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Full Length Research Paper

The effect of Guanxi orientation on boundary spanners' behavior and subsequent influence on inter-firm relationship quality

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Guanxi orientation is one of the important organizational values in China. This study examines the effect of guanxi orientation on firm's boundary spanner's behavior (manifested by interpersonal liking and interaction frequency) and its influence on inter-firm relationships in Chinese marketing channel context. Drawing on organizational culture and boundary spanner theory, a conceptual model is proposed to delineate how guanxi orientation works across organizations where inter-firm support is placed as the key mediator. Results from 342 distributors show that guanxi orientation has positive influence on interpersonal liking and interaction frequency between boundary spanners, and the manifested behaviors have direct and indirect impact on inter-firm relationship quality through inter-firm support. Overall, the study research extended the extant literature from three perspectives. Firstly, this study deepens our understanding of the organizational role of guanxi orientation and its influence on boundary spanner's individual behaviors, building a bridge between intra- and inter-firm relationships. Secondly, the research findings suggest that boundary spanners can provide inter-firm support for building cooperative relationship channels. Thirdly, inter-firm support is found to be another antecedent of long-term orientation (previously trust, dependence, and performance), which provides a cost-effective way for building deeper relationship. Contributions, managerial implications, limitations, and future research are also pointed out.

Key words: Guanxi orientation, boundary spanner behaviors, inter-firms relationship quality.

INTRODUCTION

Boundary spanners are key representatives who engage in various activities on the interface of exchange in organizations, playing a key role in marketing channel management. They represent their firms and then work through critical horizontal ties to multiple external

constituencies.

Previous research has suggested that termination of interpersonal relationship formed between boundary spanners from buyer and seller firms has damaging effects on inter-organizational relationship (Su et al., 2009;

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Shou et al., 2011). As the essential components of firms, boundary spanners are believed to be influenced by organizational values of all facets (Schmidt and Posner, 1982). Walter (1999) also said that the boundary spanners “represent the perceptions, expectations, needs, and ideas of each side to the other”, so they are influenced by their own firms’ organizational values.

Guanxi orientation is one of the most prevalent, deep-rooted business values in China, and it is so important in China that it often works as doorstep for establishing business relationships, mechanism for conflict resolution, conduit for gaining harmony, etc. It can also be considered as one type of social capital that connects key boundary people across various social groups and encourages them to pool resources for potential cooperation (Peng and Luo, 2000).

Firms with guanxi orientation organizational values make use of Guanxi, and try to accumulate social capital for maximizing benefits. Boundary spanners are believed to be influenced by such organizational values, practice the values and extend to their behaviors when they are interacting with external organizations. Previous research has recognized the importance of guanxi orientation in individual-level (Luo, 2001; Lee and Dawes, 2005; Wang, 2007; Chen et al., 2011), while there is still a lack of understanding concerning guanxi orientation at the organizational level.

This study pays emphasis on organizational-level guanxi orientation, assesses its influence on boundary spanner’s perception and activities, and then examines how the behaviors of boundary spanners impact inter-organizational relationship. The study research aims to fill this gap and investigate the role of firm’s guanxi orientation working as organizational-level guidelines for boundary spanners.

LITERATURE REVIEW

First, we will explain definitions of organizational values, guanxi, guanxi orientation, and boundary spanners, and then discuss the overall influence of organizational values on channel relationship management.

Organizational values

Values are defined as “a conception, explicit or implicit...of the desirable which influences the selection form available modes, means, and ends of action” (Scott, 1965). Connor and Becker (1975) gave a brief definition of values, “global belief about desirable end-states underlying attitudinal and behavioral processes”.

As a result, behavior generally is viewed as a manifestation of values and attitudes (Connor and Becker, 1975). Then, values can predict organizational performance (considered as organizational behavioral

outcomes) and individuals’ behaviors.

Specifically, organizational values, reflecting what is important to the members in the organization, once established and institutionalized, can have a significant impact on the values and behaviors of individual employees and organizational performance (Brown, 1976; Badovick and Beatty, 1987).

Badovick and Beatty (1987) have found that shared organizational values transmitted to employees’ impact marketing strategies and practices at various levels of organizations help motivate their behaviors, which further influence their ultimate business performance and relationship with partners (Jackson and Tax, 1995).

Schwartz and Davis (1981) indicated that for greater level of shared organizational values, higher likelihood of characteristic behavior leads to successful organizational performance. Early researchers in organization and marketing have also investigated the effect of organizational values on employees’ ethical behaviors (Somers, 2001), job satisfaction (Lund, 2003), marketing strategy implementation and planning (Badovick and Beatty, 1987), individual selling performance (Flaherty et al., 1999) and marketing professionals’ organizational commitment (Hunt et al., 1989).

Guanxi and guanxi orientation

Guanxi

Before introducing guanxi orientation, it is necessary to give a full understanding of the concept of guanxi. As a relational society, Chinese people are embedded in various kinds of social relations (guanxi), and guanxi has been regarded as a key principal to do business in China. Guanxi generally refers to relationships or social connections based on mutual interests and benefits (Wang, 2007).

Literally, the Chinese character “guan” means a gate, and “xi” means relationship, tie or connection. Therefore, guanxi means “pass the gate and get connected” (Lee and Dawes, 2005). Guanxi represents interpersonal connections embedded with reciprocal favors, trust, mutual obligations and assistances. Previous research measure guanxi from three dimensions: ganqing (emotional attachment), xinren (trust), and renqing (reciprocity or favor).

Ganqing, meaning emotional attachment, is defined as the degree of mutual personal friendship, indicating closeness among members of a social network. Among various kinds of guanxi, emotional attachment with families or relatives is the strongest (Hwang, 1987).

Xinyong, has similar meaning with trust, which indicates the confidence or belief that the exchange partner has on the credibility and benevolence (Chen and Chen, 2004). Renqing implies that once a benefactor gives a benefit to another, the receiver is obligated to

repay the favor in order to restore balance (Hwang, 1987).

Guanxi is rooted in a culture characterized by interdependence and reciprocity. Through constant exchange of favor in the form of gift-giving and bouquet inviting, renqing is practiced between individuals, and extensive interpersonal networks to share scarce resources and cope with uncertainties are developed. Renqing follows the rule of reciprocity strictly (Barnes et al., 2011).

