

## Investigating determinants impacting on buying intention of customers living in rural and urban market

Ngo Giang Thy<sup>1</sup>, Le Minh Truong<sup>2</sup>

<sup>1,2</sup> Nguyen Tat Thanh University, Vietnam

### Abstract

Based on the verified sample of 330 respondents who are living in the rural and urban area, the paper employed the quantitative approach, in which EFA and regression model are applied. The finding of the paper confirms that the buying intention of consumers are depended on six factors, such as convenience, positive expectation, enjoyment consumption, emotional gratification, and efficiency consumption. The paper found the consumers who are living in the urban area pay attention to emotional gratification and enjoyment consumption once they have the buying intention. While the consumers are living in the rural area have the buying intention depended on emotional gratification and convenience, this can be explained, due to the increasing in people's income and changes in life style. The findings are interesting for retailers who want to invest their retailing business in the rural market.

**Keywords:** rural market, urban market, buying intention

### 1. Introduction

According to a report on Urban Development Strategy for Vietnam Cities System to 2050 by Ngo (2010), Vietnam has been focusing on geography expansion to provinces of high proportion of agricultural production in order to balance and sustain the growth rate in the long run. There exists an evident trend that investors are now looking, and waiting for business opportunities. This would be expected to increase the consumption level and change rural consumers' behaviors.

People in rural areas are still detained culture of tradition and custom, they seemly keep their ideas of the old things and don't want to change. While people living in urban areas are more attracted towards the western culture. The low income of consumers in rural areas has been preventing them from low consumption as compared to urban consumers who are more brand conscious and willing to pay high.

With more fierce competition and integrated changes in consumer behavior, companies pay more costs to investigate consumption behavior, particularly for sectors belong to the fast moving consumer goods (FMCG). To be the leading to take opportunities, investments in modern trade are paid more attention to attract consumers. Evidently, modern trade stores are appeared at Ho Chi Minh City more and more, e.g. 7-Eleven, Vnmart, Circle K, Shop & GO, Bsmart, etc. Therefore, to acquire customers, FMCG companies create various strategies. However, those strategies are seemly applied on consumers belong to urban markets. It is not too late for these companies to think of rural market. It is possible to apply the modern trade to the rural market if the company deeply understand rural consumers' behavior. Differences in the buying intention between rural consumers and urban consumers are still hypotheses that must be tested accurately. To confirm hypotheses with sure answers, this paper is going

to investigate determinants that affect the buying consumers as well as testing a relation between the buying intension and the determinants explored, in which behaviors cause changes in the buying intention between rural people and urban people are also taken into account.

### 2. Literature review and model approached with hypotheses

Concepts of urban and rural can vary widely amongst nations, problematic generalizations. Three ideas to explain how to be urban areas, as argued by (Otieno, Omiti, Nyanamba, & McCullough, 2009) <sup>[18]</sup>, (i) where urban areas have a high and increasing for foods. We think that this idea is updated by FGCG; (ii) the food system appeared in urban is sourced by investments of farmers who are able to produce products, or may be said rural areas rely on their city for manufactured; (iii) Urban areas have a high transaction costs; (iv) Urban areas where people have more advantages of modern education as well as technology.

#### *Trade in rural and urban area*

According to (Akkoyunlu, 2015) <sup>[1]</sup>, the urban center is conceptualized on four ways: (i) threshold of population size; (ii) population size combined with the proportion of employees in non-farm activities; (iii) administrative or political status; (iv) lists of settlements as city in the national census. Often the modern trade is initially originated in the urban area rather than in the rural area. Because the rural area is popular for agricultural production, its consumption market is more traditional trade, in which wet markets and mom & pop shop are main market places of consumers. Currently, rural markets in Vietnam has a huge change in the purchasing power of the rural communities, due to the

increasing in occupation and income opportunities. In fact, the rural marketing concept in Vietnamese economy play an influential role in people's life. Differences between rural and urban areas in Vietnam are always existed, in which the rural areas are often high illiteracy and poverty rate. So, to approach the rural market, FMCG companies generate typical strategies by introducing products (e.g. shampoo, tea, biscuits etc.) in smaller packs with reasonable price, it means the pricing at affordable level for rural consumers and address a share of wallet.

