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Editorial

Journal of Social and Development Sciences (JSDS) is a scholarly journal that deals with the disciplines of social and development sciences. JSDS publishes research work that meaningfully contributes towards theoretical bases of contemporary developments in society, business and related disciplines. The work submitted for publication consideration in JSDS should address empirical and theoretical contributions in the subjects related to the scope of the journal in particular and allied theories and practices in general. Scope of JSDS includes: sociology, psychology, anthropology, economics, political science, international relations, linguistics, history, public relations, hospitality & tourism and project management. Author(s) should declare that work submitted to the journal is original, not under consideration for publication by another journal and that all listed authors approve its submission to JSDS. It is JSDS policy to welcome submissions for consideration, which are original, and not under consideration for publication by another journal at the same time. Author (s) can submit: Research Paper, Conceptual Paper, Case Studies and Book Review. The current issue of JSDS consists of papers of scholars from Bangladesh, Romania, Ghana and South Africa. Aspiring to be a UNESCO World Heritage Site, Are Tattooing Indicators of Dark Personalities?, The Effect of Brand Credibility, Brand Image and Customer Satisfaction on Behavioural Intentions and Relevance of Procurement in Public Administration are some of the major practices and concepts examined in these studies. Journal received research submission related to all aspects of major themes and tracks. All the submitted papers were first assessed, by the editorial team for relevance and originality of the work and blindly peer-reviewed by the external reviewers depending on the subject matter of the paper. After the rigorous peer-review process, the submitted papers were selected based on originality, significance, and clarity of the purpose. The current issue will therefore be a unique offer, where scholars will be able to appreciate the latest results in their field of expertise and to acquire additional knowledge in other relevant fields.

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PAPERS

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Jatio Sangsad Bhaban: Aspiring to be a UNESCO World Heritage Site

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Abstract: The Jatio Sangsad Bhban (JSB) or the National Assembly Building of Bangladesh is an internationally renowned architectural masterpiece designed by eminent 20th-century American architect Louis I. Kahn. Its unique Architectural merit makes it one of the most significant buildings of the 20th century. The impact of this iconic building encompasses all spheres of Bengal life including culture, heritage, ethos and lifestyle. Its architectural values also evoke national identity, symbolizing the hopes and aspirations of the people of Bangladesh. However, despite its international and national material, social and human significance, it is yet to be nominated as a UNESCO World Heritage Site (WHS). This paper argues for the potential of the JSB to become a WHS.

Keywords: *Jatio Sangsad Bhban, Louis I. Kahn, UNESCO, World Heritage Site*.

1. Introduction

The Jatio Sangsad Bhaban (JSB) or National Assembly Building of Bangladesh occupies an area of 610 acres located at the heart of the city of Dhaka (Choudhury and Armstrong, 2013). It was commissioned in 1962 by Pakistani military dictator Ayub Khan. His primary purpose was a political one, aiming to demonstrate to the people of East Pakistan (now Bangladesh) their emerging national identity; he also sought to mobilize this sense of national identity to shift the focus of the people away from their low levels of social and economic development and their political subjugation (Choudhury and Bell, 2011). He hoped a monumental building bringing together symbols of Bangladeshi culture and history would become a focus of national pride. The appointment of renowned American architect Louis I Kahn was a result of Cold War politics. A local Bangladeshi elite and architect, Muzharul Islam, had studied at the prestigious Yale University, as a result of the Smith-Mundt Act, a cultural and educational exchange program intended to foster understanding of the US internationally and commonly viewed as a means to counter communism by disseminating US propaganda, or 'public diplomacy'. Here Islam became acquainted with architect Louis Kahn (Choudhury and Armstrong, 2013). Later, when Muzharul Islam became Chief Architect of East Pakistan, he invited Louis Kahn along with Finnish Architect Alvar Aalto and Franco-Swiss Architect Le Corbusier to submit designs for a National Assembly Building.

Kahn was eventually commissioned to design the building (Choudhury and Armstrong, 2013). After the independence of Bangladesh in 1971 from Pakistan, the JSB realized its role as a symbol of national identity for the people of Bangladesh (Choudhury and Armstrong, 2012). The struggle to complete the enormous building project at great expense became inextricably linked with the efforts of the Bangladeshi people in earning their independence. After a tumultuous struggle for independence, the nation was devastated but as the building took shape it took on a special significance for the new nation, faced with economic hardship but with aspirations for a bright future. Construction was finally completed in 1983, with the project taking around 21 years to build, the same as the Taj Mahal. The building has been widely acclaimed for its modernistic architectural significance and its multi-layered cultural associations. However, it has not received enough attention worldwide to earn a place on the UNESCO World Heritage List (WHL). This may be due to its location in a developing country in Asia. Previous studies have identified that the WHL is politicized and favors developed countries (Meskell, 2015; Keough, 2011). This paper argues that the JSB fulfills many of the six criteria of cultural heritage set out by UNESCO to become recognized as a World Heritage Site (WHS). The paper also presents some case studies to argue the comparative merit of the JSB in comparison with other WHSs.

2. UNESCO World Heritage Sites

The United Nations Educational Scientific and Cultural Organization (UNESCO) is an offshoot of the United Nations. It which was formed 75 years ago in 1945 just after World War Two to promote and conserve

educational and cultural aspects of the world. Its first initiative in regards to the conservation of tangible heritage took place in 1959, with the launching of efforts to preserve the temple of Abu Simbel in Egypt. The temple, along with other archeological sites, was threatened by the Aswan High Dam on the bank of River Nile in Egypt (Meskell, 2015; Keough, 2011; Frey et al., 2013). There was a long gap before another UNESCO effort, this time, activities are undertaken in 966 to save Venice, which was threatened by rising water levels.

After that UNESCO'S activities to protect heritage internationally gained momentum, with the adoption of the Convention Concerning the Protection of the World Cultural and Natural Heritage at its 17th session in Paris in November 1972 (Meskell, 2015; Keough, 2011; Frey et al., 2013). According to Keough (2011), the convention's mission is 'to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity'. UNESCO enacts this mission by encouraging countries to be signatories to the World Heritage Convention and to take necessary measures for the protection and conservation of their natural and cultural heritage. It asks countries to prepare a national list of potential WHSs that can be included in its WHL. It also supports countries to prepare management and operating plan for WHSs and provides technical and professional training, as well as assisting in developing a strategy to conserve and preserve WHSs. UNESCO advocates in the case of any threats to WHSs, providing emergency assistance where necessary. Finally, it raises public awareness of the importance of world heritage (Keough, 2011). To date, 190 member states have ratified the UNESCO convention, and there are 1,121 sites on the WHL, 869 of which relate to culture, 213 to nature and 39 are mixed. The WHL is highly regarded worldwide and the listing of a WHS has been highly sought after. Strasser (200) argues that it is 'The most effective international legal instrument for the protection of the cultural and natural heritage'. There are two overarching criteria for UNESCO listing – cultural heritage and natural heritage.

Cultural heritage applies to sites that are symbolic in terms of national and local identity, expressing the values, ethos, aspirations and culture of a group of people. It provides a sense of belonging and a sense of place. Monuments, groups of buildings, sites and cultural landscapes are regarded as tangible cultural heritage (Roders and Oers, 2011). Initially, only cultural heritage was part of UNESCO's activities. Since 1968 it has introduced the concept of natural heritage (Frey and Pamini, 2009). Natural heritage applies to sites of outstanding universal value in terms of natural aesthetic view and of significant environmental value. It may include areas that are habitats for endangered animals and plants. To be nominated for WHL, the state where the cultural or natural heritage is located must consider six key criteria and prepare an application relevant to those criteria, supported by extensive documentation. Before the nomination has been received, the merits and otherwise of the project are considered by three advisory boards: the International Council on Museums and Sites (ICOMOS), the International Union for the Conservation of Nature (IUCN) and the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM). These boards advise the World Heritage Committee on the nomination. The World Heritage Committee is an association of representatives from 21 member states, who meet annually to evaluate and decide on sites to be included on the WHL. In addition to the six cultural heritage criteria outlined above, four separate criteria are relevant natural heritage sites. To obtain the coveted nomination, the site *must* meet at least one of the ten criteria (Frey et al., 2013; Meskell, 2015).

3. Jatio Sangsad Bhaban – A Site of Outstanding Universal Value

The JSB is widely regarded as an exceptional architectural creation that bears testimony to the creation of a nation. The JSB is considered as the work of a mature architect at his best, encapsulating his education and experience and exemplifying his vision (Gusheh, 2013). It is a timeless creation (Scully, 1987) that reflects Khan's Beaux-Arts teaching background and his experience of Roman ruins, Mughal architecture, the ancient Buddhist architecture of Bengal, and the landscape of rural Bengal (Gusheh, 2013; Choudhury, 2015). Khan delicately translated his knowledge and experience into the JSB complex and its surroundings. His passion for monumentality is evident in the creation of the JSB and it showcases his skill and talent for assimilating and synthesizing a myriad of styles. Khan's visionary approach positions the JSB as a tangible realization of democracy itself. As a symbol of democracy in a newly and proudly independent nation (Choudhury, 2015), the JSB has achieved far-reaching influence not only as an architectural marvel but for its democratic appeal, considered as the Parthenon of the East (Ksiazek, 1995). Architectural scholars consider the JSB more than a building; rather it is architecture with multiple meanings (Choudhury and Armstrong, 2020). The combined

nature of both the complexity and contradiction of JSB provides a richness of meaning over the clarity of meaning (Choudhury and Armstrong, 2020). Therefore, it has the potential to be nominated for WHL. The following subsections discuss this in relation to the UNESCO criteria.

Jatio Sangsad Bhaban – A Masterpiece of Human Creative Genius (Criteria 1): The JSB is considered by architectural critics to be an outstanding modern building of the 20th century. Robert McCarter (2005, p. 258), a Professor of Architecture at Washington University and a renowned architectural critic argues it is without question Kahn's magnum opus. The JSB embodies degrees of creative genius, synthesizing architectural, structural and urban planning with a wealth of symbolism. The richness and diversity of its symbolism have given the JSB iconic status in the world of architecture. Apart from its intrinsic meaning, which revolves around its form and space, its extrinsic meaning is rich in terms of its societal, political, cultural and ethical aspects. Its site was originally on the outskirts of the city of Dhaka during its early construction phase; however, given its status in the city, this site has assumed the status of an urban focal point. It is a city within a city, a microcosm of the world. The JSB is now central to the city of Dhaka, considered the lungs of the city (Choudhury and Armstrong, 2013). Architecture scholars have compared the JSB with other outstanding masterpieces, such as the Parthenon, Hagia Sophia (Ksiezk, 1993), the Pantheon (Gusheh, 2013), Fatehpur Sikri (Nilsson, 1973), the Acropolis (Vale, 2008), and the Taj Mahal (Choudhury, 2015). These are all WHSs, suggesting that the JSB has the merit to qualify as a WHS. In 1989 JSB received the Aga Khan Award for Architecture for its architectural excellence, which is regarded as the most prestigious award in world architecture. Kathleen James-Chakraborty (2014) argues that after it was recognized by Aga Khan Foundation it elevated its status as the world's one of celebrated architecture.