Aforementioned are key concepts involved with guanxi. In addition, saving face (*mianzi*) is also important in daily interactions. Previous research on guanxi are mostly from individual-level perspective (Chen et al., 2011; Luo, 2001; 2007), based on personal relationships. Individuals build guanxi through interpersonal favor seeking, mutual help, obligation fulfilling, and so on.

Although facets of guanxi in relation to individuals have been explored, limited research has been undertaken from organizational perspective and with regard to its organizational influence. Specifically, Su et al. (2003) defined guanxi as a coalition of resources which business parties share to enhance performance from a business perspective.

In buyer-supplier relationship, guanxi is defined as “a special type of personal particular ties that bonds the boundary spanners of exchange partners through social activities, reciprocal obligations and favor exchanges” (Chen et al., 2011; Peng and Luo, 2000).

Since an organization is a social unit of people with the same collective goals, organizational-level guanxi is believed to be an aggregate of interpersonal guanxi between organizations or as cross-organizational connections among managers (Chen et al., 2011; Park and Luo, 2001; Murray and Fu, 2016).

Moreover, through empirical in-depth interviews, Murray and Fu (2016) indicate that if the employee utilizes guanxi for firm's benefits and guanxi partners are aware of the employee's intentions and engage in reciprocal behaviors for the sake of the employee's organization, individual-level guanxi can be transformed into the organizational-level asset.

Guanxi orientation

Compared to Guanxi, Guanxi orientation is more concerned with firms' strategic goals. The strategic orientations of firms represent the elements of the firm's culture that guide interactions in the marketplace and impact managerial decision making (Noble et al., 2002). Guided by guanxi orientation, the extent to which boundary spanners use interpersonal guanxi is determined by their firms' strategic needs and their cultural norms simultaneously (Luo, 2001; Su et al., 2009).

Murray and Fu (2016) pointed out that, as business

exchanges are embedded in social relationships and guanxi permeates throughout the Chinese society all-round, examining how firms employ guanxi as a strategic orientation is of high significance. They emphasize that strategic guanxi orientation stands for a business philosophy of guanxi management, reflecting “an organization-wide culture that focuses on embedded values and beliefs that guide behaviors that ultimately influence performance” (Murray and Fu, 2016).

Extant research treats guanxi orientation as an individual-level construct, defined as “the extent to which people willingly recognize obligations, harmony, and long-term reciprocation in their daily socialization” (Murray and Fu, 2016; Su et al., 2009). Among the most research, a large part focus on the utilizations stage of guanxi orientation, and found that guanxi utilization has significant influence on sales growth, employee's unethical behavior, conflict, communication, channel relationship quality, and power use (Park and Luo, 2001; Su et al., 2003; Zhang and Zhang, 2006; Cai et al., 2016; Muarry and Fu, 2016).

In organizational level, Su et al. (2003) do not give an explicit understanding of guanxi orientation but emphasize the importance and benefits of using guanxi in business exchanges. Firms need organizational-level principles and guidelines for employees to follow and to resolve daily problems and cope with challenges created by constant environmental changes (Murray and Fu, 2016).

Similar to market orientation, which is defined as “the organizational culture that most effectively and efficiently creates the necessary behaviors for the creation of super value for buyers and thus superior performance for the business” (Narver and Slater, 1990), in this study, guanxi orientation is a kind of organizational culture typical in Chinese context, encouraging boundary-spanning employees to actively establish and build interpersonal relationship with their counterparts of partner firms. Institutionalized as a kind of organizational culture, guanxi orientation of firms fosters a kind of organizational environment and creates policies that are conducive for boundary spanners to acquiring interpersonal guanxi.

Boundary spanners are individuals most closely involved in inter-firm relationships and take the responsibility of shaping inter-firm relationships. Considering boundary spanners' inter-organizational role, investigating intra- and inter-firm influence of guanxi orientation on employees and cooperating partners from the organizational culture perspective is of strategic significance.

Guanxi orientation and boundary spanner's behavior

Research on organizations have found that organizational values have significant influence on the overall business environment, employees' behaviors and

attitudes (Brown, 1976; Badovick and Beatty, 1987), such as performance, job satisfaction (Somers, 2001; Lund, 2003), as aforementioned. It is reasonable to believe that guanxi orientation as one of the most important organizational values in China, influence behaviors of employees, especially boundary spanners from both parties. Before discussing the relationship between guanxi orientation and behaviors of boundary spanners, we give a brief introduction to the role of boundary spanners in inter-firm exchange.

Boundary spanners are special employees that are more closely involved in inter-organizational relationships than any other in their organizations in inter-firm exchange of marketing channels. They are aware of firm information on inter-organizational relationships, act on behalf of their organizations, come in direct contact with their counterparts, support inter-firm information exchange, facilitate organizational responses to external environment, play a dual role in inter-firm exchange, are involved in business decisions and operations and have an important influence in shaping inter-firm exchange (Zaheer et al., 1998; Lee and Dawes, 2005).

Huang et al. (2016) pointed out two main roles of boundary-spanners: information processing and external representation. Boundary spanners' behaviors are also deeply shaped and modified under the organizational values of guanxi orientation. Based on this study research context, boundary spanners here refer to salespersons from manufacturers and purchasing managers from distributors.

Guanxi orientation here is defined as organizational-level construct, working as organizational values and guiding boundary spanners' behaviors, which guides employees on how to build guanxi with counterparts, and reflects connections among firms seeking resources and support to achieve common organizational goals.

Guanxi-oriented firms treat partners as business friends and believe that they will make it through together, although each firm is interests-oriented. Normally, firms use contracts as one of the govern mechanisms to regulate exchanges with partners. The contracts include almost every aspect of activities during their cooperation with their parties.

However, the contracts are not perfect and sometimes when urgent or unpredictable things happen, firms have to come up with appropriate solutions. In this case, firms with guanxi orientation will seek help from their guanxi networks to work out a plan.

In case of limited resources, guanxi can also become a rescue strategy or a survival practice offering an extra protective mechanism (Barnes et al., 2011; Xin and Pearce, 1996). However, all the operating details have to be implemented by boundary spanners. Boundary employees will take on firms' values gradually and practice them in their work.