### Service convenience

According to (Berry, Seiders, & Grewal, 2002) <sup>[3]</sup>, service convenience was defined as “the nonmonetary costs or expenditures experienced when consumers spend time and effort buying and consuming goods or services”, and was considered as “a multidimensional construct in the marketing and consumer research literature”. In the context of shopping, (Seiders, Berry, Gresham, Leonard, & Larry, 2000) <sup>[20]</sup> concluded that retail convenience is “the ease and speed of shopping”, and proposed four ways to improve convenience in the consumers' entire shopping experience, which are (1) *access* (i.e., the speed and ease with which consumers can reach a retailer), (2) *search* (i.e., the speed and ease with which consumers can identify and select products they wish to buy), (3) *procession* (i.e., the speed and ease with which consumers can obtain desired products), and (4) *transaction* (i.e., the speed and ease with which consumers can effect or amend transactions).

It is true and obvious in the FMCG industry in Vietnam that most of products that consumers buy are small and quickly consumed on the daily basis. Consumers rarely need to contact service providers or stores after buying the products. Consumers in rural area pay more attention to grocery stores or mom and pop shop where they think it is convenient for their coming. However this argument is just an idea, it is needed to test, in term of rural and urban market. As a result, the hypothesis is concerned as the following

**H1:** An increase in convenience causes a rise in the buying intension

### Social value

The social value concerned in this paper is that the customers' buying intension is due to from friendship attitude when some friends or colleagues or relatives ask them going together for shopping. As argued by (Kahle & Xie, 2015) <sup>[10]</sup>, social values summarize the most important goals that people have in life, thus fueling their decision in life about such topics as product choice. Not all consumer choices relate to values, but often an understanding of a person's values will help researchers to understand a person's relation to a particular brand or product. Since different people have different choice patterns, value groups can be an effective basis for segmentation. People with one value will expect different product features, distribution. To test social values that consumers think of toward buying the product, the hypothesis is concerned as the following

**H2:** An increase in social value consideration causes a rise in the buying intension

### Positive expectation of consumer

(Nacef *et al.*, 2019) <sup>[16]</sup> Presented their arguments in the study, which expectation of consumers is often measure in terms of disparity degree between perceived and expected product performance. Once the positive expectation of consumer appeared in his or her mind, the buying intension can be positively done. Although consumer's expectation dominated many factors, it does not eliminate the influence of familiarity with brand, quality products and services of stores. Because limitation in education level and income of people between the rural area and the urban area, the expectation of those two groups can be different among them and it can affect the buying intension. To sure that, the hypothesis in this case is concerned as below

**H3:** An increase in positive expectation of consumers causes a rise in the buying intension

### Enjoyment

May be understood that consumption enjoyments are not limited it domains humor consumption. Consumers can enjoy with a classification of consumption process. Some findings confirm that an increase in enjoyment can make a rise in her or his buying, which the enjoyment of consumption is depended on its experiences. Once the enjoyment of consumption is happened, the repeated buying is derived (Moore, 2012) <sup>[15]</sup>. Accordingly, one hypothesis concerned as below

**H4:** An increase in consumption enjoyment causes a rise in the buying intension

### Emotional Gratification

According to (Hoffman & Novak, 1996) <sup>[7]</sup>, the shopping concern is derived by leisure or the emotional roles of mood and pleasure. Hawkins, Best & Coney (2001) argued that an emotion offers a strong, instinctive feeling that impact on the consumer's behavior and is virtually uncontrollable in nature. One of determinants that (Dhurup, 2014) <sup>[5]</sup> explore it affecting impulse buying is emotional gratification. Accordingly, a positive change in emotional gratification make an increase in impulse buying of consumer. As a result, the hypothesis is taken into account as below

