

# TRANSNATIONAL MARKETING JOURNAL



ISSN: 2041-4684

e-ISSN: 2041-4692

Abbreviated title: Transntl. Market. J.

**Transnational Marketing Journal** (TMJ) seeks to advance knowledge and contribute to the debates in Marketing. *Transnational Marketing Journal* is dedicated to publishing high quality contemporary research into transnational marketing practices and scholarship while encouraging critical approaches in the development of marketing theory and practice. *Transnational Marketing Journal* aims to publish high-quality papers on transnational marketing, the emphasis being on current interests, marketing practice and theory development. The journal offers an outlet for research and scholarship in this growing field in marketing research.

**Transnational Marketing Journal** is indexed and abstracted in:  
SCOPUS

China Academic Journals Database (CNKI Scholar)

EBSCO Academic Search international

EBSCO Business Source

ERIH Plus

Norwegian Register for Scientific Journals, Series and Publishers

Research Papers in Economics (RePEc)

Also included in:

American Sociological Association Publishing Options Directory

**Transnational Marketing Journal** is published twice a year in May and October.

**Transnational Marketing Journal** is published by Transnational Press London, UK.

Addresses:

URL: [www.transnationalmarket.com](http://www.transnationalmarket.com)

Email: [editor@transnationalmarket.com](mailto:editor@transnationalmarket.com)

---

**DISCLAIMER:** Opinions expressed by contributing authors and any selection of reports, references etc. are not necessarily those of *Transnational Marketing Journal* and do not reflect those of the publisher or the editors. Responsibility of information rests solely with the author(s). Signed articles are the responsibility of the authors. Views presented in *Transnational Marketing Journal* do not reflect the views of the publisher or the editors. The Publisher, *Transnational Press London* cannot be held responsible for errors or any consequences arising from the use of the information contained in *Transnational Marketing Journal*. Similarly, any advertisement published does not constitute an endorsement by the publisher and the editors.

**COPYRIGHT:** © 2013-2022 *Transnational Press London*. All rights reserved. With the exception of fair dealing for the purposes of research or private study, or criticism or review, no part of this publication may be reproduced, stored, transmitted or sold in any form or by any means without the prior permission in writing from the copyright holder. Subscribed institutions may make photocopies of this publication for free for teaching purposes provided such copies are not sold. Special requests should be addressed to

[sales@tplondon.com](mailto:sales@tplondon.com)

**CREDITS:** The logo and cover designs are by Gizem ÇAKIR and Nihal YAZGAN.

© 2013-2022 *Transnational Marketing Journal*

## EDITORS:

---

Ibrahim SIRKECI, International Business School, UK (Chief Editor)  
Maktoba OMAR, Coventry University, UK

## ASSOCIATE EDITORS:

---

Omar Al SERHAN, Higher Education Colleges, UAE  
Evinc DOĞAN, Boğaziçi University, Turkey  
Satyabushan DASH, Indian Institute of Management, Lucknow, India  
Faten JABER, Oxford Brookes University, UK  
Julian VIECELLI, Swinburne University of Technology, Australia

## EDITORIAL REVIEW BOARD:

---

Nessa ADAMS, University of the Arts London, UK  
Sola ADESOLA, Oxford Brookes University, UK  
Ediz E. AKCAY, Bournemouth University, UK  
Joaquin ALDAS-MANZANO, University of Valencia, Spain  
Kalman APPLBAUM, University of Wisconsin-Milwaukee, USA  
Akram Al ARISS, Toulouse Business School, France  
Lilit BAGHDASARYAN, Regent's University London, UK  
Priya BAGUANT, Higher Colleges of Technology, UAE  
Müjde BIDEÇI, International University Rabat, Morocco  
Soniya BILLORE, Linnaeus University, Sweden  
Paolo CORVO, University of Gastronomic Sciences, Italy  
Harry COSTIN, American Graduate School in Paris, France  
Aftab DEAN, Leeds Beckett University, UK  
Margaret E. DORSEY, University of Texas-Pan American, USA  
Cees J. GELDERMAN, Open University of the Netherlands, NL  
Ernestina GIUDICI, University of Cagliari, Italy  
Svend HOLLENSSEN, University of Southern Denmark, Denmark  
Alex Ng Hou HONG, Swinburne University of Technology, Malaysia  
Kerry HOWELL, University of Plymouth Business School, UK  
Wendy HUI, Nottingham University Business School, China  
Nevin KARABIYIK YERDEN, Marmara University, Turkey  
Pandora KAY, Victoria University, Australia  
Finola KERRIGAN, University of the Arts London, UK  
Rita KIRK, Southern Methodist University, USA  
Kaouther KOOLI, University of Bournemouth, UK  
Krzysztof KUBACKI, Griffith University, Australia  
Robert D. LEMON, University of Texas at Austin, USA