For example, during the process of building interpersonal guanxi with counterparts, boundary spanners

meet with each other face to face or on the phone to discuss details of two sides frequently (ordering, pricing, promotion, time, etc.), whenever on working hours or not, wherever in the office or any other places. Most importantly, the time, money or any other kind of resources invested in the firm- and individual-level relationships cannot be transported to other relationships easily, since it is one kind of relationship-specific investment.

Cai et al. (2016) mentioned that ties between boundary spanners may be initiated by their firm's strategic decisions on the selection of trading partners. Guanxi orientation, as one of the most important strategic orientations, guides boundary spanners through encouraging building interpersonal relationship and trust with counterparts, which is a precondition for nurturing a favorable inter-firm relationship. During this process, favor is given in reciprocal way, such as critical information or resources (money, infrastructure, etc.).

Boundary spanners follow the guidelines of guanxi orientation step by step. They are motivated to actively engage in and spend time on building guanxi with counterparts, such as through gifting-giving, regular visits, favor exchanging, hosting and attending banquets, preferential treatment, and so on. As a result, interpersonal relationship between boundary spanners is improved and they interact in a more frequent base.

Interpersonal liking and interaction frequency is used as manifestations of guanxi building behaviors, to measure ganqing, strength of personal relationships between boundary spanners of manufacturers and distributors. Interpersonal liking refers to the affective attachment or positive affect, indicating closeness between boundary spanners. Barnes et al. (2011) mentioned that ganqing dimension of guanxi reflects liking shared by the buyer and seller.

Nicholson et al. (2001) define this construct as "an emotional connection that one feels for another that can be viewed as fondness or affection — a feeling that goes beyond the mere acceptance of a competent business partner". Even if the inter-organizational relationship were to terminate, personal contact with strong interpersonal liking would remain.

Nicholson et al. (2001), Hawke and Heffernan (2006), Abosag and Lee (2013), and Abosag and Naude (2014) have found the important role of interpersonal liking in shaping buyer-seller trust. Nicholson et al. (2001) also found that as the bilateral relationship ages, liking plays a more important role in building trust. Research of Abosag et al. (2013; 2014) on interpersonal liking were mainly done in Saudi Arabia, where local business culture is similar to guanxi in China.

In addition, the strength of interpersonal liking is related to the amount of time boundary spanners invest and spend together (Huang et al., 2016; Granovetter, 1985). More regular visits or social gatherings, more frequently they meet. With an increase in interaction frequency,

boundary spanners spend more time together, and they exchange information and predict each other's behaviors more easily (Doney and Cannon, 1997).

Frequent interactions also increase opportunities for both manufacturer and distributor to gather personal information and empathize with others' perspective. As the time when boundary spanners work together becomes longer, face to face meetings or phone contacts are more frequent and individual relationships are becoming closer. Following this reasoning, interpersonal liking or emotional attachment is deeper. It has to be mentioned that as guanxi orientation advocates mutual obligations, assurances, and understanding in daily interactions, boundary spanners are believed to repay the favors, fulfill their duties and offer timely help to counterparts.

A proactive favor to counterparts creates expectations for future help. If the counterpart does not repay the favor or provide help, he or she will lose credibility in the cooperation relationship and will not receive help from partners in time of emergency. Therefore, we propose that:

Hypothesis 1a: Guanxi orientation is positively related to interpersonal liking between boundary spanners.

Hypothesis 1b: Guanxi orientation is positively related to frequency of interactions between boundary spanners

Hypothesis 1c: The more frequently boundary spanners interact, the more deeply the interpersonal liking is fostered.

Boundary spanner and relationship quality

Firm's guanxi orientation values create an atmosphere which motivates boundary spanners to interact or contact with each other on a frequent basis to develop interpersonal liking, thereby facilitating firm-level reciprocal support and building cooperative relationship.

Boundary spanners building guanxi not only enriches their personal own network, but also contributes to their firms' achievement. When the boundary spanners have fostered personal network and has been emotionally tied to each other (high-level interpersonal liking), it leads to interpersonal favors as well as inter-firm support (Cai et al., 2016).

Based on the emotional attachment between boundary spanners, smoother operational process and decreased associated transaction cost by facilitating the transformation of interpersonal into inter-firm connections are achieved. We use the term "support" to refer to the assistance or help offered by one firm to its partner, including informational and physical help (Langenberg, 2007).

In the bilateral relationship, critical information and urgent physical assistance are frequently transferred especially in cooperative inter-firm exchange. In channel

management, information support includes consumer preferences, best selling price or place, and promotion plan, etc. Physical support consists of money, labor and key physical resources, etc.

The provision of critical valuable information depends on interpersonal liking or closeness between boundary spanners (Luo, 2007). Strong interpersonal liking serves as a robust base for connecting and sharing information with other boundary spanners (Huang et al., 2016). If they are in close relationship, the boundary spanners will try to persuade his/her counterpart to offer the valuable information, or his/her counterpart will provide the information voluntarily. Even if the information is difficult to collect, the counterpart is willing to facilitate the internal data collection process and make it possible to transmit the requested information to its partner (Cai et al., 2016).

Similarly, physical support will also be provided to the boundary spanner by his/her counterpart when necessary. Moreover, the boundary spanner will also influence other members in his/her firm to share the same cooperative attitude to the counterpart's firm and to provide necessary help. Specially in China, some of the managers of distributors are not only boundary spanners but also owners of the distribution firm, who are in charge of the whole firm and make decision on whether or not to offer help.

As a result, closer relationship, more frequent contacts between boundary spanners create appropriate conditions for inter-firm exchange and offering inter-firm support to cooperative partner. As this study was conducted from distributor's side, we propose that the closer the personal relationship between boundary spanners, more support will distributors provide to the inter-firm exchange, and advance the following hypothesis:

Hypothesis 2a: Interpersonal liking is positively related to inter-firm support.

Hypothesis 2b: Interaction frequency is positively related to inter-firm support.

Further, inter-firm support contributes to relationship quality between manufacturers and distributors. We use conflict and long-term orientation to measure relationship quality in this study, demonstrating positive and negative aspects of the inter-firm relationship in marketing channels.

Long-term orientation is considered to be "expectations of continuity of a relationship" between firms (Noordewier et al., 1990), emphasizing the likelihood of future interactions and desire of both parties towards a long-term relationship (Lee and Dawes, 2005). Maintaining a long-term buyer-seller relationships are considered as the core of marketing activities (Ryu et al., 2007).