**H5:** An increase in emotional gratification causes a rise in the buying intension

### Efficiency Consumption

(Kang & Park-Poaps, 2010) <sup>[11]</sup> Argued that, the customer behavior concern the buying, due to a highly rational process form the utilitarian perspective. (Jin & Kim, 2003) <sup>[9]</sup> defined shopping motivations as “the drivers of behavior that bring consumers to the market place to satisfy their internal needs.” While (H. Kim, 2006) <sup>[13]</sup> categorized shopping motivations as utilitarian and hedonic drives.

As argued by (Siemoneit, 2019) <sup>[21]</sup>, efficiency consumption is a wide concept, it is defined as consuming a product or service essentially to save the personal time and cost efficiency. Once the consumer pays more attention to efficiency consumption, it can increase its consumer surplus. Based on arguments just

mentioned, the hypothesis is concerned as below  
**H6:** An increase in consideration on efficiency consumption make a rise in the buying intension

**Buying intention**

As for past buying experiences, many researchers believed that consumers’ past buying behaviors might provide better predictions of behavioral shopping intention based on the assumption that consumers’ behaviors result from learning (Conner & Armitage, 1998) [4]. To measure the buying intention, (Jin & Kang, 2011) [11] employed for items with seven point scales to identify determinants impacting the purchase intention of Chinese consumers toward a US apparel product. In addition, to measure the purchase intention of consumers toward organic personal care products, Kim & Chung (2011) [11] did a survey on 365 female consumers. Their findings confirmed a significant relationship between the purchase intention and the consumer perceived safety. Based on arguments and findings of previous studies, the measure of the buying intention is employed.

**3. Research methodology**

**Data collection**

Data used in the study is mainly based on the quantitative method through the survey conducted on 400 respondents, who are living in rural and urban areas, in which the division is initial designed in ratio of 50:50 (urban: rural). The direct interviewing is conducted conveniently, this means that once respondents come to wet markets or traditional grocery stores (Mom and pop shops) and supermarkets, they are invited to interviewed directly, which the questionnaire is already developed and adjusted accurately previously. However, during inputting and cleaning the database, the final sample of 354 is qualified, others are elicited, due to its lack of information of responses.

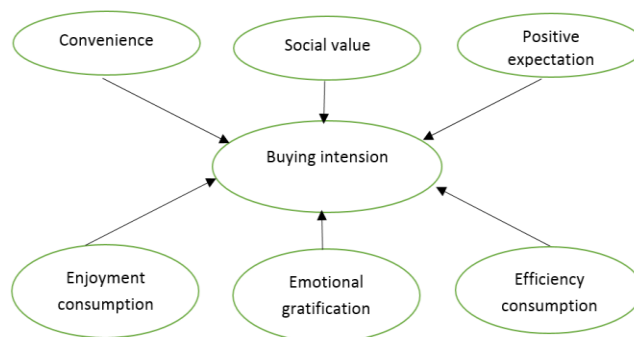
The target respondents of this research were males and females who aged above 18 and had experiences in shopping for FMCG products for their personal or family use. The survey is conducted in the South of Vietnam, in which

provinces and cities are concerned, such as Ho Chi Minh City, Can Tho City, Binh Duong, Dong Nai, An Giang, and Kien Giang.

As stated previously, the final number of qualified questionnaire is 354 respondents, this sample is meet reliability of the method of factor analysis. Because the number of 32 observed variables are employed in the questionnaire, at least 180 respondents are asked. As a result, the sample of 354 respondents in the study meets the sample size requirement of (Hair, Black, Babin, & Anderson, 2010) [6].

