

Spiritual marketing and its influence on consumer purchase intentions of XYZ Company, UAE

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Abstract

Purpose - The purpose of this research was to identify and explore the concept of spiritual marketing and its influence on consumer purchase intentions of XYZ Company, UAE. In order to conduct the research a high end retail clothing store in UAE was selected. The clothing store has been experiencing significant losses in sales even though it has increasing investments in traditional brand management strategies. Traditional brand management practices focus on capturing the consumers' minds and hearts and not their spirits. Therefore, due to limited focus of spiritual marketing at the company, and the emerging importance of this discipline in marketing, this study explored the influence of spiritual marketing on consumer purchase intentions of XYZ Company.

Design/methodology/approach – The research was based on the quantitative research technique. The population of the study was customers of the selected retail outlet and the sample size was 266. The sampling method used by the researcher was convenience sampling. Primary data was collected by means of questionnaires and was analysed by the use of SPSS software.

Findings - Findings of the study revealed that there is a strong positive relationship between spiritual marketing and consumer purchase intentions. Further findings indicated that trust, creativity, social sustainability practices and environmental sustainability practices have a moderate positive relationship with consumer purchase intentions.

Research limitations/implications – There are more factors that influence spiritual marketing. These have to be explored. Furthermore, to investigate if national cultures have an influence on how spiritual marketing is perceived.

Practical implications – Marketing has evolved into a stage where capturing of the consumer's mind through brand positioning and capturing of a consumer's heart by emotional marketing are not sufficient. Marketers have to now capture the spirits of consumers through spiritual marketing. Therefore, organisations have to make changes to their marketing strategies to capture the spirits of consumers.

Originality/value Academic community: Less research have being conducted in spiritual marketing. Results of this thesis would help fill-in gaps in literature.

Article Type: Case Study

Key Words: Spiritual marketing, consumer purchase intentions, trust, creativity, social sustainability, environmental sustainability

INTRODUCTION

Organisations operating in today's business environment are affected by many forces due to the changes occurring in micro and macro environments. In the past, though organisations were affected by these changing environments, the impact these forces made were far less different compared to today's impacts. The extent of globalization is high in the recent years, and the influence of globalization on these micro and macro environmental forces cannot be underestimated. For survival and continuous growth, organisations have to monitor these changes in business environments and the effects they make on marketing operations as well as consumers.

Consumers in this era are heavily exposed to mass media and social media, which have also become a trend. Developments in social media tools such as Facebook, Twitter, LinkedIn and YouTube have changed the way in which consumers think and interpret marketing messages through the use of their emotions, moods, perceptions, wants and demands. According to Mirabi, Akbariyeh and Tahmasebifard (2015) companies spend billions of dollars to identify psychological bases and psychographics behind consumer purchase intentions. In other words, to gain a better insight of consumer buyer behaviour.

According to Hoffman et al. (2003, p. 139) the desire showed buy a customer to invest in a particular product or service is defined as the purchase intention. These purchase intentions depend on various factors. Perceived value is one of these variables. Perceived value depends on the benefits expected from the product and costs incurred in obtaining the product. In line with this definition, Gbadamosi (2016, p. 385) explains that purchase intention is a key pillar in the consumer buying process. It helps to determine actions of consumers in a particular situation such as purchase of luxury clothing products. In alignment with these definitions, Morwitz (2014) describes that marketing managers frequently analyze their consumers' purchase intentions in order to forecast future sales and in their marketing strategy building.

Consequently, among many factors that affect consumer purchase intentions, an organisation's approach to spiritual marketing can be one of the key factors that stimulate purchase intentions in the modern marketing environment. In the evolution of marketing, marketers initially focused on production orientation era where companies manufactured products that were convenient for them and focused on many selling efforts. They did not pay attention to customer needs and wants. Focus on consumer purchase intentions was minimal. Next, in the consumer oriented era, organisations exerted much effort in trying to understand consumer

purchase intentions via their motivations, emotions, lifestyles etc. As explained by Kotler, Kartajaya and Setiawan (2010) this era of marketing was appealing to the consumer's emotions or the heart.

However, modern marketers should now focus on an era where they are appealing to a consumer's spirit. Marketers should not see their efforts as just trying to sell products, however, they have to view their consumers as full persons with anxieties and concerns. Organisations have to reinforce to their consumers that they share the same anxieties and concerns and understand them. Consumers care about companies that care about these anxieties and concerns (Kotler, Kartajaya and Setiawan, 2010). This approach to marketing appeals to the human spirit or spiritual marketing (Kotler, Kartajaya and Setiawan, 2010, p.21).

Having minimal efforts towards spiritual marketing can significantly affect consumer's purchase intentions. These minimal efforts in spiritual marketing can have adverse effects on a company's or brand's image. If a marketer fails to communicate with a consumer's spirit, the manner in which a consumer interpret a brand or company image can be negative. In modern times, due to developments in social media, the way in which consumers think and interpret marketing messages through the use of their emotions, moods, perceptions, wants and demands are quite different. Organisations have to accept that these differences in consumer behaviour do have a great impact on consumer purchase intentions (Kotler, 2015).