A couple of factors influence long-term orientation between channel partners, such as trust (interpersonal or inter-firm), dependence and performance (Cannon et al.,

2010; Ganesan, 1994; Lee and Dawes, 2005). Meanwhile, conflict between two parties is defined as the behaviors or feelings of interdependent parties in response to potential or actual obstructions that impede one or more of the parties achieving their goals (Gaski and Nevin, 1985).

This is manifested by perceived disagreements between channel members with respect to important issues of mutual concern (Brown and Day, 1981). Rosenberg and Stern (1971) stated that conflict in distribution channels is inherent, pervasive and potentially disruptive. It is vital to find antecedents and resolutions to solve negative conflicts between two parties.

Combined with this study research, the manufacturer and distributor provide informational or physical support to each other, they take partners' needs into consideration and offer timely help proactively. Information communication enables both parties to know each other's plans, strategies, and operation details, serving trading partners better. It also helps partners prepare themselves to coordinate their business exchanges timely.

Physical support can help partners resolve urgent problems, such as resources, or promotional marketing programs. On this basis, business support would not only stifle the signs of conflict between manufacturer and distributor in cradle but also enables them to be more confident to cooperate effectively and build solid foundation for long-term orientation. In sum, we propose that:

Hypothesis 3a: Inter-firm support is negatively related to inter-organizational conflict.

Hypothesis 3b: Inter-firm support is positively related to inter-organizational long-term orientation.

This study emphasizes the significance of guanxi orientation as organizational values in intra- and inter-firm relationship management. Boundary spanners serve as bridge connecting the manufacturers and distributors, who make contacts with trading partners and perform operational activities. Influenced by firm's guanxi orientation values, they adjust their behaviors and commit themselves in maintaining friendly inter-firm relationships. We study the effect of guanxi orientation on boundary spanners' behaviors and the mechanism of how guanxi orientation influence inter-firm relationship quality. Figure 1 illustrates the conceptual model.

METHODOLOGY

This study collected survey data from distributors of cellphone industry. Distributors are uneven in size and from different regions. The respondent in this study is the purchasing manager (or owners) of 613 distributors, directly involved in the bilateral operations of cellphone brands. Cellphone industry is in line with research objectives because of the high competitiveness of the market and

pervasive use of guanxi in economic exchanges. Purchasing managers in cellphone industry would like to develop guanxi networks as a resource to get more preferential terms. Measures were derived from academic literature and were made some changes to adapt this study context. Interviews with distributor managers are conducted to better adapt questionnaire items before formal survey. Reliability and validity of all measures were tested.

Instrumentation

The study data collection consisted of three stages. Firstly, before designing the final questionnaire, we selected 45 managers of distributors from Beijing and Hebei areas as pre-test subjects and conducted semi-structured personal interviews with these managers in order to develop an understanding of guanxi, boundary spanning interactions, and inter-organizational relationship in the manufacturer-distributor dyads. Secondly, based on previous tests, we revised the questionnaires in English. A double-blinded translation was followed when translating the items from English to Chinese.

All measures used a Likert response scale ranging from 1 (strong disagree) to 5 (strong agree). All constructs and measures used in the study exhibit satisfactory psychometric properties in Chinese business context based on previous interviews. Thirdly, we began the data collection with the distributors. To increase sample validity, a simple random sampling method was employed to identify distributors with average monthly sales of more than 200 cellphones, resulting in qualified 613 distributors nationwide.

Questionnaires were sent to the respondents by pre-paid mail. To encourage participation, we offered to provide a report of the research results. A statement of confidentiality was included in the cover letter of the questionnaire. To ensure the efficiency and validity of answering questions, the respondents are mostly senior managers who directly dealt with the counterparts and are familiar with their own firms' and cooperative partners' information. Respondents were required to mail the finished questionnaires to the address pre-written on the envelope. In the end, we collected 342 qualified questionnaires (incomplete or unqualified questionnaires are excluded in advance), with effective recovery rate of 55.8%.

Sample characteristics

In the final sample, qualified respondents are from various regions located in 27 provinces of China, indicating variations in regions. They sell different brands of cellphone and are responsible for implementing cellphone manufacturers' marketing and sales promotion activities. Among respondents, 78.1% of them are male, 57.9% are senior managers, 30.4% are middle managers, and 11.7% are from other positions. Respondents' average working years are 4.96 years, with 60.8% of them longer than 3 years (31.9% longer than 5 years), long enough to know trading partners and build cooperative relationships.

Nonresponse bias

To test for nonresponse bias, we compared firm attributes (size, revenues, and relationship length) of respondent distributor and firms which did not return their questionnaires or declined to participate the survey. None of the results were significant, indicating the absence of nonresponse bias.

Measures

The constructs in this study are derived from prior literature and

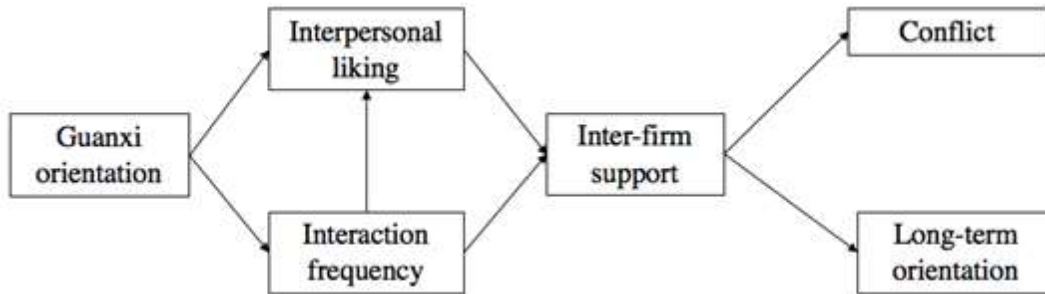


Figure 1. Conceptual model.

Table 1. Means, standard deviations, and correlations among variables.