**Model approach**

Based on the research of qualitative and quantitative method, (Arnold & Reynolds, 2003) [2] confirmed a scale of hedonic buying motivation, which the buying of customers is caused adventure, emotional gratification, role, social value and ideas. In addition, based on the literature review and hypothetical arguments mentioned above, the research model is developed as shown in figure 1. Therefore, there are 6 main key factors are employed in the model, such as convenience of service, social value, positive expectation, enjoyment consumption, emotional gratification, efficiency, which are investigate how they impact on the buying intension of customers toward FMCG.



**Fig 1:** Proposed model of study

**Table 1:** Sources of factor measurement

No.	Constructs	Adapted from
1	Service convenience	(Berry <i>et al.</i> , 2002) [3], (Seiders <i>et al.</i> , 2000) [20]
2	Social values	(Kahle & Xie, 2015) [10], (Reimers & Clulow, 2009) [19], (Nguyen, Nguyen, & Barrett, 2007) [17]
3	Positive expectation	(Nacef <i>et al.</i> , 2019) [16]; (Kang & Park-Poaps, 2010) [11]
4	Enjoyment consumption	(Moore, 2012) [15]
5	Emotional gratification	(Hoffman & Novak, 1996) [7], (Dhurup, 2014) [5]
6	Efficiency consumption	(Kang & Park-Poaps, 2010) [11], (Jin & Kim, 2003) [9], (H. Kim, 2006) [11], (Siemoneit, 2019) [21]
6	Shopping intention	(H. Y. Kim & Chung, 2011) [12]; (Jin & Kang, 2011) [11]
	Total	

**4. Data analysis**

The survey is based on the initial plan of 350 respondents, who are living in the rural and urban area. The final sample is 330 respondents verified in the study, in which the female group accounts for 84% (table 1), although this sample is not balance among gender in the study, this is a limitation of study, due to the refusing of male to take time for interviewing. However, this is not a big problem for the study,

because the role of female in Vietnam is more popular to take care of food shopping and cooking, particularly for the rural area. The highest share of age range from 26-35 accounting for 53% and larger than 26 occupying 88%. As a result, these respondents’ shopping contain sense of buying for the family, due to the age range belong to popular group already got married.

**Table 1:** Statistical result of respondent

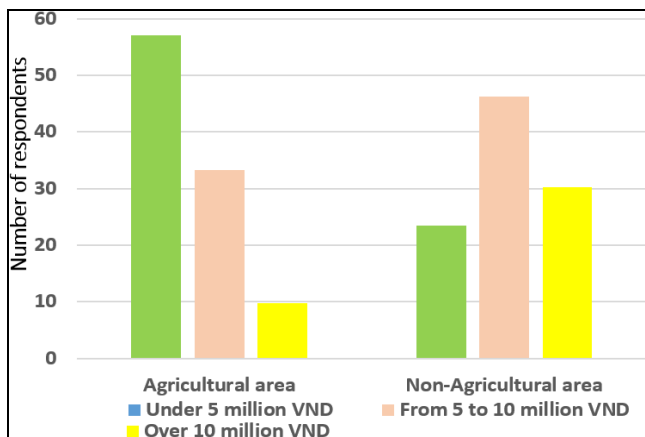
Profile	Frequency	Percentage
Age (years old)	330	100%
18-25	39	12%
26-35	176	53%
36-50	93	28%
Over 50	22	7%
Gender	330	100%
Male	53	16%
Female	277	84%
Education	330	100%
High School or below	143	43%
Bachelor	168	51%
Post graduate	19	6%
Income	330	100%
Under VND 5,000,000	134	41%
VND 5,000,000 - 10,000,000	131	39%
Over VND 10,000,000	65	20%
Location	330	100%
Rural	161	49%
Urban	169	51%

Source: Own survey

Note: \$1 = 23,500 VND

There is not an unbalance of sample between rural and urban respondents interviewed. This is a good result to support a high reliability of testing differences in demographic groups as well as evaluation of point scales.