Jatio Sangsad Bhaban – Exhibits an Important Interchange of Human Values, Over a Span of Time Within a Cultural Area of the World, On Developments In Architecture Or Technology, Monumental Arts, Town Planning Or Landscape Design (Criteria 2): The JSB is a product of the nationalist movement of the Bangladeshi people over a period of time within the cultural area of Bengal. It is the tangible result of a longstanding movement towards independence, which began after the British colonized the Indian subcontinent in the 18th century. After the British left, dividing the Indian subcontinent into India and Pakistan based on religious affiliation, Bangladesh (then East Pakistan) continued its struggle to become an independent nation. The JSB is the result of that continued struggle (Choudhury and Armstrong, 2013). What started as a nationalist movement driven by human values in Bengal, culminated in the tangible form of JSB with its awe-inspiring monumental form and magnificent landscaping? Kahn's approach to the JSB is to reinterpret the wisdom of the past. According to Scully (cited in Gusheh, 2013), a 'Roman union of concrete and brick became Kahn's special delight' (cited in Gusheh, 2013, p. 45). The JSB is regarded as a socio-political construction of space, in the way the landscape and urban space are intertwined in its social-political context (Choudhury and Armstrong, 2013). Choudhury and Armstrong (2013) argue that JSB is an unquestionable successful urban structure within the city that establishes an idealistic vision.

Jatio Sangsad Bhaban – Bears a Unique or Exceptional Testimony to a Cultural Tradition or to a Civilization that is Living or has Disappeared (Criteria 3): In symbolizing the national identity of Bangladesh, the JSB transcends its architectural significance to represent the collective sentiment of a homogenous group of people who share the same color, race, religion and cultural affiliation. It essentially is a built embodiment of the Bangladeshi constitution, which is the heart and soul of Bangladesh. Choudhury and Armstrong (2013) argue that the JSB's democratic value constructs a parallel under the auspices of unfolding national identity outline in the constitution. The constitution of Bangladesh is a living unique entity and represents the values, ethos and cultural traditions ingrained in the geography and people of Bengal. In this way, the JSB can be positioned as a tangible testimony to a living cultural tradition. It is inextricably linked to Bangladeshi culture and deeply rooted in the spirit of Bengali nationalism. Leading Bangladeshi Architect Muzharul Islam (cited in Gusheh, 2013, p. 85).

Who was instrumental in commissioning Kahn states, 'During the British rule we lost everything. This building has received our sense of cultural identity. The whole complex – the way it deals with the climate, the spirit of the region – has a local connotation for me … I know that we do not have democracy, but you see, the building is there; the aim is there'. Philosophically and psychologically the JSB not only embodies Bangladeshi culture and value, but it also represents global living culture. Kahn imbued with architectural

spirit and monumental aspects of the JSB with the flavor of American democratic idealism, assimilating ideas that are deeply entrenched in American democratic values in the creation of the JSB. The JSB reflects the power of American individualism, the notion of civic accountability and obligation, and the practice of pluralism by referencing the form of Roman ruins (Gusheh, 2013). Gusheh (2013) argues 'In this narrative, the capitol complex in Dhaka was described as the culminating point in Kahn's career and was viewed as the project where he most successfully captured an American vision for a new and idealized democratic monumentality'.

Jatio Sangsad Bhaban – An Outstanding Example of a Type of Building, Architectural or Technological Ensemble or Landscape that Illustrates a Significant Stage(S) in Human History (Criteria 4): The JSB is an outstanding product of geopolitics and signifies a period when America and Russia were locked in the Cold War. During the Cold War period, art and architecture were used as a vehicle to demonstrate power by two giants. According to Choudhury and Armstrong (2013), 'with the escalation of the cold war in the late1950s, creative media like architecture and the arts were engaged more and more to expand the supremacy of the two superpowers'. For strategic reasons, Pakistan became important to the United States during the Cold War period. During the 1950s and early 1960s, the United States provided Pakistan with significant amounts of military, civil and cultural aid, with the expectation that Pakistan would be influenced by the beliefs, democratic tradition and values of the United States. It was against this backdrop that American architect Louis Kahn was commissioned in 1962 (Choudhury and Armstrong, 2013). As such JSB is a vivid example of a significant stage in human history, that is, the Cold War era.

Jatio Sangsad Bhaban – Directly or Tangibly Associated With Events or Living Traditions, With Ideas, or With Beliefs, With Artistic and Literary Works of Outstanding Universal Significance (Criteria 6): The JSB is directly and tangibly associated with the National Assembly of Bangladesh, which represents 300 geographical constituencies. It is the heart of government, where decisions are made and enacted relating to the development of the country, and the nation's beliefs, vision and ideas, its politics, tradition and culture are conveyed through elected representatives. The JSB first and foremost symbolizes Bangladeshi nationalism. Nationalism is a living tradition that conveys the inherent beliefs of a nation and as such, the JSB is a nationalist product (Choudhury and Armstrong, 2013), insofar as, according to Choudhury and Armstrong (2013), the power of nationalism lies in the cultural terrain of a nation. It is constructed through a collective spirit of its people that can be conceptualized as the spirit of love, memory, myth fantasy and whim. The JSB links and is associated with the social and political constructs of nationalism. Moreover, it also represents the duality of nationalism; emancipation and opportunity and oppression and the repository of danger. Oppression is represented in its controversial birth, which was essentially politically motivated. Opportunity is reflected in its standing as world-class architecture and its position as the center of democracy (Choudhury and Armstrong, 2013).

4. Case Studies

This section provides case studies of WHSs to establish the potential for the JSB to be given WHS status. These buildings have been chosen because they comparable to the JSB.

Sydney Opera House: Built-in 1973, the Sydney Opera House was listed as a WHS in 2007. It fulfills only one criterion (Criteria 1) of the six criteria of cultural heritage requirement. It is regarded as an outstanding modern architectural masterpiece, revered for its technical complexity and innovation. Compared to the JSB it is not as rich in its multiple complex layering of meanings and historic significance. The building's purpose is to house world-class performing arts and while it has cultural significance it does not represent national identity like the JSB.

The Architectural Work of Le Corbusier, An Outstanding Contribution to the Modern Movement: In 2016, 17 sites by master architect Le Corbusier were listed as a UNESCO WHS. These projects are significant for their architectural vocabulary that is a new language in architecture. These works are found in seven countries built for more than 50 years. One of these is the Capitol Complex in Chandigarh in India. Le Corbusier was commissioned to design this building in the early 1950s, before the commissioning of Kahn for the Dhaka project. These projects as a whole fulfill three criteria (Criteria 1, 2 and 6). Although the Capitol

Complex of Chandigarh is a British post-colonial product similar to the way the JSB represents a point in history, it does not reflect the socio-political context of the Cold War era. The vision underpinning its commissioning is a simple one. Indian President Nehru wanted something modern to inspire the nation. Unlike the JSB it is not the result of a nationalistic movement. The theatrical drama of the JSB adds value and richness to its historical background, which is absent from the Chandigarh complex.

The 20th Century Architecture of Frank Lloyd Wright: Wright's works were included as WHSs in 2019. They meet one criterion for WHL (Criteria 2). Along with Louis Kahn, Frank Lloyd Wright is regarded as one of the master architects of the 20th century. He introduced the concept of 'Organic Architecture'. The WHL comprises eight buildings by Wright constructed in the early half of the 20th century. The buildings represent unity in diversity with their wide range of function, scale and setting. The architectural significance is accentuated by the innovative use of materials, especially steel and concrete. Projects are located in cities, suburbs, forests and deserts representing global architecture within one country, America. But as they are in one country they do not represent cross-cultural practice, unlike the work of Khan. It can be argued that if Wright's work is eligible for WHL, then Kahn's works, including the JSB in Bangladesh, inevitably qualify for listing, given their successful transcendence of one nation, one culture, embodying an international architecture of outstanding value.

5. Conclusion

The JSB is an exceptional creation that transcends local architectural boundaries and appears as a landmark in the global landscape. Due to its outstanding value, it is expected to achieve a global mark by receiving global recognition. This paper argues that it meets the requirements to be given WHS status, qualifying based on five of UNESCO's cultural heritage criteria 1, 2, 3, 4 and 6. The Bangladesh Government should apply the necessary documentation to UNESCO as the first step towards a nomination for the WHL. The Government Department of Archeology, Ministry of Cultural Affair should work together with professional bodies (Institute of Architects Bangladesh, etc.) and academics to formulate a working paper aimed at a nomination for the JSB to become a WHS. The proposal should take a detailed, inclusive, holistic, innovative approach, providing a protection and conservation plan for the management of the site. It should also include how knowledge regarding the site's management and related issues can be passed on to future generations (Roders and Oers, 2011). Given the JSB is an exemplary work by a leading American architect, both Bangladesh and American governments could jointly proceed with the WHS nomination for Kahn's masterpieces. The support of the US Government is likely to garner more attention. It is understandable from the case studies that the JSB has considerable potential to be listed as a WHS.

The JSB is living heritage, a highly functional building that holds the Bangladesh National Assembly several times during any given year. As a working building, the project is regularly maintained and preserved hence no extra funding from UNESCO (which has funding constraints) is required to conserve and preserve the building. What the JSB will gain from being on the WHL is recognition of its importance, nationally and internationally, and through this recognition adequate planning and preservation by future generations. WHSs are sometimes criticized as attracting unwanted visitors that bring negative consequences associated with tourism, such as crime (Caust and Vecco, 2017). However, the JSB is likely to attract those who appreciate history and architecture so the risk of social issues associated with tourism is low, while the benefits to the Bangladeshi people are high. Increased tourism as a result of WHL status will make contribute to the local economy and generate employment. Considering the deep-rooted historical antecedents, diverse landscape and large population of Bangladesh, It has very few number of WHSs. At Present Bangladesh has three WHSs: the historic mosque city of Bagerhat listed in 1985 (cultural), the ruins of the Buddhist Vihara at Paharpur listed in 1985 (cultural), and the Sundarbans listed in 1996 (natural) (Islam, 2018). Given The JSB would make a worthy addition to these existing WHSs and would provide recognition of the 'the beauty of Asian heritage [that] lies in its cultural pluralism' (Chapagain, 2013).

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Are Tattooing Indicators of Dark Personalities? An Analysis of Body Modification within the Framework of Dark Triad of Personality

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Abstract: There are several displays commonly labeled as body modifications, including body piercings, scarification, tattoos, cutting, etc. In this study, we were focused on one distinct form of body modification, namely tattoos. The current exploratory study investigated the connection between body modifications (BM) and Dark Triad personality for a sample of 77 university students with BM, compared to a control group of 77 non-BM individuals. Three self-administrated questionnaires were used to collect the data: Self-Report Psychopathy Scale-Short Form, Mach-IV scale, and Narcissistic Personality Inventory. The findings suggest that subclinical psychopathy is most strongly connected to body modifications. An increased number of tattoos was also significantly correlated with a higher level of anti-sociality. Participants with visible body modifications had significantly higher affective callousness and overall self-reported subclinical psychopathy levels, compared with individuals with non-visible alterations.

Keywords: *Body modifications; narcissism; dark triad; subclinical psychopathy; Machiavellianism; tattoo*

1. Introduction

Body Modification, Rebellion against Mainstream Values, and Self-Construction: The term body modification (BM) refers to several procedures that change the appearance of one's body. There are several displays commonly labeled as body modification, including body piercings, scarification, tattoos, cutting, adornments, garments, and hairstyles (Myers, 1992). In this study, we will focus on one distinct form of body modification, namely tattoos. Throughout time, a shift has occurred in the way body modification was perceived and, consequently, a shift in the social and psychological significance that possessors of BM attribute to their tattoos. Early studies have found that owning a tattoo correlated positively with personality disorders (Post, 1968), antisocial behavior (Favazza, 1996), and risk-taking behavior (Braithwaite, Robillard, Woodring, Stephens, & Arriola, 2001), (Roberts, Auinger, & Ryan, 2004), (Caroll, Riffenburg, & Myhre, 2002), (Deschesnes, Fines, & Demers, 2006), while several studies linked BM to psychopathy (Post, 1968), and various psychiatric conditions (Raspa & Cusack, 1990). The mainline of reasoning to explain such findings is closely linked to the cultural history of body modifications, which were initially mostly found within certain social groups considered to have an aggressive or criminal behavioral background (e.g., bikers, military, sailors, prison inmates); these BM markings served as an indicator of rebellion against mainstream/conservative cultural values (DeMello, 2003).