Variables	M	SD	1	2	3	4	5	6	7	8
Mutual dependence	6.78	1.11								
Relationship length	3.59	1.61	0.128*							
Guanxi orientation	3.88	0.77	0.239***	0.115*	0.625					
Interpersonal liking	4.06	0.63	0.141**	0.102	0.240***	0.656				
Interaction frequency	4.09	0.78	0.233**	0.070	0.173**	0.428***	0.846			
Inter-firm support	4.17	0.59	0.109*	0.061	0.086	0.155**	-0.011	0.689		
Conflict	2.27	0.90	-0.094	-0.046	0.109*	-0.140**	-0.132*	-0.255***	0.688	
Long-term orientation	4.40	0.52	0.337***	0.172**	0.099	0.338***	0.197***	0.407***	-0.241***	0.608

Notes: n=342 *** p < 0.001 **p < 0.01 *p < 0.05; Values on the diagonal represent correlations. Bold numbers represent average variance extracted (AVE) of each variable; Variable mutual dependence is calculated by adding the scores of dependence on partner and partner dependence.

adapted to the study specific research context. Details and the assessment results of each constructs used in the study are listed in the Appendix. The measure for guanxi orientation uses items of Su et al. (2009). Interpersonal liking and frequency of interactions are measured through the scale developed by Nicholson et al. (2001). Inter-firm support is adapted from scales used by Lusch and Brown (1996) and Heide and John (1990). Conflict is measured from Kumar et al. (1995) and long-term orientation is measured from Ganesan (1994). Control variables (relationship length and mutual dependence) are considered to influence outcome variables (conflict and long-term orientation). To control for the effects, respondents were asked to indicate how long the relationship has kept and dependence structure. Mutual dependence was measured by adding scores on the item "dependence on the partner" and "partner dependence", measurements from Jap and Ganesan (2000).

Measure reliability and validity

Means, standard variances, and correlations are shown in Table 1. Reliability and validity index of scales are shown in the Appendix. Internal consistency was assessed using Cronbach's alpha index. The results for all constructs were from 0.698 to 0.854, greater than the cutoff point of 0.6, ensuring good internal consistency.

Composite reliability of each construct was in the range from 0.832 to 0.917 (>0.700), demonstrating high construct reliability. Confirmatory factor analysis (CFA) is conducted to assess the overall fitness of the model. The results show satisfactory fitness ($\chi^2/df=1.461$, RMSEA=0.037, CFI=0.970, IFI=0.971, TLI=0.964). The factor loadings of each items were mostly higher than 0.7 (with a few exceptions higher than 0.5), indicating appropriate construct

validity. Average variance extracted (AVE) values for each constructs are higher than 0.50 (control variable mutual dependence is lower than 0.50, but does not influence the fitness of the whole model), suggesting appropriate convergent validity (Fornell and Larcker, 1981).

Finally, as a test of discriminant validity of the constructs, we compare the correlation between constructs with the square root of AVE. The results showed that the square root of the AVE for each construct is higher than the correlations, indicating a satisfactory level of discriminant validity (Fornell and Larcker, 1981). The Appendix showed the final constructs, items, reliability and validity index (Appendix 1).

RESULTS

Structural relationships in the conceptual model were tested by structural equation modeling (SEM) with AMOS 22. The maximum likelihood fitting function was used to estimate parameters and test proposed hypotheses. Structural equation modeling is often used to assess unobservable latent constructs, with measurement items treated as observed variables of each construct. Correlational results simultaneously within a framework were examined which enabled us to control measurement error. Results are shown in Figure 2.

As predicted, firm's guanxi orientation is positively related to interpersonal liking (0.203, $p<0.01$) and interaction frequency (0.220, $p<0.01$) between boundary

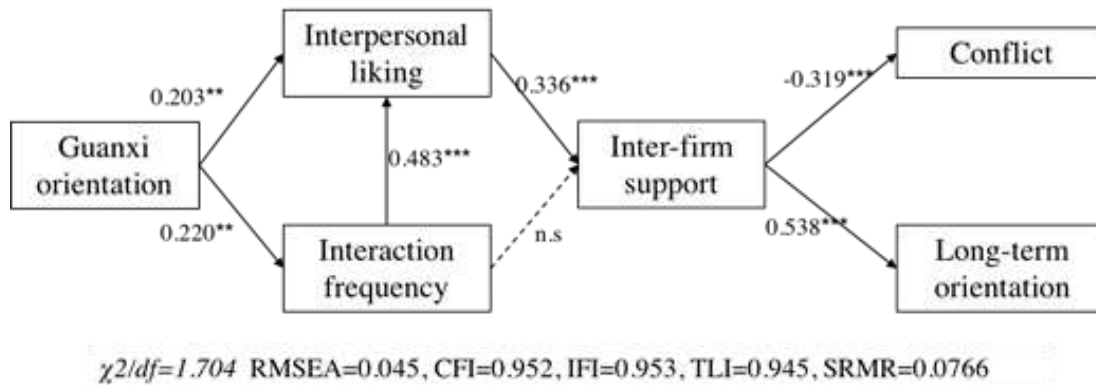


Figure 2. Results of structural equation model (Notes: *** $p < 0.001$ ** $p < 0.01$ * $p < 0.05$; Solid lines indicate significant paths. Dashed lines indicate non-significant paths (n.s.)).

spanners. For interpersonal liking and interaction frequency, the more frequently boundary spanners interact, the more closer they are with each other (0.483, $p < 0.001$).

Results aforementioned support H1a, H1b and H1c. Support of H1 identified that under the influence of organizational values guanxi orientation, boundary spanners would like to develop guanxi networks and implement guanxi building activities.

As a result, emotional attachment between boundary spanners is deepened. From distributors' internal organization to external trading partner, interpersonal liking between boundary spanners has positive influence on inter-firm support (0.336, $p < 0.001$), proving H2a. However, interaction frequency has no direct effect on distributor's support, therefore H2b is not proved.

Lastly, from intra- to inter-organization, when boundary spanners of distributors provide essential support to the bilateral relationship, perceived conflict will be reduced (-0.319, $p < 0.001$) and willingness to longer-term orientation will be increased (0.538, $p < 0.001$), supporting H3a and H3b. The effect size of inter-firm support on long-term orientation is larger than on conflict. Boundary spanners take on the role of connecting and bridging partner firms, who function as inter-organizational ties.