It can also be seen that 80% of respondents in this survey had monthly income of under VND 10 million per month, while those of respondents with VND 10 million up per month occupy 20%. However, respondents belong to the rural area is lower income than that of respondents living in the urban area. As resulted in figure 1, the vertical axis is a number of respondents interviewed, the horizontal axis presents two groups of rural area (agricultural area) and urban area (non-agricultural area), which the most people income of under 5 million VND per month is detained by the rural market while the most urban respondents of income range 5-10 million VND/month and over 10 million VND/month are occupied. Conclusion, the respondents in the sample contain rural respondents with lower income than that of urban ones.



Source: Own survey

**Fig 1:** Income of respondents by

To test hypotheses proposed previously, Exploratory Factor Analysis (EFA) is employed. The output of EFA is not enclosed in the paper, because we need more space of the final output with discussion. As depicted in table, six factors are extracted. Initially, Cronbach's Alpha are employed to select right and significant observed variables. Combining the result of Cronbach's Alpha and EFA, six factors are extracted and played as independent variables, which the factor of convenience has 4 items, social value with 3 items, enjoyment consumption with 4 items, positive expectation with 3 items, emotional gratification with 3 items, efficiency consumption with 3 items. The buying intension as the dependent variable is 4 items

**Table 2:** Factors extracted with observed variables

Factor	Number of items/observed variables	Cronbach's Alpha
Independent variables		
Convenience	4 items	0.749
Social value	3 items	0.838
Enjoyment consumption	4 items	0.803
Positive expectation	3 items	0.740
Emotional gratification	3 items	0.711
Efficiency consumption/motivation	3 items	0.701
Dependent variable		
Buying intension	4 items	0.748

Continuously, the regression model is employed and accepted, due to goodness of fit. With the value of  $R^2 = 0.521$ , this means that 52.1% of changes in the buying intension is explained by convenience, social value, enjoyment consumption, positive expectation, emotional gratification, and efficiency consumption. The result estimated of regression is depicted in table 3. Accordingly, we have the general function with value as below

$$\text{Buying intension} = 1.212 + 0.147 * \text{Convenience} +$$

$$0.113 * \text{Social value} + 0.153 * \text{Enjoyment} + 0.035 * \text{Positive expectation} + 0.090 * \text{Emotional gratification} + 0.220 * \text{Efficiency consumption}$$

If ranking values of standardized coefficients in table 3 is taken into account, we see the coefficient of efficiency consumption (0.271) as the largest value, this means the efficiency consumption of consumer has the most impact on the buying intension, next as enjoyment consumption with its coefficient of 0.185, next as social value (0.160), emotional gratification (0.152), convenience (0.112), and positive expectation (0.102).

**Table 3:** Result of regression estimated

Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.121	0.345		3.253	0.001
Convenience	0.147	0.063	0.112	2.325	0.021
Social value	0.113	0.034	0.160	3.320	0.001
Enjoyment consumption	0.153	0.043	0.185	3.580	0.000
Positive expectation	0.035	0.021	0.102	1.667	0.033
Emotional gratification	0.090	0.031	0.152	2.944	0.003
Efficiency consumption	0.220	0.042	0.271	5.208	0.000

As resulted, coefficients of independent variables are significant at any level, except to the positive expectation at 5% significant level (sig = 0.033). In addition, all coefficients of convenience, social value, enjoyment consumption, positive expectation, emotional gratification, and efficiency consumption are positive, this means than we have full evidence to conclude that once an increase in any independent

variables cause a rise in the buying intension of consumer or we conclude that six hypotheses are accepted and summarized in table 4.