Social media tools such as Facebook, Twitter, LinkedIn and YouTube had become main modes of communication for individuals. Consumers throughout the world are all interconnected with these social media tools. This trend had created a "*story telling*" culture among all these consumers connected via social media (Kotler, 2015). Consequently, this trend has greatly impacted on the way in which consumers make decisions on the products they wish to purchase. Today's companies are in a fishbowl; consumers are constantly monitoring actions of organisations and any positive or negative action of a company is appreciated or criticized respectively and social media tools make it easier to spread the word, thus creating a story telling culture (Kotler, 2015).

Building trust among consumers, tapping into the creative side of an individual and social and environmental sustainability help organisations to engage in spiritual marketing (Kotler, Kartajaya and Setiawan, 2010). When companies do not evolve into spiritual marketing and neglect to be a company that speaks to the human spirit (Kotler, Kartajaya and Setiawan, 2010, p. 34) maintaining a competitive edge can be difficult. As described above, due to the

story telling culture in social media as well as due to intense competitive rivalry, consumers are exposed to much information on brands and left with a lot of product/service options respectively. In a marketing environment such as this, competition is tedious and marketers should be able to outperform its competitors. Further, the ever changing life styles, motivations and perceptions of consumers have impacted their purchase intentions; consumers' expectations have changed.

Therefore, greater emphasis should be placed on understanding factors that result in spiritual marketing. By this, marketers would be able to better tap into consumer purchase intentions. Thus, the importance of spiritual marketing for an organization cannot be underestimated and this research is designed to understand the relationship between spiritual marketing and consumer purchase intentions of XYZ Company.

Justification of the Study

XYZ Company is a popular retail clothing store in Dubai, UAE that features premium branded toddler and children's clothing wear, shoes, gifts and accessories to a luxurious niche market. The company has been going through major financial setbacks in the recent past. The company's financial records show that the overall sales and profits are declining and the management finds it difficult to understand consumers purchase intentions due to trends in fluctuation of its sales and profits.

Based on Figure. 1 it can be observed that the sales and profits are fluctuating from time to time. For example, from May to June there is an increase in sales and profits, however, in July there is a sharp decline in both in sales and profits which are AED 160,596.75 (sales) and AED 81,759.36 (profits) respectively. Thereby, fluctuation in sales and profits can be observed. These losses in sales and profits, as well as, fluctuation in sales and profits, brings about questions relating to purchase intentions among consumers of XYZ Company.



Figure 1: Company sales and profits

Source: Author developed (2017) based on XYZ Company (2017)

Problem Identification and Justification

The company's fluctuation in sales/profits reveal that it hasn't a clear understanding of consumer purchase intentions. Not knowing what factors trigger consumer purchases, it will be difficult for XYZ Company to gain a positive response from its consumers. This can reduce repurchase rates and customer loyalty. These negative effects will result in low sales and profits. Since, the company is catering to a high income niche customer base, it is important to understand their motivations, life styles, values etc. that trigger their purchase intentions.

After a preliminary investigation into the company's current situation, the researcher identified that the company's focus on brand management strategies were less intense. The company do practice various types of promotional methods as part of their branding. Newsletters, SMS marketing, sales festivals and digital marketing are among its promotional methods. These promotions are more focused on brand positioning (consumer's mind) and emotional marketing (consumer's heart) and less on spiritual marketing (consumer's spirit). Spiritual marketing is an emerging area in the field of brand management and brand building. According to Kotler, Kartajaya and Setiawan (2010) spiritual marketing is more of character building. Traditional brand management practices focuses on capturing the consumer's minds and hearts. However, according to Kotler, Kartajaya and Setiawan (2010) marketers should now focus more on the spirit of a consumer; this is the soul and philosophical center, of an individual.

Traditional brand management practices focus on the consumer's mind; which is capable of independent thought and analysis and the consumer's heart; capable of feeling emotions. Focus on traditional brand management practices is not sufficient to be competitive anymore (Kotler, Kartajaya and Setiawan, 2010). Therefore, companies should not only focus on the mind and heart of a consumer but also on the spirit of a consumer. This approach is known as spiritual marketing. As explained previously, XYZ Company's brand management strategies seem less intense and further, seems very traditional. Its focus on spiritual marketing appears to be less. Thereby, due to the emerging importance of spiritual marketing and less attention given by the company on the practice of spiritual marketing, the researcher is interested to explore if spiritual marketing practices of XYZ Company has an influence on its consumer purchase intentions.

Research Question

The main research question of this study is:

What is the influence of spiritual marketing on consumer purchase intentions of XYZ Company?