A recent study found that individuals with tattoos had significantly higher levels of reactive rebelliousness, anger, and verbal aggression than non-tattooed adults, but did not have significantly higher levels of proactive rebelliousness, physical aggression, and hostility (Swami, et al., 2015). The authors suggest that stereotypes regarding tattooed individuals are outdated. Several authors maintain that body modifications such as tattoos and piercings have entered the mainstream (Tate & Shelton, 2008), (Rooks, Roberts, & Scheltma, 2000), appearing less infringe/special social groups. For example, in a study conducted in the U.S.A. in 2008, Tate & Shelton (Tate & Shelton, 2008) found that up to 25% of middle-class college students possessed permanent tattoos, prompting the authors to argue against considering tattoos signs of social deviance or personality flaws. In 2007, it was estimated that roughly 10% of the population in modern western societies have some form of body modification (Wohlrab, Stahl, Rammsayer, & Kappeler, 2007). A 2006 survey conducted in Germany showed that the presence of tattoos for the general population was 8.5% (Stirn, Hinz, & Brahler, 2006). Based on the evidence of their wide prevalence in the general population, we could argue that BM has become less likely to be correlated with such antisocial personality traits as those listed above. Investigating the personality correlates of body modifications in an Eastern European setting is relevant.

Considering that Romania has more traditional cultural values that determine the norms for self-presentation. Moreover, this investigation is useful to help bridge the geographical divide in the research on this topic, as there is little data about the psychological correlates of BM from studies conducted outside the Western European or North American cultural settings. Recent studies argued that body modifications act as a means of self-construction and of communicating the self to others (Romanienko, 2011), by offering information about the individual's way of being and feeling (Cipolletta, Faccio, & Berardi, 2010). (Doss & Ebesu Hubbard, 2009) also argue that tattoos have the potential to be used for communicative purposes. The theory of self-construction argues that the self is continuously under construction throughout the lifespan. According to Baumeister (Baumeister, 1997), our sense of self is composed of schemas and concepts about our characteristics, which we shape through interactions with others. If tattoos are a form of communicating the self to others and serve to convey a certain image of oneself, the visibility of the body modification is also relevant, as it relates directly to the audience that individuals with BM are targeting. Bui and colleagues (Bui, et al., 2010) argue that it is necessary and legitimate to differentiate BM according to the degree of visibility and intimacy. Psychologically, intimate modifications may serve different functions and deserve further study (Caliendo, Armstrong, & Roberts, 2005).

Body Modification and Dark Triad Personality: Associations have also been found between BM and antisocial personality traits such as narcissism, Machiavellianism, and subclinical psychopathy, which together are labeled the "Dark Triad" (Paulhus & Williams, 2002). These three types of socially-averse personality traits are conceptually similar and have unsurprisingly been confused in previous research, as Furnham and colleagues point out in their meta-analysis (Furnham, Richards, & Paulhus, 2013). To clarify the distinctions: narcissists are characterized by grandiosity, feelings of superiority over others, and a sense of entitlement (Emmons, 1984); Machiavellians are characterized by a sense of cynicism, by their lack of principles and readiness to manipulate others (Christie & Geis, 1970); also see (Jones & Paulhus, 2009) for a review); subclinical psychopathy is characterized by thrill-seeking, high impulsivity, and low empathy and anxiety (Paulhus & Williams, 2002). Nathanson and colleagues (Nathanson, Paulhus, & Williams, 2006) found that of the "Dark Triad", the most likely to be correlated with BM is subclinical psychopathy.

Due to the thrill-seeking nature of individuals within this category. This is consistent with an earlier study by Von Wiederhold (Von Wiederhold, 1995) that found individuals with BM scored significantly higher than individuals without BM on psychoticism and antisocial scales. Several studies have found that young adults and adolescents who possess BM also tend to engage in forms of misconduct that could be considered a form of thrill-seeking, including substance abuse and early sexual promiscuity (Brooks, Woods, Knight, & Shrier, 2003), (Roberts, Auinger, & Ryan, 2004), as well as illegal activities, gang affiliation, problem gambling, and school truancy (Deschesnes, Fines, & Demers, 2006). Therefore, there is a strong indication that "Dark Triad" personality traits could correlate with BM. In the current study, we aim to investigate the relation between BM and narcissism, Machiavellianism, and subclinical psychopathy for a Romanian college student sample.

The Present Study: The current exploratory study starts from the findings of Paulhus & Williams (Paulhus & Williams, 2002), showing that BM is associated with subclinical psychopathy, narcissism, and Machiavellianism, and aims to investigate the personality correlates of body modifications in an Eastern European setting. It could be argued that BM has not yet entered the mainstream in the countries of the former Eastern Bloc and that their psychological correlates could be different from those discussed in research studies conducted in Western European or North American settings. This study aims to quantify the personality traits and the demographic data of tattooed individuals and to compare them with a control group of individuals without body modifications. In the framework of self-construction, BM can be conceptualized as a form of self-expression and self-presentation. Therefore, the study also investigates the location of BM on the body (visible vs. non-visible in a social/public context, corresponding to expressions of the public self/private self) to discuss its role as a self-construction and self-communication mechanism. The study also explores correlations between the BM's location/visibility and personality traits.

2. Method

Participants and Procedure: For data collection, a purposive convenience sampling technique was used. Self-administrated questionnaires were used on a sample of undergraduate students (N=154), with a subsample of the individuals that possessed tattoos (N=77) and one of the individuals without body modifications (N=77). The gender distribution was calculated for each subsample, having 40 women (mean age M = 22.70, *SD* = 3.51) and 37 men (mean age M = 25.62, *SD* = 4.70) in the BM subsample; and 52 women (mean age M = 22.65, *SD* = 4.49) and 25 men (mean age M = 23.56, *SD* = 6.18) in the non-BM subsample. The questionnaire was in Romanian, as all the respondents were Romanians. Before completion, the purpose of the study was briefly explained to the participants and informed consent was obtained. All participants were ensured about the confidentiality of the data and that it would be only used for research purposes.

Measures

Subclinical Psychopathy: We measured subclinical psychopathy using the Self-Report Psychopathy Scale-Short Form, SRP-SF (Paulhus, Neumann, & Hare, in press). Respondents rated the degree to which they agree with 29 statements (from 1-'strongly disagree' to 5-'strongly agree.'). The scale consists of four sub-dimensions: interpersonal manipulation (includes characteristics such as pathological lying and manipulating), affective callousness (items relating to low empathy and a general lack of concern for other people), erratic lifestyle (characteristic related to recklessness and impulsivity), and overt antisociality (**overt** hostility and intentional aggression toward others). Sample items include "I've often done something dangerous just for the thrill of it." and "It's fun to see how far you can push a person before they catch on." A Romanian back-translated version of the scale was used, the reliability coefficients for the SRP-SF total score level (α=.84) being very good (Gordts, Uzieblo, Neumann, Van den Bussche, & Rossi, 2017).

Machiavellianism: Machiavellianism was measured by using the Mach-IV scale (Christie & Geis, 1970). It is a 20-item instrument using a 5-point Likert scale (1-'strongly disagree'; 5-'strongly agree'). Sample items include "It is hard to get ahead without cutting corners here or there." and "Anyone who completely trusts anyone else is asking for trouble." For the current study, a Romanian back-translated version of the scale was used, with good reliability (α=.73), as reported by Meyer (Meyer, 1992).

Narcissism: We measured narcissism through the Narcissistic Personality Inventory – NPI (Raskin & Hall, 1979). It is an instrument with 40 items; for each item, respondents selected between two opposite statements, one of which indicates narcissism. Narcissism sample items include "I like to be the center of attention." and "I can make anybody believe anything I want them to". A Romanian back-translated version of the scale was used, having good reliability (α=.72) (Raskin & Hall, 1981).

Presence of BM and Location on the Body: each participant was asked to indicate on an image of the human form the area where they possess body modifications, indicating one or several options between 1-6, according to the grid included over the image, and dividing the body into distinct areas. The areas were labeled as follows: 1 – head; 2 – neck, shoulders, upper arm, chest, upper back; 3 – arms and abdomen; 4 – palms, genital area, upper thighs; 5 – lower thighs, knees, calves; 6 – lower calves, ankles, and feet). Participants that had several tattoos were asked to mark all the corresponding areas on the grid.

3. Results and Discussion

Dark Triad and Tattoos: We began by investigating the connection between the presence of BM and self-reported levels of psychopathy. We found the data to not be normally distributed, and therefore performed a Mann-Whitney U test, to compare individuals with BM and those without BM for each dimension of the SRP-SF (table 1). We found that individuals with body modifications had significantly higher levels of psychopathy on the affective callousness (U = 2152, p = .003), erratic lifestyle (U = 1928, p = .000) and overt antisociality subscales (U = 2153, p = .003), as well as higher scores on the overall SRP-SF scale (U = 1892, p =.000). These findings are in line with previous results obtained by Nathanson and colleagues (Nathanson, Paulhus, & Williams, 2006), who noted that, out of the Dark Triad personality traits, BM is more likely to be associated with subclinical psychopathy.

Visibility and Location of Body Modifications: We explored the connection between the visibility of the body modifications and dark triad personality correlates. One significant result, in this case, was that individuals with visible body modifications had a higher score on the affective callousness sub-dimension of the psychopathy scale (U=1699, p=.000) and the overall self-reported subclinical psychopathy scale (U=1538, p=.000).

Table 1: Mann- Whitney Test – Psychopathy

	Affective Callousness	Erratic Lifestyle	Antisociality	SRP
Mann-Whitney U	2152.000	1928.000	2153.500	1892.500
Wilcoxon W	5155.000	4931.000	5156.500	4895.500
Z	-2.949	-3.759	-2.950	-3.876
Asymp. Sig. (2-tailed)	.003	.000	.003	.000

A statistically significant negative correlation was found between the number of tattoos participants had and narcissism, indicating that more narcissistic individuals are also less inclined to alter their bodies through tattoos ($\mathbf{r_s}$ = -.22, p = .050). One interpretation could be that individuals with high levels of narcissism feel less need to modify their bodies, due to already having a favorable body image as presented by (Jackson, Ervin, & Hodge, 1992), (Lipowska & Lipowski, 2015). One speculative explanation could be that, if tattoos express the individual's break from traditional behavioral norms, as suggested by (DeMello, 2003), then each additional such body modification serves as an instrument to communicate this break with social norms more resolutely.

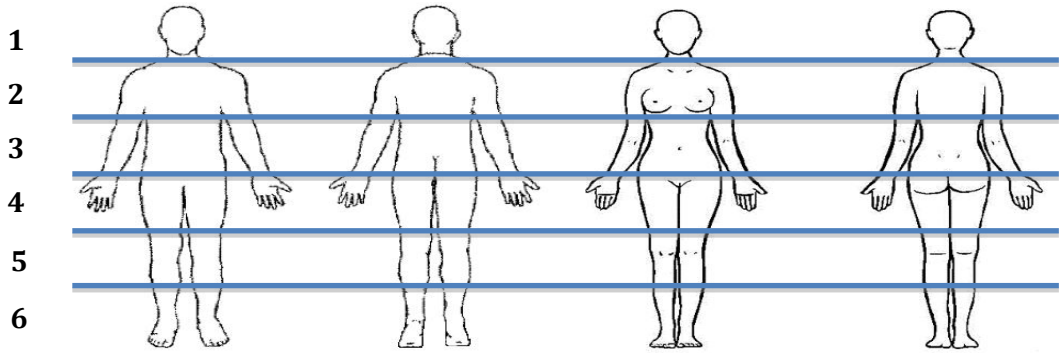
Table 2: Mann-Whitney Test - Visibility

	Affective Callousness	SRP
Mann-Whitney U	1699.000	1538.500
Wilcoxon W	6850.000	6689.500
Z	-3.734	-4.330
Asymp. Sig. (2-tailed)	.000	.000

However, there was no statistically significant difference for the erratic lifestyle dimension; we could speculate that individuals with visible body modifications are more prone to psychopathy behaviors that are meant to deflect social norms in ways that primarily affect those around them. The fact that only participants with higher levels of psychopathy chose to obtain modifications in a visible area could suggest that these alterations do have communicative value and can act as a means for identity construction. The location of body modification on the body proved to be significant. The fact that participants with visible BM did not have a statistically different score on the erratic lifestyle dimension, which primarily affects the individual himself and which predicts less severe antisocial behavior (Riopka, Coupland, & Olver, 2015) could indicate that visible BM is used as a signal of defiance for community-oriented norms, more so than an indicator of irresponsibility, defiance of personal wellbeing and safety norms.