**Table 4:** Result of testing hypotheses

Hypothesis	From	To	Result of testing hypothesis
H1	Convenience	Buying intention	Accepted
H2	Social value	Buying intention	Accepted
H3	Positive expectation	Buying intention	Accepted
H4	Enjoyment consumption	Buying intention	Accepted
H5	Emotional gratification	Buying intention	Accepted
H6	Efficiency consumption	Buying intention	Accepted

As resulted previously, the sample distribution that the rural area accounts for 49%, while that of the urban area account for 51%. This can be good for us to think that regression model can be estimated by two different areas. Accordingly, the results estimated of the rural and urban area are depicted in table 5. To the rural market, the buying intension of consumers is significantly depended on service convenience of the selling place, positive expectation, emotional gratification and efficiency consumption, while the consumers in the urban market are depended by social value, enjoyment and efficiency. As a result, we found the urban consumers with high income are usually concerned the buying intension due to more social values and enjoyment, while those are not the case of the rural consumers. The result also informs that the rural consumers have positive buying intension to products once they think that their buying will bring benefits of positive expectation and efficiency consumption.

**Table 5:** Regression by the area and the whole sample

Factors	Whole sample		Rural consumers		Urban consumers	
	β	Sig.	β	Sig.	β	Sig.
(Constant)	1.121	0.001	1.215	0.008	0.918	0.110
Convenience	0.147	0.021	0.215	0.002	0.018	0.810
Social value	0.113	0.001	0.097	0.150	0.232	0.002
Enjoyment consumption	0.153	0.000	0.044	0.521	0.191	0.013
Positive expectation	0.035	0.033	0.165	0.022	0.061	0.398
Emotional gratification	0.090	0.003	0.184	0.016	0.103	0.162
Efficiency consumption	0.220	0.000	0.268	0.000	0.186	0.000
Value of R <sup>2</sup>	0.521		0.486		0.491	

**5. Discussion**

This current study, although the method is not a new approach, it supports to know more considerations of the customers' buying intensions, who are living in the rural market and urban market. Therefore, the consumer in the rural market think that their buying intention pay more attention to service convenience this finding is consistent with (Maruyama & Trung, 2010) [14]. One of reasons to explain is the consumers in rural area often take a walk to wet markets or mom & pop shops or stores to buy goods. This is an interesting finding for retailers who want to develop retailing strategies to attract rural consumers in the rural area. In addition, the consumers with higher income, such living in the consumers are living in the urban area pay attention to social values and enjoyment consumption when their buying intention is happened, but these are not applied for the

consumers living in the rural area.

One more interesting finding is found that the consumer in rural area concerns on emotional gratification once their buying intention is happened. This can be explained, the rural area in integration process, with changes in life styles are currently changed much, together with the increasing in income.

**6. Conclusion**

With the final sample of 330 respondents who are living in the rural and urban area, the paper employed the quantitative approach, in which EFA and regression model are applied. The finding of the paper confirms that the buying intention of consumers are depended on six factors, such as convenience, positive expectation, enjoyment consumption, emotional gratification, and efficiency consumption.

The paper confirms consumers who are living in the urban area pay attention to emotional gratification and enjoyment consumption once they have the buying intention. While the consumers are living in the rural area have the buying intention depended on emotional gratification and convenience, this can be explained, due to the increasing in people's income and changes in life style.