Objectives of the Study

General Objective:

To examine the influence of spiritual marketing on consumer purchase intentions of XYZ Company

Specific Objectives:

1. To examine and determine factors that contribute to spiritual marketing.
2. To investigate and understand the relationship between factors of spiritual marketing and consumer purchase intentions at XYZ Company.
3. To formulate conclusions and make recommendations to XYZ Company on spiritual marketing and its impact on consumer purchase intentions.

LITERATURE REVIEW

Spiritual Marketing

Changes in the business environment such as globalization, recession, consumer empowerment, climate concerns, new social media and new wave technologies have created a massive shift in marketing practices (Friedman, 2005). These changes have created a new value driven era in marketing called spiritual marketing. Spiritual marketing is defined as a value-driven marketing concept that focuses not only on a consumer's mind and heart, but also on the consumer's spirit (Kotler, Kartajaya and Setiawan, 2010). The intention is to address the whole human being, consisting of body, mind, heart and soul and thereby shift from the traditional marketing to an approach of value-driven marketing (Brecht et al, 2011, p.23). It is noteworthy to understand that Kotler, Kartajaya and Setiawan (2010) use the term human spirit marketing to refer to their concept of spiritual marketing.

A clear characterization may be needed to understand the distinction among the terms mind, heart and spirit. The human mind is capable of independent thought and analysis and the heart is capable of feeling emotions. However, the spirit of a person is one's soul and the philosophical center. This philosophical center seeks for true meaning or purpose of life as a whole, happiness and spiritual realization (Kotler, Kartajaya and Setiawan, 2010). Thereby,

satisfaction of spiritual needs takes precedence over material wants. Consumers seek for companies that can give more than what money can buy.

Increasingly, consumers are becoming more conscious about companies that offer solutions to their deepest anxieties about making the world a better place through a company's vision, mission and values; these anxieties reflect one's philosophical center. Cameron (1992) defines spirituality as the appreciation of non-material aspects of the human life and thereby understanding the true meaning or purpose of life as a whole. Further, spirituality looks for its significance in creative society and tries to pursue self-actualization and self-transcendence as described by Abraham Maslow (Kotler, Kartajaya and Setiawan, 2010, p. 19). Self-actualization is the need to make the best out of one's potential and self-transcendence is the need to focus on one another than one's self. Altruism or philanthropy and spiritual awakening are examples of self-transcendence.

Spiritual marketing has a direct contrast with product centric era and consumer oriented era. The product centric era, focused only on selling factory output products to consumers whoever wanted them. This marketing approach was a success for companies like Ford due to less globalization and less competition in the market (Friedman, 2005). Then, afterwards with advancements in technology and increasing competition, companies focused on consumer oriented marketing where they tried to segment and target the right customer base (Cundari, 2015). Marketers understood that all consumers did not prefer the same product, as in Ford's model T cars which were mass produced and sold only in the colour black, but wanted products that suited their own tastes. Due this change in consumer behaviour, marketers understood that markets are heterogeneous in nature and thereby had to be segmented and appropriately targeted. With developments in data bases, companies increasingly used them to store customer information so that purchase patterns can be understood and the right consumer category could be targeted. Further, in this era of marketing, products and promotional activities were created to tap into the consumer emotions as opposed to solely focusing only on product positioning as in product centric era (Kotler, Kartajaya and Setiawan, 2010).

As pointed out by Kotler, the main weakness of this consumer oriented era of marketing is that companies view consumers as mere targets of their promotional campaigns. Marketers assume that better the promotional campaigns the more the customers would be convinced to buy their products (Prahalad and Ramaswamy, 2004). These marketers fail to understand that consumers are human-beings with a mind, heart and spirit. Product positioning and emotional appeals only

would touch consumers' minds and hearts but not their spirits (Kotler, Kartajaya and Setiawan, 2010). Therefore, in order to touch the consumers' spirits and also in the attempt of viewing them as whole human beings, Kotler, Kartajaya and Setiawan (2010) introduced this new value driven and brand management practice called spiritual marketing or human spirit marketing.

Thereby, in view of literature suggested by Kotler, Kartajaya and Setiawan (2010), four key factors of spiritual marketing have been taken into consideration in this research. They are, building of trust in the consumer, focusing on creativity, being socially conscious and environmentally conscious in all practices of an organization.

Trust: Kotler, Kartajaya and Setiawan (2010, p.35-37) explain that in order to touch the spirits of consumers or to engage in spiritual marketing, trust should be built. The authors have proposed a model known as "the 3i model" (Figure.2) that can be used in building the trust. Due to the emergence in horizontal trust relationships a marketer's task should not be only to focus on product positioning. This model pays attention to brand identity, brand integrity and brand image. The intention is to address the whole human being, consisting of body, mind, heart and soul in which horizontal communication and values like honesty, originality and authenticity are important (Brecht et al, 2011, p.23).