Following the observations made by other studies (Caliendo, Armstrong, & Roberts, 2005); (Bui, et al., 2010) regarding the relevance of body modification location on the body, we compared Dark Triad personality scores for individuals with and without BM, for each area (1-6) included in the chart (figure 1). In the group of participants, the areas with the most BM were 2 (35 participants) and 3 (38 participants), followed by 4 (23 participants). The areas for which participants indicated the least amount of BM were 1 (16 participants), 6 (12 participants), and 5 (10 participants). Most participants had BM in several areas: 17 participants had BM in two areas, 8 participants had BM in three areas, and 7 participants had BM in four areas. Only 4 participants had BM in five areas, and only 2 participants had modifications in all six areas of the body chart. However, 29,6% of participants only had BM in one area.

Figure 1: Tattoo Body location



For the group of participants with BM (a total of 77), we conducted a Mann-Whitney U test for each of the six body areas included in the chart, comparing Dark Triad personality scores of participants with BM in the specific area and those without BM in the investigated area. We found that individuals who had BM in area 1 (head) had statistically significantly higher scores on the narcissism scale than individuals without BM in the said area (U = 1597, p = .024). The same statistically significant difference for narcissism was found in area 6 (lower calves, ankles, and feet) (U = 554, p = .037).

Table 3: Mann-Whitney Test – Area 1

	Narcissism
Mann-Whitney U	1597.000
Wilcoxon W	8618.000
Z	-2.260
Asymp. Sig. (2-tailed)	.024

Table 4. Mann-Whitney Test – Area 6

	Narcissism
Mann-Whitney U	544.000
Wilcoxon W	622.000
Z	-2.086
Asymp. Sig. (2-tailed)	.037

As discussed above, these are also the two areas where the least number of participants indicated having BM. One possible interpretation is that more narcissistic individuals have more favorable body images (Lipowska & Lipowski, 2015) and, therefore, are less motivated to modify their bodies. Narcissism could also speculatively account for the decisions to obtain BM in areas of the body that are either very visible, making them difficult to conceal, or areas that are often covered, such as ankles and feet, thus making them very easy to conceal. These findings suggest a possible link between narcissism and impression management strategies for individuals with BM, and further studies should take this direction into account. Participants that had BM in area 2 (neck, shoulders, upper arm, chest, upper back) had statistically significant higher scores (table 5) both on the composite score of psychopathy (U = 1381, p = .002) and on the affective callousness dimension of the subclinical psychopathy scale than individuals without BM in that area (U = 1141, p = .000). This could suggest that individuals who chose to modify this area of the body might have lower levels of empathy and concern for other people.

Table 5: Mann-Whitney Test – Area 2

	SRP	Affective Callousness
Mann-Whitney U	1381.000	1141.500
Wilcoxon W	8521.000	8281.500
Z	-3.026	-4.075
Asymp. Sig. (2-tailed)	.002	.000

For areas 3 (lower arms and abdomen) and 4 (palms, genital area, upper thighs), participants with modifications had a statistically significant higher score on the overt anti-sociality dimension of the SRP-SF scale, compared with individuals without BM in area 3 (U = 429, p = .002), and 4 (U = 353, p = .003). This finding suggests that there is indeed a need to further explore the significance of intimate area body modifications; few studies have investigated the motivations for getting this type of BM (Myers, 1992).

4. Conclusion and Limitations

The findings of the current study support the conclusion of Nathanson and colleagues (Nathanson, Paulhus, & Williams, 2006) that, of the Dark Triad trio, subclinical psychopathy is the most likely to be correlated with body modifications. The fact that the same finding was replicated in a different cultural context is of relevance and could suggest that the experience of obtaining BM is similar across cultures. We found that the group with BM (tattoos) had significantly higher scores on the overall SRP-SF on three of its four sub-scales, compared to individuals without body modifications. An increased number of tattoos was also significantly correlated with a higher level of anti-sociality. Participants with visible body modifications had significantly higher affective callousness and overall self-reported subclinical psychopathy levels, compared with individuals with non-visible alterations. Individuals with tattoos on the upper part of their bodies (below the head) had significantly higher levels of affective callousness, while individuals who had modifications on the lower half of their bodies, including lower arms, abdomen, palms, private area, and upper thighs had a significantly higher level of overt anti-sociality.

Though less prominent, associations between BM and narcissism were also found. Individuals who had higher levels of narcissism had fewer tattoos but were more likely to obtain body modifications on their head, ankles, and feet, compared to individuals with lower narcissism scores. One possible interpretation is that more narcissistic individuals have more favorable body images (Lipowska & Lipowski, 2015) and, therefore, are less motivated to modify their bodies. However, the choice of preferred body area to modify for individuals with high narcissism is more difficult to interpret, the two selected areas being either very visible or very easy to conceal. Future studies should explore impression management techniques employed by individuals with high narcissism, and investigate the way narcissistic persons decide to acquire body modifications. Not finding strong Dark Triad personality differences between body modified and non-body modified individuals is even more important compared with the findings of studies on the perception of those possessing body modifications. Previous empirical studies reported that body-modified individuals were rated as possessing more negative personal characteristics than non-body-modified individuals (Degelmen & Price, 2002), (Forbes, 2001), (Swami & Furnham, 2007).

This discrepancy between self-reported and public-perception could be explained by the fact that body modification practices, especially tattoo, have already entered Eastern Europe into the cultural mainstream and may only represent fashion accessories. The limitations of the present study are clear. Self-reported data has its limitations, particularly on respondent honesty and the lack of social desirability of the Dark Triad personality scales used. However, the study did manage to identify a series of statistically significant correlations and differences that suggest BM has communicative value and can trace directions for future research. Subsequent studies should focus on the significance that individuals with body modifications attribute to their tattoos and the motivations for choosing the area of the body to modify. A mixed-methods approach could be of interest, combining interviews, for a deeper understanding of the way individuals perceive their tattoos, and surveys, to measure Dark Triad personality scores. What is missing in the field are empirical investigations that include not only measures of the dark side but also measures of a positive, growth-oriented side of human beings, the so-called Light Triad of personality (Kaufman, Yaden, Hyde, & Tsukayama, 2019).

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The Effect of Brand Credibility, Brand Image and Customer Satisfaction on Behavioural Intentions in Traditional Medicine Market

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Abstract: Brands with stronger image, credibility, and greater customer satisfaction engender favourable behavioural intentions, which serves as an essential competitive weapon in a market. The impact of brand image, credibility, and satisfaction on behavioural intentions are well-documented in the literature. There is, however, little or no research on the influence of credibility and image on behavioural intentions through the intervening role of satisfaction in the traditional medicine market. As a result, the research aimed to assess the intervening role of customer satisfaction in the effect of brand image and credibility on behavioural intentions in the traditional medicine market. Data were distributed to a sample of 265 customers via a systematic sampling strategy. The hypotheses formulated were tested by using covariance-based structural equation modelling. The research confirmed that satisfaction perfectly mediated the effect of credibility on customers' behavioural intentions in the traditional medicine market. However, no mediational relationship between the brand image and behavioural intentions was established. Consequently, this study contributes to the brand theory by displaying the mediated role of customer satisfaction in the impact of brand credibility on the customers' behavioural intentions, particularly in the traditional medicine market. As an emerging industry, this paper also advances the practitioners' knowledge about how to build and manage credibility, satisfaction, and image to strengthen the customers' behavioural intentions in the traditional medicine market.

Keywords: *Brand credibility, Brand image, Customer satisfaction, Behavioural intentions, Herbal medicine.*

1. Introduction

The significance of plant medicines in health care delivery has attracted much attention across the globe in the last few decades. Herbal medicines include processed or raw plant materials and herbal medicinal products with curative or human benefits obtained from plants (WHO, 2007). A study reported that nearly 70 to 80% of the population in the advanced world have consumed herbal medicine on one occasion in their lifetime (WHO, 2008), whilst approximately 70 to 95% of people dwelling in the less developed economies still use herbal medicines for primary health care (WHO, 2011). Furthermore, about 80% of Ghanaians continue to rely on plant medicines to meet their health needs (UNDP, 2007). To meet the growing demand for plant medicinal products in the Cape Coast metropolis, the herbal medicine manufacturers, particularly those operating on a relatively large scale, have adopted various product and process innovations. The product innovations involved the production of assorted products like pills, tablets, capsules, creams in tubes and mixtures bottled to increase their lifespan while adopting modern marketing practices for distribution. While the process innovations have also led to the adoption of diverse modern manufacturing equipment such as tube-filling for packaging creams, machines for bottling liquid preparations with complete seals, semi-automated capsule-filling machines for capsules, and labelling machines (Essegbey, Awuni, Essegbey, Akuffobea & Mica, 2014).

The Food and Drugs Authority (FDA) and the Traditional Medicine Practice Council (TMPC) oversee the manufacturing and distribution of plant medicines in the Cape Coast metropolis. The pharmacies, over-the-counter medicine stores, herbal stores and herbal clinics are the recognised retail outlets for distributing herbal medicinal products as non-prescription medicines in the Cape Coast metropolis (WHO, 2011; Essegbey et al., 2014). Competition in the traditional medicine (TM) market in Cape Coast is growing partly due to the influx of complementary and alternative medicines (CAM) and conventional drugs (Essegbey et al., 2014), leading to lower prices and ultimately, lower industry`s profits. It has been asserted that brands with favourable credibility, image, and greater customer satisfaction generate positive behavioural intentions in the market (Ali, Omar & Amin, 2013; Lee, Hsu, Han & Kim, 2010; Cronin, Brady & Hutt, 2000). Favourable behavioural intentions are manifested in the consumers' preference of a company over others, repeated purchases, increase quantity of purchases, word-of-mouth recommendations, and willingness to pay price

premium (Zeithaml, Berry & Parasuraman, 1996; Rambocas, Kirpalani & Simms, 2018; Buil, Martinez & de Chernatony, 2013; Saha & Theingi, 2009). This may lead to the growth and survival of TM firms in the Cape Coast metropolis.

The importance of brand credibility, image and satisfaction to behavioural intentions is well-documented in the literature (Ryu, Lee & Kim, 2012; Cronin et al., 2000; Lee et al., 2010; Ali et al., 2013). However, there is little or no research on the mediated role of satisfaction in the effect of image and credibility on behavioural intentions, particularly in the TM market in the Cape Coast metropolis. Consequently, this paper seeks to evaluate customer satisfaction's intervening role in the path between credibility, image and behavioural intentions in the Cape Coast TM market. As a result, this paper extends the brand theory by displaying the impact of brand credibility and image on the customers' behavioural intentions via the intervening role of satisfaction in the TM market in the Cape Coast metropolis. Besides, as an emerging industry, this study equips the practitioners` knowledge about how to successfully build and sustain brand credibility, satisfaction and image to strengthen the customers' behavioural intentions in the TM market.