Ming LIM, University of Liverpool, UK  
Jonathan LIU, International Business School, UK  
Mohamed M. MOUSTAFA, Gulf University for Science and Tech., Kuwait  
Marc OPRESNIK, University of Appl. Sciences Lubeck, Germany  
Collins OSEI, Edinburgh Napier University, UK  
Giulia PALOMBI, Sapienza University of Rome, Italy  
Wiktor PATENA, Higher Colleges of Technology, UAE  
Aditi PAUL, Pace University, USA  
Costas PRIPORAS, Middlesex University, UK  
Carsten RENNHAKE, Universität der Bundeswehr München, Germany  
Paulette Kershenovich SCHUSTER, Hebrew University of Jerusalem, Israel  
Marina SHERESHEVA, Lomonosov Moscow State University, Russia  
Dariusz SIEMIENIAKO, Białystok University of Technology, Poland  
Lyndon SIMKIN, University of Reading, UK  
Sławomir SMYCZEK, University of Economics in Katowice, Poland  
Peter STOKES, University of Chester, UK  
Tan VO THANH, La Rochelle Business School, France  
Alexander THOMPSON, University of Exeter, UK  
Nathalia TJANDRA, Edinburgh Napier University  
Evangelos TSOUKATOS, TEI of Crete, Greece  
Demetris VRONTIS, University of Nicosia, Cyprus  
Nadine WAEHNING, York St John University, UK  
Dr Robert L. WILLIAMS, Jr., Susquehanna University, USA  
Jonathan A. J. WILSON, Regent's University London, UK  
Ho Yin WONG, Deakin University, Australia  
Detlev ZWICK, York University, Canada

Editorial <i>Pedro Longart and Katia Iankova</i>	201
Reconditioning the Freshman Gene: Can a “Positive Visualisation Course” Successfully modify Freshmen Students’ Perceptions of a University’s Brand Image? <i>Marilia Kountouridou and Dino Domic</i>	203
Examining the Relationship Between the Level of Cognitive Dissonance Experienced and Customer Satisfaction: A Management and Marketing Perspective <i>Mehmet İsmail Yağcı and Onur Başar Özbozkurt</i>	215
Balancing the segmentation and behavioral principles towards acquiring customer insight. Case of household management services and products. <i>Jozef Bucko, Emil Exenberger and Jana Héjrová</i>	235
The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations: Research on Generation Y Instagram Users <i>İbrahim Halil Efendioğlu and Yakup Durmaz</i>	251
Viability of compensating employees in cryptocurrency – An exploratory study <i>Bharti Pandya and Priya Rao</i>	277
Stimulating Salesperson's Innovative Work Behavior: A Study of Microfinance Institutions in Indonesia <i>Slamet Ahmadi, Susanti Widhiastuti, and Irfan Helmy</i>	295
Consumers' Online Buying Behaviour during COVID-19 Pandemic Using Structural Equation Modeling <i>Afzal Hossain, Shabedul Hasan, Sumayya Begum, and Mohammad Amzad Hossain Sarker</i>	311
The Effect of Perceived Benefits of E-Commerce Platforms on Online Purchase Intentions in The Context of the Pandemic Covid-19 <i>Begüm Şahin and Murat Güler</i>	335
Mapping Corporate Social Responsibility Research: A Bibliometric analysis <i>Rameet Kaur Sawhney, Puneeta Goel, and Sachin Bhardwaj</i>	351
Pereira Market Scan: Market Intelligence Framework <i>Leandro Pereira, José Santos, Carlos Jerónimo, Rui Vinhas da Silva, and Natália Teixeira</i>	375
Stimulating Salesperson's Innovative Work Behavior: A Study of Microfinance Institutions in Indonesia <i>Slamet Ahmadi, Susanti Widhiastuti, and Irfan Helmy</i>	387
Travel Intentions And Preferences Amid the Covid-19 Pandemic: the Case of Bulgaria <i>Elka Dogramadjieva</i>	403

Determining Attributes for Discrete Choice Experiments in Consumer Research <i>Pedro Longart</i>	425
Towards sustainability: The Impact of Environmental Sustainability of Consumer Goods in the Italian Packaging Sector <i>Lucio Poma, Haya Al Shawwa, Francesco Nicoli, and Valentina Quaghiotti</i>	443