Differentiation that is in line with positioning of a product will automatically create a good brand image (Figure. 2). However, for a product to achieve brand integrity, it should be able to fulfil whatever is claimed through positioning and differentiation. Thus, brand integrity will build credibility and fulfil marketer's promises made to customers and thereby establishing consumers' trust in the brand. Therefore, the objective of brand integrity is to capture the spirit of the consumer through 'trust' (Kotler, Kartajaya and Setiawan, 2010).



Figure 2: 3i model

Source: Kotler, Kartajaya and Setiawan (2010, p.36)

If organisations need to touch the hearts of the consumers, they have to aim at the minds and spirits of the consumers simultaneously. Positioning will capture the consumer's mind that will make him to consider purchasing the products. However, a brand requires authentic differentiation (Kotler, Kartajaya and Setiawan, 2010, p.36) for the human spirit to confirm the decision. This authentic differentiation can be accomplished by building trust in the spirits of consumers. Then only, the heart will make the consumer to go ahead and purchase the product. These perspectives proposed by Kotler, Kartajaya and Setiawan are important aspects in understanding consumer behavior.

Creativity: Kotler, Kartajaya and Setiawan (2010, p.20) suggest that creativity in marketing practices touches the spirit of an individual and should be the focus of spiritual marketing. An individual finds all these aspects of spirituality through creativity. Creativity expresses itself in humanity, morality and spirituality. The authors note that the need for spirituality is the greatest motivator of humanity. Such creativity help brands provide life transforming experiences. As illustrated in Figure. 3, the rise in creative society had created a high inclination towards creativity. This creativity has become part of spiritual marketing or targeting of the spirit (Kotler, Kartajaya and Setiawan, 2010).

Andrew and Smith (1996) define creative strategy as the extent to which a company executes and practices new and meaningful marketing practices in a product category. Moreover, Reinartz and Saffert (2013) define creativity as the capability of a company to offer uncommon and unique solutions to a problem. Cameron (1992) state that spirituality and creativity are related to one another like in the mind of an artist. Further, according to Zohar (1990) creativity is expressed through the spirit of an individual. Zukav (2002) observed that spirituality is becoming the prime motivator for people. Gross (2012, cited in Hurman, 2016) states that a creative message should be intrigue, decisive, exactitude and accordant. The authors define intrigue as the ability of an advertisement to capture the attention of the target consumers. Such advertisements should be able to push it-self through the advertisement clutter. Next, decisiveness is defined as the ability of an advertisement to create deeper levels of emotions and thoughts. Such advertisements would have an impact on an individual's memory. Thirdly, exactitude is interpreted by the authors as a message being convincing and being able to easily understand. Finally, accordant is defined as the advertisement being consistent with other marketing communications of the company. This feature is especially important in integrated marketing communications strategy (IMC).

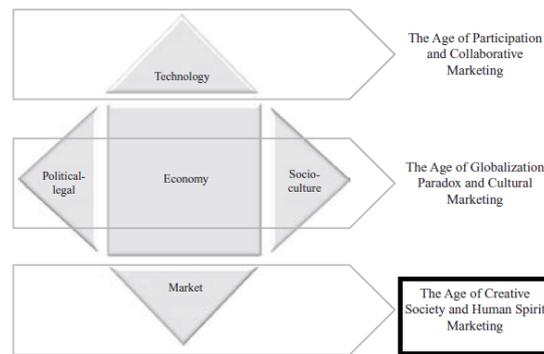


Figure 3: Collaborative, cultural, and spiritual marketing approaches

Source: Kotler, Kartajaya and Setiawan (2010, p.21)

Social Sustainability Practices: The Values Based Matrix model (VBM) in Figure 4 highlights the manner in which the spirit of an individual can be captured for spiritual marketing. Kotler, Kartajaya and Setiawan (2010) suggest that sustainability practices (social and environmental sustainability) of a company should be embedded into the mission, vision and values of it. These three components; mission, vision and values, that give special emphasis on sustainability should be regarded as the company's DNA. Therefore, all actions of such an organization would be an exact reflection of these three components.

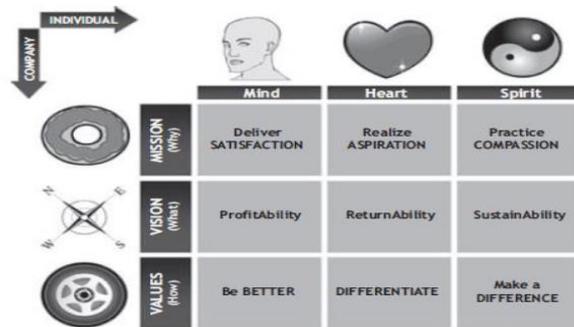


Figure 4: Values Based Matrix model (VBM)

Source: Kotler, Kartajaya and Setiawan (2010, p.42)