## 7. References

- 1 Akkoyunlu S. The Potential of Rural–Urban Linkages for Sustainable Development and Trade. *International Journal of Sustainable Development & World Policy*, 2015. <https://doi.org/10.18488/journal.26/2015.4.2/26.2.20.40>
- 2 Arnold MJ, Reynolds KE. Hedonic shopping motivations. *Journal of Retailing*. 2003; 79(2):77-95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- 3 Berry LL, Seiders K, Grewal D. Understanding service convenience. *Journal of Marketing*. 2002; 66(3):1-17. <https://doi.org/10.1509/jmkg.66.3.1.18505>
- 4 Conner M, Armitage CJ. Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*. 1998; 28(15):1429-1464. <https://doi.org/10.1111/j.1559-1816.1998.tb01685.x>
- 5 Dhurup M. Impulsive fashion apparel consumption: The role of hedonism, fashion involvement and emotional gratification in fashion apparel impulsive buying behaviour in a developing country. *Mediterranean Journal of Social Sciences*. 2014; 5(8):168-177. <https://doi.org/10.5901/mjss.2014.v5n8p168>
- 6 Hair J, Black W, Babin B, Anderson R. *Multivariate Data Analysis: A Global Perspective*. In *Multivariate Data Analysis: A Global Perspective*, 2010.
- 7 Hoffman DL, Novak TP. Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of Marketing*. 1996; 60(3):53-68. <https://doi.org/10.2307/1251841>
- 8 Jin B, Kang JH. Purchase intention of Chinese consumers toward a US apparel brand: A test of a composite behavior intention model. *Journal of Consumer Marketing*. 2011; 28(3):187-199. <https://doi.org/10.1108/07363761111127617>
- 9 Jin B, Kim JO. A typology of Korean discount shoppers: Shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management*. 2003; 14(4):396-419. <https://doi.org/10.1108/09564230310489240>
- 10 Kahle LR, Xie GX. Social Values in Consumer Psychology. In *Handbook of Consumer Psychology*, 2015, 575-585. <https://doi.org/10.4324/9780203809570.ch22>
- 11 Kang J, Park-Poaps H. Hedonic and utilitarian shopping motivations of fashion leadership. *Journal of Fashion Marketing and Management*. 2010; 14(2):312-328. <https://doi.org/10.1108/13612021011046138>
- 12 Kim H. Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*. 2006; 13(1):57-79.
- 13 Kim HY, Chung JE. Consumer purchase intention for organic personal care products. *Journal of Consumer Marketing*. 2011; 28(1):40-47. <https://doi.org/10.1108/07363761111101930>
- 14 Maruyama M, Trung LV. The nature of informal food bazaars: Empirical results for Urban Hanoi, Vietnam. *Journal of Retailing and Consumer Services*. 2010; 17(1):1-9. <https://doi.org/10.1016/j.jretconser.2009.08.006>
- 15 Moore SG. Some Things Are Better Left Unsaid: How Word of Mouth Influences the Storyteller. *Journal of Consumer Research*. 2012; 38(6):1140-1154. <https://doi.org/10.1086/661891>
- 16 Nacef M, Lelièvre-Desmas M, Symoneaux R, Jombart L, Flahaut C, Chollet S. Consumers' expectation and liking for cheese: Can familiarity effects resulting from regional differences be highlighted within a country? *Food Quality and Preference*. 2019; 72:188-197. <https://doi.org/10.1016/j.foodqual.2018.10.004>
- 17 Nguyen TTM, Nguyen TD, Barrett NJ. Hedonic shopping motivations, supermarket attributes, and shopper loyalty in transitional markets: Evidence from Vietnam. *Asia Pacific Journal of Marketing and Logistics*. 2007; 19(3):227-239. <https://doi.org/10.1108/13555850710772914>
- 18 Otieno DJ, Omiti J, Nyanamba T, McCullough E. Market participation by vegetable farmers in Kenya: A comparison of rural and peri-urban areas. *African Journal of Agricultural Research*. 2009; 4(5):451-460.
- 19 Reimers V, Clulow V. Retail centres: It's time to make them convenient. *International Journal of Retail & Distribution Management*. 2009; 37(7):541-562. <https://doi.org/10.1108/09590550910964594>
- 20 Seiders K, Berry LL, Gresham LG, Leonard L, Larry G. Attention, Retailers! How Convenient Is Your Convenience Strategy? *Sloan Management Review*. 2000; 41(3):79-89.
- 21 Siemoneit A. An offer you can't refuse: Enhancing personal productivity through 'efficiency consumption.' *Technology in Society*, 2019, 1-14. <https://doi.org/10.1016/j.techsoc.2019.101181>