In summary, guanxi orientation deepens relationship quality between boundary spanners from each side, appropriate enough for providing inter-organizational support, and then improves bilateral firm-level relationship development, decreasing conflict and enhancing long-term orientation. We observed indirect effects between constructs:

1. Guanxi orientation \rightarrow inter-firm support. When we put the two variables independently, guanxi orientation has no positive effect on inter-firm support. In the whole model, guanxi orientation has no any direct effect on inter-firm support either. When we tried to add a connection link between guanxi orientation and inter-firm

support in the whole model, neither of the coefficients of interpersonal liking and interaction frequency had any change. However, indirect effect exists (as $0.072 > 0.05$, significant evidence for indirect effects), indicating that guanxi orientation as one of the organizational values, impacts the firm-level support through the behaviors of intra-firm boundary spanners.

2. Interaction frequency \rightarrow inter-firm support. As we found insignificant effect between the two constructs, we test whether interaction frequency has indirect effect on inter-firm support, say through interpersonal liking. Results show that coefficient of the indirect effect is 0.162, significantly higher than 0.05, demonstrating the path "interaction frequency \rightarrow interpersonal liking \rightarrow inter-firm support".

3. Interpersonal liking \rightarrow long-term orientation (conflict), through independent tests. We found the partial mediating role of inter-firm support. Interpersonal liking impacts long-term orientation and conflict directly (0.397 for long-term orientation, $p < 0.001$; -0.182 for conflict, $p < 0.001$). However, when inter-firm support is added, the direct coefficients tend to decrease (0.304 for long-term orientation, $p < 0.001$; -0.177 for conflict, $p < 0.05$). The connection between interpersonal liking and long-term orientation (conflict) provides an alternative for building inter-organizational relationship.

DISCUSSION

This study investigated the organizational role of guanxi orientation played in influencing behaviors of boundary spanners within an organization and its subsequent effect of behaviors on inter-firm relationships in marketing channels.

We present an integrative framework that enables firm leaders to consider whether they should introduce guanxi orientation as organizational culture to achieve long-term relationship with partners. This study explicates that

guanxi orientation has cognitively positive effect on boundary spanner relationship building, highlights the role of inter-firm support connecting boundary spanners and channel partners.

The study findings indicate that guanxi orientation contributes to good relationship between boundary spanners in terms of emotional attachment and frequency of daily interactions. Guanxi orientation can serve as a lubricant to reduce evitable frictions and improve the relationship quality. Guanxi orientation, as one of the most important business values in China, works as firm's code of conduct guiding boundary spanners' routine activities. Since guanxi orientation advocates building networks, reciprocity, and repay, boundary spanners need to practice the values in daily works.

Offering lower price, arranging delivery, and flexible payment terms are good examples. This also reminds senior managers should pay attention to the intra-firm role of guanxi orientation when facilitating the implementation of business strategies. It has to emphasize that practicing guanxi does not equal bribery or corruption, because this is ethical and involved with exchanging moral favor or anything else legal (Su et al., 2003; Park and Luo, 2001; Murray and Fu, 2016).

We also investigate the mechanism of linking the micro-macro exchanges, say from intra- to inter-firm marketing activities. Interpersonal liking and interaction frequency are two critical factors for the intra-and inter-firm relationship management, with boundary spanners playing the linking role. From the results aforementioned, friendly environments created between boundary spanners from manufacturer and distributors are conduit and foundations for inter-firm mutual support, which reflects distributors' positive and active attitude to maintain the long-term orientation.

Interpersonal liking, referred as emotional attachment, reflects a kind of inner deep emotion. When this kind of friendship is established, emotionally connected boundary spanners might go out for a drink outside of work, and informational or physical support in need is offered by partner boundary spanners. Therefore, increasing meeting opportunities, such as attending dinners, participating in business activities together, gift-giving, and any other occasions for increasing interaction frequency, is fundamental for nurturing interpersonal liking, then help to gain support from partners (interaction frequency has indirect effect on inter-firm support).

Indirect effects suggest that interpersonal liking is found to mitigate tension and reduce the conflicts between cooperative partners (Lee and Dawes, 2005) through inter-firm support. Inter-firm support partially mediates the relationship between interpersonal guanxi and inter-organizational relationship quality variables (long-term orientation and conflict), working as a bridge connecting individual- and organizational-level relationships in marketing channels.

When boundary spanners are in good relationships,

they will enhance harmonious atmosphere, provide access to valuable information or resources, reduce ambiguity in information, foster mutual understanding and decrease conflict (Luo, 2007). Inter-firm mutual support is likely to be considered as a cost-effective relationship building approach which can be carried out practically and easily, whether the support is informational, physical or financial.

THEORETICAL CONTRIBUTIONS

The findings emphasize the important role of guanxi orientation in organizational behavior and relationship marketing, especially in connecting intra-and inter-firm relationships. The study demonstrates that interpersonal relationships between distributors' personnel and manufacturers' salesperson, are influenced by firm's guanxi orientation, and then contribute to reducing frictions and fostering long-term orientation between distributors and manufacturers.

In this study, guanxi orientation is considered as a kind of organizational values, which provide a new direction for future guanxi research. It also identified that boundary spanner' guanxi building behaviors or activities are not only influenced by Chinese traditional culture, are also by firm's organizational values. Firms need to recognize the importance of organizational values and make them transmitted to every employee.

Interpersonal factors are included here, where interpersonal liking and interactions between boundary spanners are used to measure the outcomes of their guanxi-building behaviors in an easier way. Researchers can use these two constructs to improve the understanding of interpersonal relationship. Furthermore, this study expands the scope of interpersonal liking construct from intra-firm to inter-firm relationship.

Previous research has identified trust, dependence, and performance as antecedents of long-term orientation. Inter-firm support is found here to contribute to distributor's long-term orientation, enriching the studies on long-term orientation. This is important, because it suggests that offering informational or physical help, providing sales and marketing activities support, which are not so costly as building trust, can serve as useful and practical tools to improve partners' long-term orientation. Inter-firm support also plays a mediating role between interpersonal liking and long-term orientation, building a bridge between interpersonal and inter-organizational relationships.

We combine organizational theory and channel behavior theory together in this study. As inner organizational values have predictive influence on boundary spanning employees, the employees from cooperating channel partners take on the responsibility of connecting bilateral firms and building alliances, and then subsequently impact inter-firm relationship quality, improving the development of longer-term relationships.

MANAGERIAL IMPLICATIONS

The results of this empirical study provide practical implications for supply chain organizations. Firstly, business practitioners or researchers need to realize the importance of organizational values, they need to adopt and internalize appropriate organizational values, and make them manifested in employees' behaviors.