2. Literature Review and Research Hypotheses

Behavioural Intentions: Customer behavioural intentions have received considerable attention from academia and practitioners in recent years because they are regarded as critical indicators of a company's survival in a keen competitive environment. Behavioural intentions are signs which show whether a firm`s clients will stay or desert to a rival firm and its market offerings (Zeithaml et al., 1996). The authors further stated that customers who exhibit positive behavioural intentions build bonds with the firm and unfavourable behavioural intentions defect. Extant literature shows that favourable behavioural intention is demonstrated in preference of a company over others, repeated purchases, increase in the volume of purchases, word-of-mouth behaviour, and desire to pay price premium (Zeithaml et al., 1996; Rambocas et al., 2018; Buil et al., 2013; Saha & Theingi, 2009).

Zeithaml et al. (1996) emphasised that favourable behavioural intentions positively impact the firm`s profitability as the longevity of customers` relationship with a firm reduces marketing cost, increases word-of-mouth, purchases volume and ability to charge high prices. In contrast, unfavourable behavioural intentions negatively affect the firm's financial position in terms of loss of the customer, decrease in purchases, and an increase in the cost of attracting new ones. A review of the literature shows that some researchers have studied behavioural intentions as a single construct (Ali et al., 2013; Ryu et al., 2012; Cronin et al., 2000; Lee et al., 2010). However, other authors have examined behavioural intentions by considering each specific aspect (Zeithaml et al., 1996; Rambocas et al., 2018; Buil et al., 2013; Saha & Theingi, 2009). In this research, however, behavioural intentions will be analysed as a unidimensional construct comprising word-of-mouth, repeated purchases, and desire to pay price premium consistent with earlier authors' work (Ali et al., 2013; Ryu et al., 2012; Cronin et al., 2000).

Brand Credibility: Brand credibility is acknowledged as one of the critical factors that ease brand selection since it removes the likely perceived risk of purchasing decision process. Brand credibility refers to the believability of the brand`s information, which allows customers to recognise that the brand has the capacity and ability to continuously serve its intended purpose (Erdem & Swait, 2004). According to the authors, brand credibility consists of trustworthiness and expertise. The brand`s trustworthiness shows the extent to which consumers perceived the brand`s willingness to deliver its stated purpose. In contrast, the expertise indicates the brand`s capability to fulfil its intended purpose. Keller (2013), however, proposed that brand credibility relates to the customers' perception of the authenticity of the brand. The author further argued that brand credibility entails expertise, trustworthiness and attractiveness. The expertise concerns the brand`s competence, innovativeness, and leadership in the market. In contrast, trustworthiness shows how reliable the brand is and holds the customer`s interest at heart.

Lastly, attractiveness looks at the brand` ability to create fun and pleasure, and whether is worth buying. The trustworthiness and expertise indicate the total outcome of past and present marketing campaigns (Erdem & Swait, 2004). It has been emphasised that incomplete and lop-sided market information causes customers to question products` overall excellence, resulting in greater perceived purchase and consumption risks.

However, a credible brand has the potential to minimise the product search cost and perceived risk, while enriching the products` overall excellence, which can create confidence in the product claims of the company (Erdem & Swait, 1998). It has also been confirmed that credible brands potentially enhance customer satisfaction (Othman, Kamarohim & Nizam, 2017; Ameri & Behnam, 2014), and behavioural intentions in the market (Ali et al., 2013; Ryu et al., 2012). Consequently, the following hypotheses are postulated:
H1: Brand credibility is significantly and directly related to customer satisfaction
H2: Brand credibility is significantly and directly related to behavioural intentions

Brand Image: Brand image has been well-recognised as a core brand asset that provides value for a company and its clients in the market (Keller, 2013). According to Keller (1993), the brand image indicates the perceptions consumers hold about a brand and is manifested in the associations stored in consumers` mind. Brand association is anything a customer connects to a brand (Aaker, 1991), which conveys meaning to him (Keller, 1993). The brand association exists in many forms but may relate to a product's attributes or characteristics unrelated to it. However, an association may consist of brand attributes or benefits. Brand attributes are those descriptive attributes that define an offering, whilst the benefit reflects the value assigned to the product`s features (Keller, 2013). A favourable and unique brand association is a source of differentiation, extensions, a basis for buying decisions, processing, generating product information, and stimulating positive attitudes and feelings toward a brand (Aaker, 1991). The author further noted that brand image provides the basis for purchase decision and a source of customer satisfaction. The brand image also significantly influences customers` behavioural intentions (Lee et al., 2010; Ali et al., 2013) and satisfaction (Izzudin & Novandarii, 2018; Yulianti & Tung, 2013). Hence, the following hypotheses are posited:
H3: Brand image is significantly and directly related to behavioural intentions
H4: Brand image is significantly and directly related to customer satisfaction

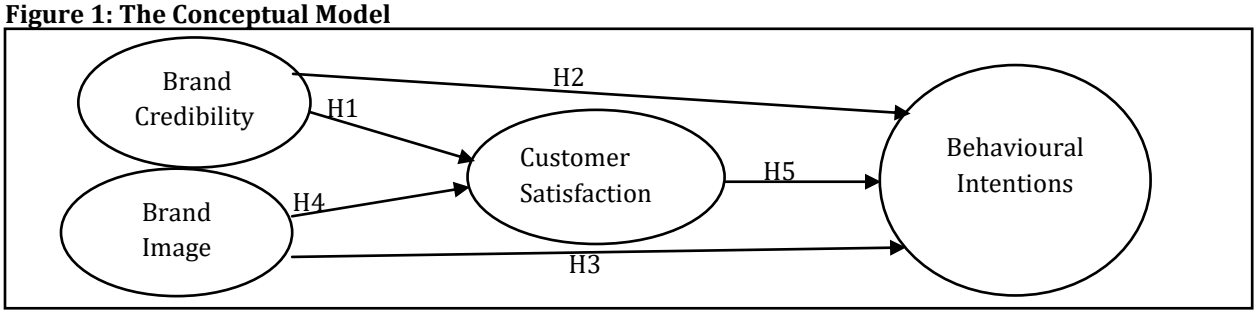
Customer Satisfaction: Customer satisfaction plays an essential role in a business's success because it serves as a root for retaining profitable customers. Customer satisfaction measures the degree to which a product meets or exceeds customer expectations (Ferrell & Hartline, 2011; Lovelock & Witz, 2016). Zeithaml, Bitner and Gremler (2018) also stated that satisfaction is the assessment of a product by the consumer as to whether that product has fulfilled the needs and desires of the customer. Moreover, Kotler and Keller (2012) defined satisfaction as the feelings of pleasure or dissatisfaction of a customer that emerge from comparing the perceived performance of the product to expectations. Studies on customer satisfaction are anchored on the expectancy-disconfirmation model, which indicates that confirmation and disconfirmation of pre-consumption expectations is the basis for determining satisfaction. Consumers experience the product's perceived performance during and after consumption and compare it to their expectations. Satisfaction judgements are then made by comparing the product's perceived performance and prior expectations (Lovelock & Witz, 2016). If the perceived performance is lower than expectations, it is referred to as negative disconfirmation. On the other hand, if perceived performance is higher than expectations, positive disconfirmation occurs, and if it matches expectations, confirmation also occurs.

In other words, the customer is equally dissatisfied, satisfied and delighted if the perceived performance falls short, matches and exceeds expectations respectively. Customer's form expectations from their prior purchase experiences, friends` and associate's advice, marketers and competitors` activities (Kotler & Keller, 2012). Highly delighted customers generally stay loyal, are more likely to engage in repeated purchases, advocate for a firm and its products, purchase more, less responsive to price increases and likely to switch to competitors (Kotler & Keller, 2012; Ferrell & Hartline, 2011). Prior studies also pointed out that customer satisfaction contributes to increasing favourable behavioural intentions (Rambocas et al., 2018; Cronin et al., 2000; Ryu et al., 2012). Similarly, satisfaction is directly influenced by credibility (Othman et al., 2017; Ameri & Behnam, 2014) and image (Aaker, 1991), and in turn, satisfaction significantly enhances behavioural intentions (Cronin et al., 2000; Ryu et al., 2012). Consequently, the following hypotheses are stated:
H5: Customer satisfaction is significantly and directly related to behavioural intentions
H6: Customer satisfaction mediates the relationship between brand credibility and behavioural intentions
H7: Customer satisfaction mediates the relationship between brand image and behavioural intentions

Research Conceptual Framework: The conceptual model explains graphically or narratively the essential variables used and their inter-relationships in research (Miles, Huberman & Saldăna, 2014). In this research,

credibility and image are independent variables, and satisfaction is a mediating variable, whereas behavioural intention is a dependent variable. The conceptual framework depicted in Figure 1 indicates that brand credibility and image directly influence satisfaction, which directly impacts behavioural intentions. Moreover, credibility and satisfaction have a direct effect on behavioural intentions. Here, credibility is measured as the authenticity of the brand`s information, requiring that the brand continuously deliver its promise (Erdem & Swait, 2004). The brand image also looks at consumers` perceptions about a brand and is demonstrated in the associations registered in the consumer's mind (Keller, 1993). Likewise, behavioural intention measures the extent to which customers will stay with or defect from a supplier and its offerings (Zeithaml et al., 1996). Customer satisfaction is also operationalised as customer's feelings of satisfaction or dissatisfaction from contrasting the product's perceived performance to expectations (Kotler & Keller, 2012).

Figure 1: The Conceptual Model



Source: Developed by the Researcher

3. Research Methodology

The methodology employed to evaluate the hypothesised relationship stated to address the study's purpose is spelt out below.

Population and Sampling Techniques: The research population consists of locally-manufactured herbal medicines approved by the GFDA and 26 herbal retail outlets found in the central business district in Cape Coast. The herbal stores were chosen because they are mandated to sell only herbal medicines. The study`s population also comprises 854 customers above 18 years who buy herbal medicines for their consumption from these stores in the Metropolis. The number of the herbal retail outlets was sourced from TMPC in Cape Coast, while that of the customers was from the herbal retail stores' daily sales. Following Krejcie and Morgan's (1970) model for computing sample size, 265 customers participated in this study. The respondents were recruited through systematic sampling. This approach allows the researcher to pick respondents without prior information about the sampling frame`s elements (Malhotra, Nunan & Birks, 2017).

Scale Items Development and Data Collection Procedure: The customers` perceptions of brand credibility, image, satisfaction, and behavioural intentions were obtained from a five-point survey questionnaire where 1= strongly disagree, and 5 = strongly agree. The survey questionnaire was adopted because the data collected permitted statistical analysis which generates results that are easier to interpret (Creswell, 2014). Earlier authors provided the scale items of the variables of the study. The indicator items of credibility were from Erdem and Swait (2004), image from Yoo, Donthu and Lee (2000) and Gil, Andrés and Salinas (2007), satisfaction from He, Li and Harris (2012) and Delgado-Ballester and Munuera-Alemán (2005) and behavioural intentions from Zeithaml et al. (1996), Zhang et al. (2020) and Netemeyer et al. (2004). The research assistants distributed the questionnaires to the customers who were leaving the herbal stores after purchases using a systematic sampling technique. To take part in the study, the customers have to indicate if they have ever bought herbal medicine for consumption. The aim was to obtain accurate perceptions of the customers on brand credibility, behavioural intentions, satisfaction and brand image of the herbal medications distributed in Metropolis. Two hundred and sixty-five questionnaires were distributed, but 208 were used for the analysis due to the respondents' incomplete responses.

4. Data Analysis and Results

The statistical techniques employed to analyse the data were descriptive statistics, exploratory factor analysis (EFA) and covariance-based structural equation modelling (C-SEM), using statistical software known as SPSS Amos 20.