As explained by the authors, the mission of a company should practice compassion towards the consumers, community and environment and thereby, the vision or the long term aspirations of a company should focus on both social sustainability and environmental sustainability. The values or standards of behaviour adopted by a company should be able to make a difference in communities and planet. As stated by Brecht et al (2011) social sustainability can be achieved by cause related marketing (CRM). As defined by Nejati (2014) companies that practice CRM make donations to a specific cause. Varadarajan and Menon (1988) explain that CRM is a strategy where an organization addresses social issues by fund-raising programs. Further, Sirgy

and Lee (1996) explain that social sustainability can also be practiced using societal marketing and enlightened marketing. Enlightened marketing is a concept where marketing strategies of an organization are always consumer-oriented and beneficial to the society. This definition is further supported by the author by suggesting similarities between enlightened marketing and quality of life (QCL) in marketing.

The focus of both these marketing approaches are to enhance the wellbeing of customers and communities. Moreover, Kotler (1977, cited in Sirgy and Lee, 1996) state that societal marketing is a concept of social sustainability that tries to maintain a fit among consumer satisfaction, human wellbeing and profits. Thereby, it can be concluded that cause related marketing, societal marketing and enlightened marketing are essential practices of social sustainability.

A survey conducted by Varadarajan and Menon (1988) reveals that 78% of respondents were willing to buy products from organizations engaged in CRM and 54% showed their preference towards organizations that engaged in a CRM activities that they cared about. A CRM strategy needs to project effectiveness, importance, proximity and relevance between the cause and brand. The CRM practice implemented by an organization should be one with importance to the consumer; that adds value to human life (target market), and the consumers should see that the cause is something that they personally care about. Finally, it is important to understand that consumers are more sensitive to local causes that directly impact their community (Nejati, 2014).

Environmental Sustainability Practices: Kotler, Kartajaya and Setiawan (2010, p.153) suggest that environmental sustainability (green marketing) is another way in which an organization can capture the spirit of a consumer. The authors argue that through sustainability an organization can practice compassion and make a difference. However, the practice of environmental sustainability is not a mere implementation of a corporate philanthropic activity or a corporate social sustainability program. Sustainability should be a part of an organization's vision, mission and values. The main purpose of existence for a company should be to make a difference; to protect the environment. Thereby, financial results should come second (Kotler, Kartajaya and Setiawan, 2010, p. 58).

Peattie (1995, p. 28) defines green marketing as the managerial approach that identifies and satisfies consumers and society in both a profitable and sustainable way. Further, Coddington (1993, p.1) describes green marketing as an effort made by organizations to protect the environment while recognizing it as a responsibility as well as a growth opportunity. Consequently, both definitions converge to the concept of environmental sustainability, which is defined as a management approach that aims to protect the environment while making profits for the company (Maheshwari, 2014). However, it is important to understand that when organizations aim towards spiritual marketing, environmental sustainability should be embedded into the vision, mission and values of the organization and should not be a mere effort or practice towards sustainability (Kotler, Kartajaya and Setiawan, 2010). As illustrated in figure 5 the key focus of the organization, S.C Johnson is to deliver social and environmental sustainability through the mission, vision and values. These sustainability practices of doing what is right for the society as well as for the environment had helped the company to engage in spiritual marketing or capturing of a consumer's spirit.

| | Mind | Heart | Spirit |
|---|---|--|--|
| Mission <i>Contributing to the community well-being as well as sustaining and protecting the environment</i> | <i>Household and Consumer Product Lines</i> | <i>Promoting reusable shopping bags</i> | <i>Targeting Base of the Pyramid</i> |
| Vision <i>To be a world leader in delivering innovative solutions to meet human needs through sustainability principles</i> | <i>For SC Johnson, creating sustainable economic value means helping communities prosper while achieving profitable growth for the company.</i> | <i>The Ron Brown Award for Corporate Leadership</i> | <i>Sustaining Values: SC Johnson Public Report</i> |
| Values Sustainability <i>We create economic value We strive for environmental health We advance social progress</i> | <i>We believe our fundamental strength lies in our people.</i> | <i>One of the 100 best companies for working mothers</i> | <i>The chance to do what's right for the environment and social sustainability</i> |

Figure5 : Values-Based Matrix of S.C. Johnson
Source: Kotler, Kartajaya and Setiawan (2010, p.43)

METHODOLOGY

The researcher has mainly used the quantitative research technique. Furthermore, is based on the deductive approach where it is concerned with developing a hypothesis based on existing theory and then research strategy will be designed by the researcher to test the hypothesis (Singh, 2007). Consequently, appropriate literature was gathered, and the conceptual framework (Figure 6) was developed by identifying the independent variable and its attributes and the dependent variable. Based on the conceptual framework, hypothesis (Table 1) were

developed to understand the relationship between independent variable (spiritual marketing) and dependent variable (consumer purchase intentions). Data collection was done by means of questionnaires (23 close-ended questions using a five point Likert scale with responses ranging from Strongly Agree (5) to Strongly Disagree (1)) of which collected data was analysed by the use of SPSS software.