Here we emphasize guanxi orientation, particularly important in Eastern culture. For foreign channel members, they need to have a comprehensive understanding of guanxi rules and do as the Romans do. Elements like reciprocity, obligations, favors, and mianzi (face), should be taken into consideration when doing business in China.

The study findings verify that interpersonal and inter-firm factors both contribute to distributor-manufacturer relationship quality. Interpersonal liking safeguards support exchanged between firms, which in turn help mitigate tense relationships and facilitate long-term orientation. To better manage bilateral relationships with partners, firms need to educate their boundary-spanning employees to build interpersonal relationship and keep in close touch with counterparts.

Secondly, combinations of intra- and inter-firm management should be taken seriously. Boundary spanners are the key figures connecting two firms and carrying tangible and intangible resources from respective firms. On the conditions that A distributor and B manufacturer have built strong emotional connections, if the boundary spanner from A distributor leaves his or her positions, he or she will take the resources away (clients or confidential information), which will bring in huge transaction cost for both firms.

For A distributor, it has to take time and money to hire a new qualified purchasing manager and take the risk of losing clients. For B manufacturer, more time and energy will be spent on acquainting a new counterpart. Practitioners need to be aware of the serious situation. Instead of building trusted relationships, which always costs a lot, providing necessary support seems to be a more economical way to benefit from manufacturers' long-term orientation.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The study has some limitations. Firstly, the collected data is cross-sectional, which can only disclose the horizontal associations among constructs and limits the dynamic and longitudinal analysis of relationships between manufacturer and distributor. Secondly, we collect data from the cellphone distribution network. It is suggested that future studies need to collect data from more industries to diversify research backgrounds and increase validity. Thirdly, we only take the specific organizational values-guanxi orientation into consideration, limiting the

generality of this study. Future studies can incorporate other organizational values into the study model like fairness and commitment, and examine the comprehensive model. Fourthly, we did not examine the manufacturer's ideas of guanxi orientation, which might cause perception bias in the manufacturer-distributor dyads. Since value congruence in guanxi orientation between manufacturer and distributor is of significance, future research can borrow response surface approach from organizational studies (Edwards and Parry, 1993), to examine the effect of value congruence on inter-organizational relationships.

CONFLICT OF INTERESTS

The authors have not declared any conflict of interests.

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Appendix 1. Construct reliability and validity.

Constructs, measurement items, reliability, and validity		Factor loadings
Guanxi orientation ($\alpha=0.698$, $CR=0.832$, $AVE=0.625$); adopted from Su et al. (2009)		
GO1	Network is important for business success.	0.505
GO2	To pay back favor is more urgent than debts	0.744
GO3	Business dealings entails reciprocity	0.744
Interpersonal liking ($\alpha=0.826$, $CR=0.884$, $AVE=0.656$); adopted from Nicholson et al. (2001)		
II1	Even without our business ties, I would choose to be around the manufacturer's rep.	0.740
II2	I like my manufacturer's rep as much as other people that I know	0.748
II3	I enjoy being around this manufacturer's rep	0.760
II4	I build personal emotional attachment with this manufacturer's rep	0.698
Interaction frequency ($\alpha=0.819$, $CR=0.917$, $AVE=0.846$); adopted from Nicholson et al. (2001)		
IF1	I frequently come into contact with the manufacturer/distributor's rep face to face	0.754
IF2	The manufacturer/distributor's rep contact me by phone on a frequent basis	0.919
Inter-firm support ($\alpha=0.775$, $CR=0.869$, $AVE=0.689$); adopted from Heide and John (1990)		
IS1	The distributor responds to the manufacturer's advertising and promotion proactively	0.698
IS2	The distributor always complies with marketing plan predetermined by the manufacturer	0.740
IS3	The distributor provides necessary information and report to the manufacturer correctly and timely	0.760
Conflict ($\alpha=0.854$, $CR=0.898$, $AVE=0.688$); adopted from Kumar et al. (1995)		
PC1	The manufacturer and our firm have major disagreements on keeping promise	0.708
PC2	The manufacturer and our firm have major disagreements on pricing decision	0.807
PC3	The manufacturer and our firm have major disagreements on allocating promotion resource	0.831
PC4	The manufacturer and our firm have major disagreements on risking sharing	0.738
Long-term orientation ($\alpha=0.839$, $CR=0.885$, $AVE=0.608$); adopted from Genesan (1994)		
LI1	Maintaining a long-term relationship with the manufacturer/distributor is important to us	0.623
LI2	We focus on long-term goals in this relationship	0.632
LI3	We decide to build long-term relationship with the manufacturer/distributor from the beginning	0.739
LI4	We expect to cooperate with the manufacturer/distributor in the long run	0.861
LI5	The manufacturer and distributor should develop into long-term partners in this industry	0.726
Dependence on partner ($\alpha=0.668$, $CR=0.669$, $AVE=0.337$); adopted from Jap and Ganesan (2000)		
DP1	If the relationship with our company is terminated, our local sales revenues will drop a lot	0.635
DP2	If the relationship with our company is terminated, it is difficult for our company to find an alternative	0.515
DP3	It is difficult for our company to replace the role the partner plays in the relationship	0.596
DP4	Our company needs maintain the relationship with the partner	0.568
Partner dependence ($\alpha=0.661$, $CR=0.665$, $AVE=0.334$); adopted from Jap and Ganesan (2000)		
PD1	If the relationship with our company is terminated, the sales revenues of the partner will drop a lot	0.515
PD2	The partner needs our support in improving management level and stabilize personnel	0.522
PD3	The partner need our support in assets and sales promotion	0.657
PD4	The partner is quite dependent on us	0.607

Appendix 1. Cont'd.

- Relationship time (Relation T)
- How long have you been cooperating with the manufacturer/distributor? N.A
- _____year(s)
- Model fit index

$\chi^2/df=1.461$, RMSEA=0.037, CFI=0.970 , IFI=0.971, TLI=0.964

Note: N.A. =not applicable.