Sample Characteristics: The study's sample characteristics relate to the age, gender, and educational background of the respondents. Descriptive statistics were employed to report the findings of the sample characteristics, which show that most of the participants were male, youth and held secondary education. In the other words, 104 (50.7%) were male, 81(39.1%) were between 26 and 35 years, and 74 (36.5%) had secondary education.

Exploratory Factor Analysis: The EFA was conducted to determine how well the multiple indicators correlate with their stated constructs. For this purpose, 18 indicator items were used for the EFA through the principal axis factoring using the oblimin rotation method. Table 1 below presents the results of the EFA which show that Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is above .60 (Pallant, 2013), and Bartlett's Test of Sphericity is also significant at $p < .05$ (Hair, Black, Babin & Anderson, 2010), which provided support to the EFA. Besides, the EFA through the pattern matrix produced a four-factor model. Factor 1 signifies brand credibility, 2 is customer satisfaction, 3 is behavioural intentions, and 4 is the brand image. A total of 16 indicators were maintained because loadings less than .30 were eliminated (Floyd & Widaman, 1995). Moreover, all four factors had eigenvalues exceeding 1.0 and predicted 62.43% of the analysis' total variance. Besides, coefficient alpha was used to examine the reliability of the indicators generated from the EFA to exclude those with low inter-item correlations from the analysis. The findings presented in Table 1 show that the coefficient alpha of all the latent constructs exceeded .70, ranging from .748 to .861, suggesting good internal consistency (Tavakol & Dennick, 2011).

Table 1: Results of the Exploratory Factor Analysis

Indicators		Factor 1	2	3	4
BC2	X delivers what it promises	.793			
BC4	X's product claims are believable	.733			
BC3	X has the ability to deliver what it promises	.723			
BC5	Over time, my experiences had led X to expect it to keep its promises.	.695			
BC1	X has a name you can trust	.690			
CS2	I am very pleased with X		.807		
CS3	I am very delighted with X		.784		
CS1	I am completely satisfied with X		.696		
CS4	I am not very disappointed with X		.688		
RPI2	I intend to keep buying more of X in the future			.729	
WTPP1	I would be willing to continue to buy more of X even if its price increases somewhat			.705	
RPI1	I would consider X as my first choice when buying herbal medicine			.673	
WOM2	I would recommend X to someone who asks for my advice			.427	
BI3	I like the image of X in the marketplace				.753
BI2	I can quickly recall the symbol or logo of X				.626
BI1	X is different from its competing brands				.572
Cronbach Alpha		.861	.812	.761	.748
Eigenvalues		5.672	2.537	1.608	1.419
Percentage of Variance Explained		31.511	14.095	8.936	7.883
Percentage of Total Variance Explained = 62.426					
KMO = .835; Bartlett`s Test of Sphericity: X2 = 1567.481; DF = 153; p = .000					

Structural Equation Modelling: The C-SEM was employed to evaluate the hypotheses formulated in the study. The C-SEM was used because the data collected entails unobserved variables measured by multiple indicators. The C-SEM is also recognised as an efficient and suitable multivariate statistical method for examining a series of separate multiple equations simultaneously. It also offers an overall model fit and estimates measurement errors of the individual indicator items (Hair et al., 2014; Byrne, 2016). The C-SEM analysis was conducted by using a two-stage approach, as recommended by Byrne (2016).

Confirmatory Factor Analysis: The CFA was conducted to validate the findings of the EFA. Indicator items with standardised regression weights of less than .50 were excluded to enhance the convergent validity of the constructs (Hair et al., 2014). Hence, 2 indicators of credibility, 1 of satisfaction and 1 of the behavioural intentions were removed from the analysis. Table 2 reports the CFA outcomes, which reveal that 12 indicators loaded on the four factors, and all the standardised estimates were significant, ranging between .580 and .863. This result provides a test of construct validity (*ibid*). The Chi-square test (CMIN = 81.485, df = 48, p =.002) did not validate the model due to its sensitivity to sample size (Byrne, 2016). However, the other fit measures supported the analysis. Goodness-of-Fit Index (GFI) = .940; Adjusted Goodness of Fit (AGFI) = .903; Normed Chi-Square statistic (CMIN/DF) = 1.698; Root Mean Residual (RMR) = .049; Standardised Root Mean Square Residual (SRMR) = .053; Incremental Fit Index (IFI) = .964; Comparative Fit Index (CFI) = .963; Tucker-Lewis Index (TLI) = .949; and Normed Fit Index (NFI) = .916. These results display a good model fit (Hu & Bentler, 1999; Kline, 2015; Hair et al., 2014).

Table 2: Results of the Confirmatory Factor Analysis

Latent Variables and Scale Items	Standardized Loadings	t-values
Brand Credibility		
BC2	.847	— a
BC3	.799	11.657
BC4	.741	10.902
Brand Image		
BI3	.775	— a
BI2	.674	7.867
BI1	.673	7.866
Customer Satisfaction		
CS1	.748	— a
CS2	.822	10.113
CS3	.772	9.907
Behavioural Intentions		
WTPP1	.580	— a
RPI2	.718	7.402
RPI1	.863	7.495

Notes: a = path parameter was set to 1; therefore, no critical ratio values were estimated; all standardised loadings are significant at p = 0.001 level.

Psychometric Measures of Confirmatory Factor Analysis: The psychometric measures analysed in the CFA include composite reliability and construct validity. The convergent validity and the discriminant validity were used to analyse the construct validity (Bagozzi & Yi, 1988; Hair et al., 2014) and were measured by using Fornell and Lacker (1981) criterion and average variance extracted (Bagozzi & Yi, 1988) respectively. The analysis in Table 3 reports the outcomes of the latent variables' psychometric properties, which demonstrate that all the AVEs exceeded the suggested value of .50, confirming convergent validity (Bagozzi & Yi, 1988). Besides, the square roots of the AVEs exceeded the squared inter-factor correlations, supporting discriminant validity (Fornell & Lacker, 1981). The study, however, established that brand image contributes to enhancing the behavioural intentions of customers through the impact of their satisfaction with brands sold in the TM market in the metropolis. Furthermore, due to biasedness of the coefficient alpha to the number of test items which leads to under-estimation of internal consistency, composite reliability was adopted because it is regarded as a slightly enhanced composite measure of latent variables` reliability in the CFA (Hair, Sarstedt, Hopkins & Kuppelwieser, 2014). Table 3 also exhibits the composite reliability test findings which suggest that all the coefficients were above 0.70, supporting the latent variables' internal

consistency. These results show that the latent variables are reliable and valid for the analysis of the path model.

Table 3: Results of Psychometric Measures

Latent Variables	CR	AVEs	BI	CS	BC	BEH
Brand Image (BI)	.751	.503	.709**			
Customer Satisfaction	.821	.610	.066	.781**		
Brand Credibility (BC)	.839	.635	.309	.062	.797**	
Behavioural Intentions (BEH)	.769	.532	.118	.164	.204	.729**

Notes: α = Cronbach`s alpha; CR = composite reliability; AVEs = Average Variance Extracted; ** = Square root of AVEs; Off-diagonal estimates measure the squared inter-construct correlations.

Structural Model: The path analysis was employed to evaluate the hypothesised relationship between the latent variables in the study. As indicated earlier, brand image and credibility are independent variables, while customer satisfaction is the mediating variable and behavioural intention is the dependent variable. The Chi-square test (CMIN = 127.021, DF = 49, p < .001) rejected the path model. However, the CMIN/DF = 2.592; GFI = .913; IFI = .916; TLI = .884; CFI = .914; RMSEA = .088 were satisfactory. The findings of the path model are shown in Table 4, which reveal that credibility is directly related to satisfaction (β = .179, p = .031), and behavioural intentions (β = .335, p = .000) at a significance level of p <. 05, supporting *H1* and *H2* respectively. However, the direct relationship between image (β = .122, p = .144) and behavioural intentions is not statistically significant, rejecting *H3*. The findings also indicate that the direct relationship between image (β = .173, p = .049), and satisfaction is significant at p < .05, confirming *H4*. Finally, the satisfaction (β = .303, p = .000) is directly related to behavioural intentions at p < .05, supporting *H5*.

Table 4: Results of the Path Model

Hypotheses	Structural Relations	Standardized Estimate	C.R.	p-value
H1	Customer Satisfaction <-----Brand Credibility	.179	2.161	.031
H2	Behavioural Intentions <--- Brand Credibility	.335	3.800	.000
H3	Behavioural Intentions <--- Brand Image	.122	1.461	.144
H4	Customer Satisfaction <-----Brand Image	.173	1.966	.049
H5	Behavioural Intentions <--- Customer Satisfaction	.303	3.380	.000

Mediation Testing: This paper also sought to test the mediational role of customer satisfaction in the relationship between credibility and behavioural intentions (*H6*), and image and behavioural intentions (*H7*). Following Baron and Kenny's (1986) guide for evaluating mediation which entails; (1) regressing the mediator on the independent variable; (2) the dependent variable on the independent variable; and (3) the dependent variable on both the independent variable and the mediator. Consequently, the mediational relationships were examined by using a bootstrap re-sampling method. The findings indicate that the direct effect of credibility (β = .335, p = .001) on behavioural intentions is significant at p < 0.05. The analysis further shows that the indirect effect of credibility (β = .054, p = .067) on behavioural intentions is not statistically significant at p < .05. These outcomes indicate that there is no mediational relationship between credibility and behavioural intentions. More so, the findings show that the direct effect of brand image (β = .122, p = .346) on behavioural intentions is not significant at p < 0.05. However, the indirect effect of image (β = .053, p = .027) on behavioural intentions is significant at p < 0.05. These findings prove that satisfaction acts as a full mediator in the path between image and behavioural intentions.

Discussion

The research aimed to evaluate the impact of brand credibility, image and satisfaction on customers' behavioural intentions in the TM market in the Cape Coast metropolis. More importantly, the study sought to determine the intervening role of satisfaction in the effect of credibility and image on customers' behavioural intentions in the TM market in the Cape Coast metropolis. The findings point out that credibility directly influences customer satisfaction in the TM market in the metropolis. This outcome is in line with previous

authors (Othman et al., 2017; Ameri & Behnam, 2014) who found that credible brands enhance customers` brand satisfaction. A credible brand is perceived to be reliable and therefore continuously deliver value to the target customers which ultimately, creates greater customer satisfaction in the market. Furthermore, the research revealed that customer satisfaction is significantly influenced by the brand image in the TM market. This outcome is similar to past research (Izzudin & Novandarii, 2018; Yulianti & Tung, 2013), which suggest that delighted customers have positive perceptions about brands they purchase from the market. These findings show that brand credibility and image are essential ingredients for building customer satisfaction in the TM market in the Cape Coast metropolis.

The study`s results further point out that brand credibility significantly enhances the TM market customers` behavioural intentions. This outcome is similar to the prior research (Ali et al., 2013; Ryu et al., 2012), which revealed that credibility directly impacts the behavioural intentions to engage in repurchase intentions and the desire to pay a premium price. Moreover, the research established that satisfaction contributes to strengthening the customers' behavioural intentions in the TM market in Cape Coast. This outcome concurs with previous studies (Rambocas et al., 2018; Cronin et al., 2000), which show that satisfaction elicits favourable customers` intentions to future re-purchase and pay a premium price. These outcomes demonstrate that credibility and customer satisfaction are the key sources of behavioural intentions in the TM market in the metropolis. The study found that the direct path between the brand image and behavioural intentions was not significant. This outcome supports earlier research (Ali et al., 2013), which indicated the relationship between a Malaysian resort hotel's brand image and tourists' behavioural intentions was not significant. However, this outcome differs from a prior study (Lee et al., 2010), reporting that the overall image of the brands directly impacts the customers' behavioural intentions in green hotels in the United States of America. This outcome suggests that customer` brand satisfaction plays a critical role in enriching the image of the brands which eventually, reinforces the customers` behavioural intentions in the TM market in Cape Coast.