The collective population considered by the researcher are consumers of XYZ Company. The sample size was determined with a confidence level of 95% and confidence interval of 5 (Figure. 6). Thereby, the calculated sample size of 266 customers was selected using convenience sampling technique.

| | | |
|-----------|-----------------|---|
| H1 | H ₀₁ | There is no relationship between spiritual marketing and consumer purchase intentions. |
| | H _{a1} | There is a relationship between spiritual marketing and consumer purchase intentions. |
| H2 | H ₀₂ | There is no relationship between trust and consumer purchase intentions. |
| | H _{a2} | There is a relationship between trust and consumer purchase intentions. |
| H3 | H ₀₃ | There is no relationship between creativity and consumer purchase intentions. |
| | H _{a3} | There is a relationship between creativity and consumer purchase intentions. |
| H4 | H ₀₄ | There is no relationship between social sustainability practices and consumer purchase intentions. |
| | H _{a4} | There is a relationship between social sustainability practices and consumer purchase intentions. |
| H5 | H ₀₅ | There is no relationship between environmental sustainability practices and consumer purchase intentions. |
| | H _{a5} | There is a relationship between environmental sustainability practices and consumer purchase intentions. |

Table 1: List of hypothesis

DATA ANALYSIS

The questionnaires were distributed to 266 sampled customers and out of which 214 were used for final analysis (the final figure 214 was the result of elimination of questionnaires that were partially completed and some respondents not returning the questionnaires). Thereby, a response rate of more than 80% was achieved.

Reliability and Consistency Analysis

The Cronbach's Alpha value was 0.805; the reliability of the tested samples is good and acceptable. Also, this Alpha value implies that 80.5% of the variance in the scores is reliable and error variances are lower to 19.5%.

Pearson Correlations

Correlation between spiritual marketing and consumer purchase intentions

| | | Spiritual Marketing | Consumer Purchase Intentions |
|------------------------------|---------------------|---------------------|------------------------------|
| Spiritual Marketing | Pearson Correlation | 1 | .717** |
| | Sig. (2-tailed) | | .000 |
| | N | 214 | 214 |
| Consumer Purchase Intentions | Pearson Correlation | .717** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 214 | 214 |

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

Correlation between trust and consumer purchase intentions

| | | Trust | Consumer Purchase Intentions |
|------------------------------|---------------------|--------|------------------------------|
| Trust | Pearson Correlation | 1 | .475** |
| | Sig. (2-tailed) | | .000 |
| | N | 214 | 214 |
| Consumer Purchase Intentions | Pearson Correlation | .475** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 214 | 214 |

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

Correlation between creativity and consumer purchase intentions

| | | Creativity | Consumer Purchase Intentions |
|------------------------------|---------------------|------------|------------------------------|
| Creativity | Pearson Correlation | 1 | .578** |
| | Sig. (2-tailed) | | .000 |
| | N | 214 | 214 |
| Consumer Purchase Intentions | Pearson Correlation | .578** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 214 | 214 |

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

Correlation between social sustainability practices and consumer purchase intentions

| | | Social Sustainability | Consumer Purchase Intentions |
|------------------------------|---------------------|-----------------------|------------------------------|
| Social Sustainability | Pearson Correlation | 1 | .612** |
| | Sig. (2-tailed) | | .000 |
| | N | 214 | 214 |
| Consumer Purchase Intentions | Pearson Correlation | .612** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 214 | 214 |

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

Correlation between environmental sustainability practices and consumer purchase intentions

| | | Environmental Sustainability | Consumer Purchase Intentions |
|------------------------------|---------------------|------------------------------|------------------------------|
| Environmental Sustainability | Pearson Correlation | 1 | .459** |
| | Sig. (2-tailed) | | .000 |
| | N | 214 | 214 |
| Consumer Purchase Intentions | Pearson Correlation | .459** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 214 | 214 |

