0.000
Average VMS	0.527	0.061	0.520	0.000

Results indicate the independent variable is a significant predictor of the mediator where beta coefficient is equal to 0.527. The significance of the relationship is proved by the p-value

Finally, the dependent variable, CPI is regressed on both the mediator, CES and the Independent variable, VMS, confirms that the mediator is a significant predictor of the independent variable.

Table 14
Coefficient Analysis

Predictor	β_0 Coefficients	Standard error	Standardized beta coefficient	Significance
Constant	0.211	0.242		0.384
Average VMS	0.205	0.072	0.170	0.005
Average CES	0.710	0.071	0.596	0.000

The significance of the independent variable has been reduced from 0.579 to 0.205 when compared the direct relationship with independent variable. The beta coefficient of the mediator, CES, is significant compared to the independent variable which is equal to 0.710. Thus, there is a partial mediation of the CES on the relationship between the VMS and CPI. Perfect mediation holds only if the independent variable has no effect when the mediator is controlled.

Table 15
Model Summary for the Multiple Regression between VMS, CES, and CPI

Figure	Value
R	0.700
R ²	0.489
Adjusted R ²	0.484

The model summary highlights an increase of R, R square and adjusted R Square when compared to the same values of simple regression between the independent variable and the dependent. The adjusted R square has been increased from 22.6% to 44.4% which is a 25.8% increase, proves the significance of the mediator, CES.

Following models can be developed by the results of the Baron and Kenny approach.

$$CPI = 1.416 + 0.579 VMS + \varepsilon$$

$$CES = 1.760 + 0.527 VMS + \varepsilon$$

$$CPI = 0.211 + 0.205 VMS + 0.710 CES + \varepsilon$$

CPI = Consumer Purchase Intention

VMS = Visual Merchandising Strategies

CES = Consumer Emotional States

ε = Standard error

Sobel test for Mediation

The existence of the mediation effect has been proved by Baron and Kenny approach and significance assessed by the Sobel test.

- a - unstandardized coefficient for the association between VMS and CES.
- S_a - standard error of a.
- b - Unstandardized coefficient for the association between CES and CPI (when the VMS is also a predictor of the CPI).
- S_b - standard error of b.
- C' - unstandardized coefficient for the association between VMS and CPI
- C - Unstandardized coefficient for the association between VMS and CPI when there is no any mediation

Table 16
The Regression Values for the considered paths

Path	Beta (Unstandardized)	Standard Error	Beta (std.)
C	0.579	0.075	0.480
A	0.527	0.061	0.520
B	0.710	0.071	0.596
c'	0.205	0.072	0.170

Z-value using the Sobel equation which is proposed by MacKinnon, et al.,(1995).

$$Z - \text{value} = a*b/\text{SQRT} (b^2*S_a^2 + a^2*S_b^2)$$

$$= \underline{6.5375}$$

At 0.05 significance level, under two tailed hypotheses, the P-value for Z-value can assumed to be lower than 0.00001. Therefore, the mediation of CES is extremely statistically significant (P <0.05).But if the Z-value falls beyond the detectable range (between -3.9 to +3.9), the pattern demonstrated is probably too unusual in which the p-value will be small to reflect the relationship. Therefore, it is possible to reject the null hypothesis (H₀). Further studies can be conducted to figure out what might be causing the statistically significant spatial pattern. Hence, the alternate hypothesis (H₄) is accepted which states that CES mediate the relationship between VMS and CPI.The portion of independent variable, VMS which determines the dependent variable, CPI due to mediation of CES is equal to 64.59% [(C-C')/C] which is also a considerable value.

8. Conclusion and Recommendation

The research based on assessing the impact of Visual Merchandising Strategies (VMS) on the Consumer Purchase Intention (CPI) through Consumer Emotional State (CES). Accordingly around 44% of the consumers visit the stores due to the ability to purchase the required item easily while 18.5% by noticing the brand image and logo and the

Window Display (15%), despite the retailers improve the visual features. consumers who enter into the fashion apparel store highly notice the creative product display (44%) and the Store layout (32.5%) and few have noticed the in-store signage, theme decors, music, odour, colours and lighting. According to main findings, R^2 and the Adjusted R^2 are recorded low and suggests that majority of the Sri Lankan consumers visit fashion apparel stores not highly encouraged by the aesthetic features available in the store. Factors; ease of access, parking facilities, quality and the price of the goods and the politeness of the staff along with the recommendations of the peer groups than the visual features in the store. The mediation impact of CES on the relationship between VMS and CPI has been identified using the Baron and Kenny approach while the Sobel test has been used to diagnose the significance. The results proved there is a partial mediation with extreme significant.

9. Managerial Implications and Recommendations

Following is recommended to retailers in the fashion apparel retailing;

- Among the customers of fashion apparel, there are some who visit the store for leisure purposes and make the purchase by impulse. Improving the merchandise the demand for impulse purchases could be promoted by retailer.
- promoting more functional aspects of the clothes along with the aesthetic value to improve the amount spent by a customer on apparel per visit
- improve the window display and store front to attract window shoppers that leads to create impulse purchase decisions
- Enhancing the ambiance cues; music, odour, temperature and the illumination which are less noticed but plays a major role in developing favorable [[psychological moods...
- Improve the ease of access, availability of parking, fit-on facilities, waiting areas and the supportive staff other than the VMS used in the store.

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