5. Conclusion and Recommendations

Conclusion: The main objective of the research was to analyze the influence of credibility, image, and satisfaction on customers` behavioral intentions in the TM market in Cape Coast. Specifically, the study sought to evaluate customer satisfaction's meditational role in the relationship between brand credibility, image and customers' behavioral intentions in the TM market. The research confirmed that brand credibility and image are essential sources of customer satisfaction in the TM market. The study further established that credibility and satisfaction are crucial indicators of the customers` behavioral intentions in the TM market. The study showed that brand image has no significant direct effect on the customers' behavioral intentions in the TM market. However, brand image positively influenced customers` behavioral intentions via customer satisfaction in the TM market. Thus, the study established that satisfaction plays a perfect role in the relationship between brand image and customers` behavioral intentions in the TM market. In this regard, the research concludes that brand image, credibility and satisfaction are critical factors that enhance the customers` behavioral intentions in the TM market in the Cape Coast metropolis.

Recommendations: Guided by the findings of the research, the recommendations made are spelt out below, which may contribute to enhancing the strategic branding decisions of the practitioners in the TM market. The research indicates that brand credibility and image have a direct impact on customer satisfaction in the TM market in the Cape Coast metropolis. Consequently, TM practitioners should develop their brand`s credibility and image to enhance customer satisfaction in the market in Cape Coast. The study also reported that brand credibility and customer satisfaction significantly enhance customers' behavioural intentions in the TM market. As a result, the TM practitioners should design programs to create and track their brand`s credibility and customers` satisfaction to strengthen the behavioural intentions of the customers in the TM market in the metropolis. The study results also show that the relationship between brand image and customers` behavioural intentions was not significant. For this reason, the TM practitioners should endeavour to build a strong image of their brands, which may strengthen the behavioural intentions of the customers in the market in the metropolis. The findings also indicate that brand image positively influences the customers` behavioural intentions through the mediated impact of the customers` brand satisfaction. Therefore, recognising the vital role of customer satisfaction in the relationship between the brand image and

behavioural intentions, the TM practitioners should develop brands that will delight their customers to strengthen their brand`s image and ultimately, the customers` behavioural intentions in the TM market in the metropolis.

Limitations and Direction of Future Research: This paper has strong literature and methodology, yet it has some limitations that need to be resolved if a similar future study is conducted. The TM market includes in-store and online market environment, but data were gathered from the in-store market environment. Future research should consider both online and in-store environment. The study also looked at the plant medicines produced and packaged by Ghanaian firms. Hence, complementary and alternative medicines (CAM) that are alien to Ghanaian culture were not considered in the study. Future studies should involve both CAM and herbal medicines produced by Ghanaians. Quantitative methods were adopted in this research, and it is, therefore, proposed that future research looks at mixed methods to improve its generalisability. Furthermore, the study considered only finished herbal medicines, and hence, future research should consider raw herbal and herbal preparations.

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The Relevance of Procurement in Public Administration: A South African Perspective

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Abstract: Public procurement is a big industry in public administration as taxpayers' money spent by the government on goods, services and infrastructure accounts for the massive gross domestic product (GDP) of a country. This study upholds the idea that public procurement is relevant and activity of public administration. The public administration atmospheres focus on macro milieus and support the government to advance consciousness, dynamics convoluted purchases of government goods, services, works and infrastructure development. Such external environmental aspects moving public and private buyers in the same direction are that of reconnoitring those critical environmental inspirational procurement procedures. This calls for public administrators to design bid processes according to the above-mentioned influences, as they are cradles of government financial spending and economic progression. Public administration philosophies succor to offer dimensions and theoretical conceptual work on how procurement should proceed within the government. Such public administration theories are paramount to transcend the understanding of procurement in the public sector. Specifically, the generic administrative functions as they relate to public procurement are relevant in expounding this research. The paper is the exploratory one, seeking to expand the knowledge base and stimulate discourse on procurement practices in government. A qualitative research and content analysis was employed in this study. It can be deduced that there is the relevance of procurement in government, as government procures and spends billions and even trillions of rands financing goods, services, public works, massive infrastructure development-highways, bridges, dams, airports, seaports and other essential amenities. These massive kinds of procurement have to be accounted for against corrupt and state capture activities.

Keywords: ***Public, Procurement, Administration, Procedures, Environments***

1. Introduction

Procurement as a main portion of the government budget and expenditure needs to demonstrate government efficiency in purchasing (OECD, 2009). It must be stated beforehand that procurement is a grouping together of philosophy and activity exercise (Lamidi, 2015). Government procurement as a subfield impacts private sector offerings and is an authoritative instrument that stimulates public spending intentions in states and theories pertaining to that need to be understood. The study of procurement as a subfield of public administration is principal for understanding what public administration is and the relevance of procurement to that effect. Rutgers (2010), articulates the object of study of Public Administration which will also help to venture into the discourse of procurement in governments.

Procurement as a subfield, an activity of Public administration can be considered a base and ladder towards the advancement of -administration. Procurement is one of the activities in public administration within the public finance and public expenditure paradigm. Public procurement as a program of government dealing with bid procedures regarding demand planning, bid stipulations, assessment, award, contract performance is significant to government expenditure management (Mazibuko, 2018). Certainly, public administration enhances development, transformation and skills and governance, equity while procuring goods, services and infrastructure. Accountability is the cornerstone for public procurement and financial management (Mazibuko & Fourie, 2013) in general. The ideologies in public administration guide how procurement training and management and the principles are put into practice in government. The study, therefore, sought to expand the knowledge base and stimulate discourse in the development of procurement as a practice and activity.

2. Conceptualization framework

In understanding procurement, it would be essential to figure out what public administration is and how it is practiced in society. Arguably, public administration is constitutional management that maneuvers in administration. It is machinery for executing administration programs. It is directed at studying how a nation's government is structured and functions (Lamidi, 2015). Public procurement deals with the acquisition by administrations and state-owned enterprises of physical infrastructure, roads, works, and infrastructure development (Fourie and Malan, 2020) There are various processes involved such as needs assessment, requisitioning, review, solicitation, evaluation and contract management, order management, invoicing approvals, record keeping and performance controls which warrant tight oversight.

Categorically, putting the procurement study in perspective, it must be considered a sub-field of public administration. Certainly, of all government activities, procurement is the most vulnerable to fraud and corruption. Nowadays, National Treasury and the Auditor General are worried about procurement practices and the scourge of corruption pandemic that throttles infrastructure development. The two institutions are public institutions operating within government administration. Public procurement is recognized as a public administration subfield (South Africa, Republic, 1996).The Constitution guides organs of states on how to contract for goods or services on procurement which is relevant to the system fairness, equity, efficiency and transparency. The administrative activities or functions are paramount in procurement. The importance of financing, organizing, procedures, controlling and management functions are advocated by scholars of notes in public administration (Ijeoma, 2013; Thornhill & Van Dijk, 2010; Denhardt, Denhardt and Blanc, 2014; Fox, et al, 2004). The administrative functions activism cited by various scholars links with procurement practices, in government set up.

As stated above, public procurement is a subfield and activity of public administration (Raadschelders, 2011; Denhardt et al, 2014) and as such is fundamental to be studied as a separate course or qualification of Public Administration. Further, Public administration as an activity that relates to public procurement as a subfield cannot be overemphasized. Henry (2013) asserts that Public Administration has developed as an academic and professional field through a succession of various phases in its historic development. This stands to reason that procurement as a field of study can be replicated along with such phases if that cannot happen in one phase. History cannot be erased, it is imperative to state that goods and services were procurement in the past, as long as public administration was practiced, and public finances were organized at that time especially during the pre-history stage (Schumpeter, 1954). It should be noted, however, that, the activity deals with state institutions (Van der Waldt & Du Toit, 1999) that procure goods and services and as such cannot be overemphasized. The procurement planning and needs assessment while procuring goods is a precursor for effective procurement in public administration (Shafritz, 2000). Frederickson, et al (2012) states that before public policy and public administration issues are understood, certain dependability of appreciation will be helpful. Some of the things to comprehend are issues and order of facts. Our understanding derived, will escort policy and accomplishments. To this end, the authority or efficacy of any theory hinges on its capability to pronounce, expound, and forecast issues beforehand. For a theory, to be useful, it should precisely label or represent a real-world occurrence.

Theories are critical in providing a stable focus of understanding what is experienced in public procurement and administration at large. In public procurement issues of oversight, procedures, methods and administrative functions should be predictable and depict the real-life situation. A theory delivers weight on a problem, empowers scholars to interconnect powerfully and afford a ladder to move to multifaceted relationships (Lamidi, 2015) with other actors. Above all, a theory challenges scholars to keep learning about government and the world in general. Elkatawneh (2019) posits that there are interactions between the administrative theory and policy-making on the division of work, organizing the procedures, hierarchy, authority, responsibility and control. Such matters are the building blocks for procurement practice in administration.

Theories of public administration are fundamental for the commencement of procurement understanding and development. It can be deduced that theories can provide logical structures for explaining and predicting individual and social phenomena (Thornhill & Van Dijk, 2010; Flynn & Davis, 2014; Basheka, 2012) and

incidents of procurement corruption. Public administration is a combination of theory and practice which can be used in procurement (Rutgers, 2010). Procurement practice globally is fundamental in creating dependencies with the subfield such as public procurement. There are various international organizations (World Trade Organisation (WTO), which are at the forefront in articulating procurement legislation, procurement practices, appropriate systems of public procurement and anti-corruption strategies in public procurement (Uromi, 2014; WTO, 2012; 2011). The international instruments are essential for public administration worldwide as they crystallize benchmarks against and learn from the outstanding practices.

Theories are important in public administration and procurement in general. Theories are systematic apparatuses for appreciative, clarifying, given matters such as procurement. There are theories in various fields of study, public administration procurement included. The importance of theories is relevant to the administration of public procurement practice, namely: conflict of interests in organizations; governance; effectiveness; efficiency; professionalism and cannot be neglected. Consider the issues of leadership and improvement of administrative practices such as planning, organizing, staffing, directing, coordinating, reporting and budgeting. The theories show that the tenure of personnel; rules and regulations, competence, records management, and good governance are paramount for stability, improvement and the focus on public procurement as a policy tool (Mazibuko, 2018). The theories related to performance-based regarding the implementation of legislation and institutional arrangements of the procurement environment, amongst others.

Public administration machinery and its integral processes through which government performs its functions are governed by set rules and principles. In applying the rules, procurement organizations perform a vital and diverse role in delivering government services. State procurement functions are under mounting pressure to deliver results in a complex environment (Van der Waldt & Du Toit, 1999; Fourie, 2015). Public administration principles focus attention on procedures to enhance transparency, good management, prevention of misconduct, accountability and control in procurement (OECD, 2009). Integrity cannot be overemphasized in government as government officials have to use funds, resources, assets and authority in terms of the intended official purposes. The principles of public administration are essential for a subfield such as public procurement, where major government spending takes place (Dobie & Xinwa, 2015; Aziz, et al 2015).

Professional ethics, efficiency and effectiveness in the use of resource allocation through public procurement are supreme. The government spends billions of rands annually on goods, services, works and infrastructure development needed to deliver public services (Mazibuko & Fourie, 2017). To guide procurement procedures, there are basic principles that are applied to public procurement administration. For example, accountability, value for money, competition, transparency, and equity (Aziz et al., 2015). Mazibuko & Fourie (2017) posit that an effective procurement system that shows transparency, accountability is the way to go in public procurement(Holzer and Schwester, 2011; Schapper, 2008, Arrowsmith & Quinot, 2013; Fourie, 2015; Graells, 2016, Garcia, 2009; Sobe, et al, 2011; Krivinsh & Vilks, 2013). Transparency is the prohibition of discrimination, promotion of equality, transparency, and relativity (Schiavo-Campo & McFerson, 2014).