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

Hypothesis Testing

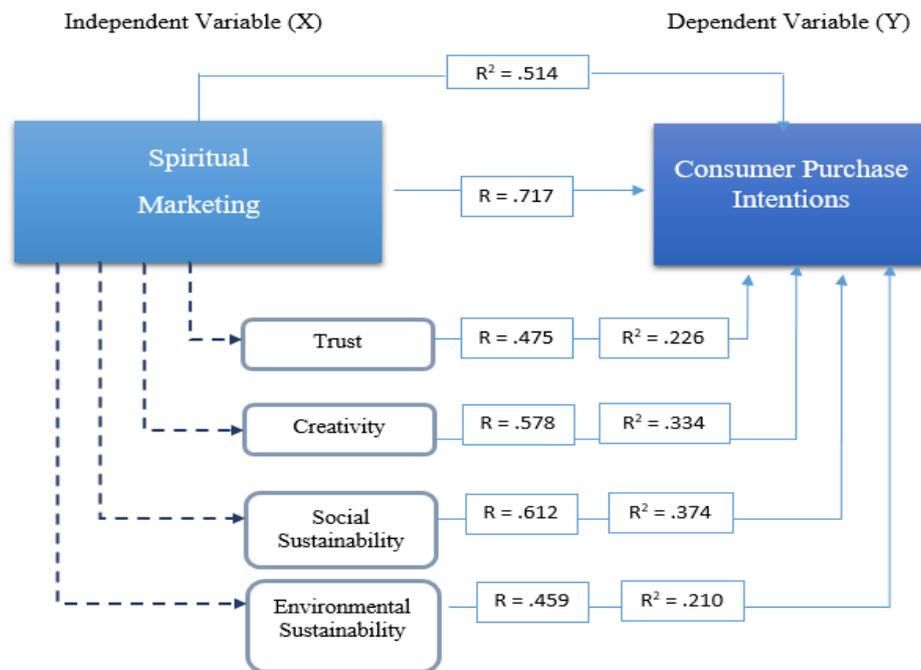


Figure6: R, R^2 Combination

Findings of the research concluded that there is a strong positive relationship between spiritual marketing and consumer purchase intentions. Calculations indicate that the Pearson Correlation is 0.717 and R^2 (linear regression) as 0.514. This assures that 51.4% of consumer purchase intentions is determined by spiritual marketing activities of the company. These findings confirm the importance of spiritual marketing activities for XYZ Company to induce consumer purchase intentions. Further findings of this research indicated that trust, creativity, social sustainability practices and environmental sustainability practices of the company have moderate positive relationship with consumer purchase intentions. Based on R^2 analysis it was revealed that 22.6% of consumer purchase intentions is determined by trust related activities of the company. Further, 33.4% of consumer purchase intentions is determined by creativity related activities at the company and 37.4% of consumer purchase intentions is determined by social sustainability practices. Consequently, 21% of consumer purchase intentions is determined by environmental sustainability practices at the company.

Demographic Factor Analysis

Analysis of demographic data showed that the sample consisted mainly of customers from the ages 20-34. More female participation was seen in the sample (77.1%). Gender and age cross tabulations revealed that majority of female consumers were from 20-24 age category and majority of male consumers were from the age category of 30-34 years. Age and marital status

cross tabulations revealed that married consumers are from the age category of 30-34 years. This figure is important when planning marketing activities as the primary target market of the company are parents. Moreover, it was observed that age distribution and gender distribution having a negative skewness of (-0.011) and (-1.299) respectively. Furthermore, marital status had a positive skewness of 0.227.

| H: Numbers | Hypothesis | Acceptances | R | R2 |
|-----------------|---|-------------|------|-------|
| H ₀₁ | There is no relationship between spiritual marketing and consumer purchase intentions. | Rejected | | |
| H _{a1} | There is a relationship between spiritual marketing and consumer purchase intentions. | Accepted | .717 | 51.4% |
| H ₀₂ | There is no relationship between trust and consumer purchase intentions. | Rejected | | |
| H _{a2} | There is a relationship between trust and consumer purchase intentions. | Accepted | .475 | 22.6% |
| H ₀₃ | There is no relationship between creativity and consumer purchase intentions. | Rejected | | |
| H _{a3} | There is a relationship between creativity and consumer purchase intentions. | Accepted | .578 | 33.4% |
| H ₀₄ | There is no relationship between social sustainability practices and consumer purchase intentions. | Rejected | | |
| H _{a4} | There is a relationship between social sustainability practices and consumer purchase intentions. | Accepted | .612 | 37.4% |
| H ₀₅ | There is no relationship between environmental sustainability practices and consumer purchase intentions. | Rejected | | |
| H _{a5} | There is a relationship between environmental sustainability practices and consumer purchase intentions. | Accepted | .459 | 21% |

Figure7: Scientific combination of hypothesis

CONCLUSION AND RECOMMENDATIONS

The aim of this study was to investigate the influence of spiritual marketing on consumer purchase intentions of XYZ Company. Through literature review it was determined that trust, creativity, social sustainability and environmental sustainability practices of organisations are essential for capturing of a consumer's spirit or to engage in spiritual marketing (Kotler, Kartajaya and Setiawan, 2010). Primary research findings confirmed the importance of spiritual marketing activities for XYZ Company to induce consumer purchase intentions. Accordingly, the significance of spiritual marketing for organizations is further evidenced by Kotler, Kartajaya and Setiawan (2010). Further findings of this research indicated that trust, creativity, social sustainability practices and environmental sustainability practices of the company have a moderate positive relationship with consumer purchase intentions at the company.