In discussing procurement is critical to zoom in and articulate a bit about the public sector. The public sector is the key machinery of the state where public procurement takes its course. Procurement influences both domestic and international trade, given that governments spend approximately 10 to 15 percent of their GDP in the procurement marketplace. Public procurement budgets in South Africa amounts to 29 percent of GDP (Turley & Perera, 2014) as it contributes enormously towards economic growth. Governments spend public monies to secure inputs and resources to achieve their objectives and create a significant impact on key stakeholders and wider society (South Africa, Republic, 1996).

The public sector is comprised, at the broadest level, of public entities and "general government and procures goods and services using public funds (Lienert, 2009). Public enterprises are resident public corporations owned and/or controlled by government units (Lienert, 2009) and governed by the values and principles of effective, efficient, transparent, accountable and coherent government (Schiavo-Campo and McFerson, 2014). Hughes (2012) defines the public sector as engaged in providing services and in some cases goods the scope and activity determined by the decision of government bodies, which means, in a democracy, by the

representatives of the citizens (Bovis, 2012). As stated public–sector's funding –sources end up in the procurement loop as is drawn from taxes and carry with them innate external regulations regarding their use. Public-sector procurement considers the development of its local economy and small businesses, job creation, fair competition, general services and transparency as paramount (Ghansah, 2016; Dzuke & Naude, 2015).

Another important area that needed to be forecasted in the sub-field procurement versus public administration is the purpose, function and role of the state. Thornhill, Van Dijk and Ile (2014) identified the state as providing economic and infrastructure development, various collective goods and services. The role of the state is to direct the socio-economic goals through the implementation of procurement policies (Hughes, 2012). The purpose, function and role of the state or public administration or government are noteworthy in public procurement in terms of creating a viable legislative environment that is fit for purpose. Thornhill (2012) defines a state as a demarcated geographical area with a permanent population government by a legitimate governing body. Arrowsmith (2011) defines a state as including all the bodies exercising legislative, executive and judicial powers at the national, federal or local level. Procurement fits into the state's purpose, role and function, especially as it relates to the promotion of socio-economic goals of the state and expenditure management.

The discussion on the state is paramount to show the link which procurement and government. Service delivery by the state through public administration is both a consequence of and integral to the rights of its citizens transcended by its classic concept of a provision or procuring of public goods (; Schiavo-Campo & McFerson, 2014). Public procurement is an important function of the state and as such, it would be imperative in the administration of procurement practice to ensure that public funds are utilized for the purpose for which the legislature intended**.** Sobel, et al (2011), state that for centuries, philosophers, economists, and other scholars have debated the proper role of government and procurement administration is not an exception. The state has to provide for public goods such as national defense and government services through procurement. Efficient resource allocation depends on compiling a list or complete description of who does what and who gets what in the economic set-up (Begg, et al, 2011; Taylor and Raga, 2010; Teixeira, 2016). Debatably, goods and services provided through market mechanisms are essential for citizens or consumers at large. To this end, the state has to allocate resources between private goods and public goods.

The common shortfalls in planning and management of procurement in the procurement authorities include needs that are not well estimated, unrealistic budgets or officials who are under-skilled and professional deficiencies in procurement administration (OECD, 2009). Procurement planning and incidental expenditure are important in reflecting the long-term and strategic view of needs in government. The state can fulfill its purpose when the administration of procurement practice is geared towards long-term planning of infrastructure development. McCrudden (2004) asserts that procurement policies are targeted as a vehicle to achieve a range of social objectives. Public procurement allows the government to combine two functions i.e. that of a purchaser and regulator in the market using its purchasing power to achieve social justice.

The regulatory framework within the confines of the administration procurement practices provides impetus within the South African public sector (South Africa, Republic, 2017a**;** Gildenhuys, 1997). About the regulatory role, the National Treasury plays a leading role in ensuring that the supply chain practices are adhered to and reformulated in the event that they are outdated (World Bank, 2012). A key condition for public procurement system to operate with integrity is the availability and effectiveness of accountability and control mechanisms (OECD, 2009). To this end, governments should appreciate that procurement needs to be integrated into a more strategic view of government activities. The state of affairs is done to improve efficiency in public spending.

Certainly, legal, institutional and political conditions to implement principles are imperative as government needs to ensure that the effort to enhance integrity in public procurement at the policy level should be supported by national leadership and a sufficient public procurement system (OECD, 2009). The macro environments (political, economic, legal, social, technological and international) are critical in public finance and so in public administration and its concomitant subfield procurement. The political environment as it relates to political will in fighting corruption and state capture is fundamental in taking procurement to

greater heights**.** The government recognizes procurement infrastructure as one of the pillars that supports a better life for all as it serves social and economic needs (South Africa, Republic: National Treasury, 2015a; 2017a).

Public policy theory is an attempt by a government to address public issues by instituting acts, procedures, resolutions, or activities pertinent to the problem at hand(Lamidi, 2015) for example state capture is fundamental in Public Administration theory. Public procurement is central to the economic activity of a country as procurement is the interaction between private and public sectors and the community at large and without political will nothing will be forthcoming. Van der Walt & Du Toit (1999) assert that legal issues include factors such as the constitutional system, the nature of the legal system, legislation, and directives concerning the formation and control of instructions within the state. The public procurement framework should promote fair competition and prevent discrimination in public procurement (EBRD, 2010). The matter suggests that policies and regulations should be the order of the day in government. Certainly, there should be clear rules on the choice of methods and ensure sound competitive processes procurement administration

Public procurement has to be viewed as a primary slice of community monetary organization. Arguably, this can assist in stand-in transparency and answerability from disbursement planning to last payment. Government contracts can give rise to mistakes, anomalies, fraud, and misappropriation of public funds or instances of corruption (OECD, 2009). The charter governing public procurement can regulate whether the government is cultivating the method in which public management is controlled. The societal location plays an important role in government activities and administrative processes. The South African government has deemed it fit to ensure that the conditions of the local people are addressed by eradicating the previously discriminatory practices in public procurement (Van Der Waldt & Du Toit, 1999; Fox., et al, 2004**;** Begg., et al, 2011; Holzer & Schwester, 2011; South Africa, Republic, 2016). The administration should deliver prospective suppliers and freelancers with vibrant and unswerving material concerning procurement. Certainly, procedures require understanding and are thus applied equitably. The right of entry to legislation and guidelines, organizational pronouncements and typical agreement phrases on procurement are chief.

3. Method

The study is underpinned by the qualitative research method. The data was collected from secondary data in books, reports and journal articles for public administration and public procurement and private procurement books.

4. Discussion

The administrative activities (policymaking, financing, organizing, control, personnel provision and utilization, work methods and procedures and management functions) are imperative in that governments and state-owned enterprises procure a variety of goods and public works (OECD, 2009). Certainly, these activities if applied and enforced productively can add value and minimize the cost of procurement in government spending. The cited activities are interconnected and they have to be used collectively to arrive at equilibrium or balance in procurement administration. To this end, public procurement can fit into public administration in terms of the manner in which administrative functions are practiced or enforced in government.

Public administrative functions are an important part that answers two objectives: administration of procurement practices, and framing of a public procurement framework (Marume, 2016). In procurement, the function as an activity of public administration, the policy-making (rules, regulations, policies, legislation, frameworks, guidelines), and the other five activities or functions (financing, organizing, control, personnel provision and utilization, work methods and procedures and management functions are significant in running the procurement organization/authority or unit.

To put this argument in perspective, in running a procurement process one government need policy or legislation, needs finances to hire professionals, need to have and organized a structure, need work methods and procures to guide the government in terms of how things should be proceeded with, you need control

and oversight bodies so that things do not run haywire, one needs management functions to ensure things are collective business like done in a manageable manner. As such the six administrative functions are chief in procurement activities in administration. Procurement needs management per degree for effective and economically driven public administration is crucial (Holzer & Schwester, 2011; Denhardt & Denhardt, 2009). As a management function, public procurement is directed effectively and efficiently towards the allocated resources in public administration.

An institutional system is important for the success of procurement in public administration. To this end, an institutional system that can be fit for purpose in terms of being accountable, transparent, equitable and adding value in the procurement function is fundamental in administration. To make the procurement system work at all levels, a set of functions performed at all spheres of government levels are arranged (Bianchi & Guidi, 2010). The core financial management function rests with the accounting officer/authority of each organ of state and a procurement unit established which is headed by Chief Procurement Officer (Quinot, 2014; South Africa, Republic, 2017b). National Treasury has general purposes and supremacies of oversight, which apply to public procurement. Monitoring of public coffers and procurement should also be done by sovereign oversight institutions as indicated above. The administration of procurement is supported by various oversight bodies, such as the Auditor-General of South Africa to mention but a few oversight bodies; which are paramount in procurement the administration (South Africa, Republic, 2015b). Oversight bodies are control machinery that is paramount in procurement to assist to eliminate corruption and state capture. All-encompassing reporting is major during the procurement methods. Such is done to support investment outlay resolutions, asset, acquisition and contract management and disbursements.

In Public administration, procurement is structured in terms of processes and performance modeling; and organizational culture must be controlled to limit corruption (Mazibuko, 2018) The efficiency of procurement can be measured in terms of the efficiency of its process, openness and transparency of the professionalism of the procurement workforce and contract management performance (World Bank, 2012). Taylor and Raga (2010) & Raga (2008) posit that procurement procedures are developed for specific fields of work and often serve as the foundation within the procurement units. Certainly, procurement methods and procedures are at the center of procurement administration.

Professional and qualified staff with the highest integrity and moral standing is key to the implementation of procurement funding and supply chain management (Thornhill, 2012). Officials deployed in procurement administration have to be recognized as working in the professional field of public administration. Highly trained personnel become essential in public administration, and trained and competent persons are required to deal with highly specialized matters of public procurement (Marume, 2016). The staff assigned for the administration of procurement practices are assessed and appraised as prescribed by law. The human resources staff and the individual system as centralized function in public administration and procurement is done to ensure that staff performance is measured against monthly, quarterly and annual performance targets.

5. Conclusion and Recommendations

Procurement is relevant and decisive in public administration as it involves the public spending of huge amounts of budget and money. Such budgets are taxpayers' money and have to be spent taking into account the notions of value for money, professional ethics, ethical leadership and conflict of interests.

Standardization and Professionalization of Public administration procurement: - Benchmarking and standardization of public procurement practice in terms of improving bid processes are paramount in public administration. The public administration milieus with regard to the influence, which they may have on procurement regarding procurement need assessment and planning. Principles of Public administration are fundamental in providing founding values and morals in public administration. The procurement is impacted by the political environment and when implemented effectively can enhance the chances of growing the economy of a country.

Institutional system: - The administration of procurement milieu is paramount in public administration and therefore, an ethical, responsible and accountable system should be the order of the day. The importance of procurement in public administrative functions with regard to controlling to minimize corruption and state capture are key in public administration. The budget needs w planned should be executed in an effective, efficient and delivered to uplift the conditions of lives of the entire community. Oversight with and accountability in public procurement activities cannot be overemphasized in public administration and as such need to be put as a priority all the way.

Relevance and recognition of public procurement: - Public procurement as a subfield and activity of Public Administration is relevant in public administration. To that end, it is critical that public procurement finds a clear course specifically named public procurement. There are various challenges regarding public procurement practices that warrant a true recognition of public procurement in schools and Universities. Perhaps the issues on corruption are not easily solved due to the neglect in which public procurement awareness experience in both practices and as a theory is conducted.

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