Conclusion on Trust

Findings concluded that there is a moderate positive relationship between trust and consumer purchase intentions. Few respondents strongly agreed with the company's credibility and fulfilment of its promises. Kotler, Kartajaya and Setiawan (2010) state that brand integrity will build credibility and thereby will establish trust in the brand. Therefore, the objective of brand integrity is to capture the spirit of the consumer. Moorman et al. (1993) suggested that in order to build trust, confidence in another party is important. Accordingly, few respondents strongly agreed of having full confidence in the company. Studies have shown that trust and satisfaction are positively correlated (Crosby et al., 1990; Yoon, 2002). Kennedy et al. (2001) in his research revealed that customer satisfaction and thereby customer loyalty is a result of trust in the marketer. 51.4% of respondents had a neutral opinion on intentions to stay with the company. This category of consumers are the prospective consumers of the company. Strategies that build trust should be aimed at these consumers, so that the perception they have about the company can be changed to a positive one. Consequently, it can be concluded that the company's trust building activities have not been much effective to result in spiritual marketing and thereby to induce consumer purchase intentions.

Conclusion on Creativity

Survey results concluded that there is a moderate positive relationship between creativity and consumer purchase intentions. Questions that measured excitement in marketing activities, ability of products to offer life transforming experiences and ability of advertisements to generate deeper thoughts that create strong emotions towards the company, received responses ranging from disagree to neutral. Verganti (2008) explains that brands can use creativity through product colour, design, logo and brand name properties. Reinartz and Saffert (2013) define creativity as the capability of a company to offer uncommon and unique solutions to a problem. Further, Hurman (2016, cited in Gross, 2017) states that a creative message should be intrigue, decisive, exactitude and accordant. Thereby, findings have evidenced that the company's current marketing practices are not adequate enough to touch the spirits of consumers and thereby affecting their purchase intentions.

Conclusion on Social Sustainability Practices

Findings revealed that there is a moderate positive relationship between social sustainability practices and consumer purchase intentions. Most of the responses received to evaluate consumers' perceptions on social sustainability practices indicated disagree and neutral opinions. These questions measured if the company's marketing strategies are always beneficial to the society, add value to human-life and if the company's main purpose for

existence (mission) is to uplift the living standards of consumers and society. Drucker (2006) suggests that in order to be a successful organization, one has to start from not being profit oriented but rather, by practicing compassion towards the base of the market pyramid. The mission of a company should practice compassion towards the consumers, community and environment and thereby, the vision or the long term aspirations of a company should focus on both social sustainability and environmental sustainability (Kotler, Kartajaya and Setiawan, 2010). Thus, it can be concluded that the company's social sustainability practices are not sufficient enough to capture consumers' attention and therefore do not appeal much towards the consumers' spirits.

Conclusion on Environmental Sustainability

Based on survey results, there is a moderate positive relationship between environmental sustainability practices and consumer purchase intentions. Many respondents neither agreed/disagreed about the company's attempts towards green innovation and saving of the environment. Therefore, the company has to build environmental sustainable strategies to capture the spirits of this prospective consumer category. Consequently, Kotler, Kartajaya and Setiawan, 2010) explains that environmental sustainability should be woven into an organization's vision, mission and values, if to capture the spirits of consumers or to engage in spiritual marketing.

Recommendations

Trust: A survey done by Beinhocker, Davis and Mendonca (2009) reveals that modern consumers do not believe what companies claim to be but rather believe one another. The rise of social media tools such YouTube, Twitter and Facebook had caused a shift in consumer trust from companies to one another (Kotler, Kartajaya and Setiawan, 2010,p.30). Consumers tend to trust in what others have to say about a product/service and thereby expressed through social media/digital marketing platforms. Therefore, it is recommended that the company encourages consumer opinions and conversations through their website and by the development of a blog. Further, the company has to increase its presence in YouTube, Twitter and Facebook. This too, would encourage consumer opinions and suggestions. As explained by Kotler, Kartajaya and Setiawan (2010) brand integrity is essential for trust building. Therefore, the company should be able to deliver its promises in terms of product performance to post purchase experiences. As explained above, due to increasing customer presence in social media sites, even one failure of the company, can quickly spread across a wider audience.

Creativity: Creativity should be able to generate life transforming experiences to consumers (Kotler, Kartajaya and Setiawan, 2010). This can be achieved not only by promotional elements

of the company, but also through product offerings. Therefore, the company has to make sure that it provides products that make a real difference in the lives of its consumers; products that add superior value to their lives.

Social sustainability: The company has to focus on cause related marketing. Currently, the company donates its depreciated stocks to the charity. However, this practice has very limited emphasis on cause related marketing. The company should select a specific cause (social problems) and make donations to it or try to bring quality solutions to these social problems.

Environmental sustainability: According to Kotler, Kartajaya and Setiawan (2010) the practice of green marketing has to be consistent over the years, even during times of financial loss. Practice of eco-labelling, green packaging strategies, green product innovation etc. are encouraged.

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