Full Length Research Paper

Processing of local agricultural products to meet urban demand: Lessons from soybean cheese consumption analysis in Southern Benin

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The inability of processing enterprises in Sub-Saharan Africa to supply products to meet consumer needs hampers the potential of agricultural value chains. This study analyzed the consumption of soybean cheese in Abomey-Calavi (Southern Benin), in order to identify opportunities of valorizing this commodity. A survey was conducted in November 2015 among 126 households in two main sub-districts. The data on socio-demographic characteristics, soybean cheese consumption motivations and patterns, and consumers' expectations and perceptions were collected based on structured interviews. Data processing includes the assessment of consumers' motivations based on Kendall's test of concordance, and unsatisfied expectations were identified by assessing the significance of the difference between expectations and the perception of the consumers. Competitive price was the most important purchasing motivation for the soybean cheese consumers. Consumers were not satisfied with the following attributes: soft texture, tenderness, attractive presentation, hygienic processing conditions, and long shelf life. The training of processors on hygiene rules, the promotion of the certification under a collective label, the improvement of soybean cheese marketing, and the settlement of an innovation platform to identify upgrading needs could boost the soybean cheese value chain in Southern Benin.

Key words: Market access, women entrepreneurship, consumer expectations, soybean cheese, Benin.

INTRODUCTION

Market-oriented agriculture is viewed as a strategy to address the challenges of unemployment, poverty and food insecurity in Sub-Saharan Africa (Le Courtois et al., 2011; Shiferaw et al., 2011; Fischer and Qaim, 2012; Amos et al., 2014).

Market access strategies include improving the performance of small-scale processing enterprises, improving product quality, and promoting entrepreneur-

ship and agribusiness (Yumkella et al., 2011; Broutin et al., 2014). The agricultural processing contributes to economic growth, transformation of rural areas, job creation, and food security (Vorley and Lançon, 2016).

The agri-food sector can take advantage of fast urbanization in Africa which will result in increased demand for processed products (Jayne et al., 2013).

While urban demand for processed food is rising, local

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processors are partially able to capture these opportunities (Jayne et al., 2013). To help producers and other value chain stakeholders to take advantage of urban food demand, it is important to provide them with sound information about urban consumers and their needs.

The objective of this study is to analyze soybean cheese consumption in order to take advantage of the potential of this product in development strategies in Southern Benin. Indeed, soybean cheese offers opportunity to address several challenges: food security (protein supply for the population), tackling poverty through market access, and the promotion of women entrepreneurship. Soybean cheese production is one of the main activities of women in the Atlantique department (Southern Benin) (Dedjelenou, 2014). However, the possibility for processors and other value chain stakeholders to improve their income depends on their ability to deliver products that meet consumers' expectations (Fold and Gough, 2008).

This study was built on an integrated framework combining the consumer profile (Kilchling et al., 2009; Aoudji et al., 2011), their motivations (Ragaert et al., 2004; Close and Kukar-Kinney, 2010), consumption patterns (Verbeke and Vackier, 2004; Santosa and Guinard, 2011) and the expectancy disconfirmation paradigm (Oliver, 1980; Taylor, 1997).

This paradigm is based on two concepts: expectations and perception. Expectations are product attributes sought by consumers when purchasing (Becker et al., 2000; Glitsch, 2000), while perception is the consumer evaluation of the product based on these attributes (Kelley and Turley, 2001). The level of satisfaction depends on the discrepancies between consumer perception and expectations (Oliver, 1980; Taylor, 1997). It was hypothesized that soybean cheese produced by processors meets consumer expectations.

The practical value of this study is to provide the soybean cheese value chain actors with useful information for the development of products that meets consumers' expectations. In fact, the satisfaction of consumers' expectations provides guidance to production development in value chains (Duffer and Moulins, 1989). Although this study was conducted in Southern Benin, the subject dealt with is of practical interest to all policy makers in Sub-Saharan Africa, given the similarities in food systems and concerns on market access for disadvantaged groups such as women (Jayne et al., 2013).

METHODOLOGY

Data collection

A consumer survey was conducted in November 2015 in the district of Abomey-Calavi, a large urban area in southern Benin (Figure 1). A total of 126 households were randomly selected in the main sub-districts, namely Abomey-Calavi Center and Godomey (Figure 1).

Structured interviews were conducted with the persons responsible for food supply (usually the mothers), assisted by other family members according to their availability.

Besides their interest for soybean cheese, respondents were to give information if they buy and consume this product. The other sections of the interview focused on purchasing motivations, consumption patterns, expectations and perceptions for soybean cheese.

As regards purchasing motivations, respondents were asked to rank four reasons underlying the purchase of soybean cheese (competitive price, nutritious food, available protein source, and pleasure). These reasons were identified from an exploratory consumer survey. The data collected on consumption patterns included consumption frequencies, sources of supply, reasons for choosing a purchase place, consumption time, and monthly expenditures for soybean cheese.

The assessment of expectations and perception of soybean cheese was based on a list of nine attributes. These attributes (competitive price, easily available, tenderness, softness texture, good taste, attractive presentation, attractive color, hygienic processing conditions, and product conservability) were defined with consumers during the exploratory survey.

With regard to expectations, respondents were asked to rate the importance of each attribute while purchasing or consuming soybean cheese. The relative importance of each attribute was assessed by using a 7 points Likert scale ranging from 1 (not at all important attribute) to 7 (very important attribute) (Kelley and Turley, 2001; Ragaert et al., 2004). Likert scale is used to evaluate the degree to which people agree or disagree with a statement (Kelley and Turley, 2001). To assess the perception on soybean cheese, the same attributes were used in the form of statements. Respondents were to tell their level of agreement on each attribute, by using a 7 points Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Data processing and analysis

Data processing and statistical analyses include: the interest and consumption of soybean cheese, the analysis of the consumption of the product, and the identification of unsatisfied consumers' expectations.

Interest and consumption of soybean cheese

The percentages of households interested in the soybean cheese and those that actually consume this product were calculated. Interest reflects an intention to purchase soybean cheese, while consumption refers to households that already purchase the product.

Motivations and consumption patterns

The motivations driving the consumption of soybean cheese were summarized according to average ranks. Kendall's test of concordance (Lewis and Johnson, 1971) was performed to assess the level of agreement among respondents for the classification of elements. Consumption patterns were analyzed based on the sources of supply and the reasons for choosing a purchase place, consumption frequencies, consumption time, and monthly expenditures for soybean cheese.

Identification of unsatisfied consumers' expectations

First, the list of important attributes to consumers was established.

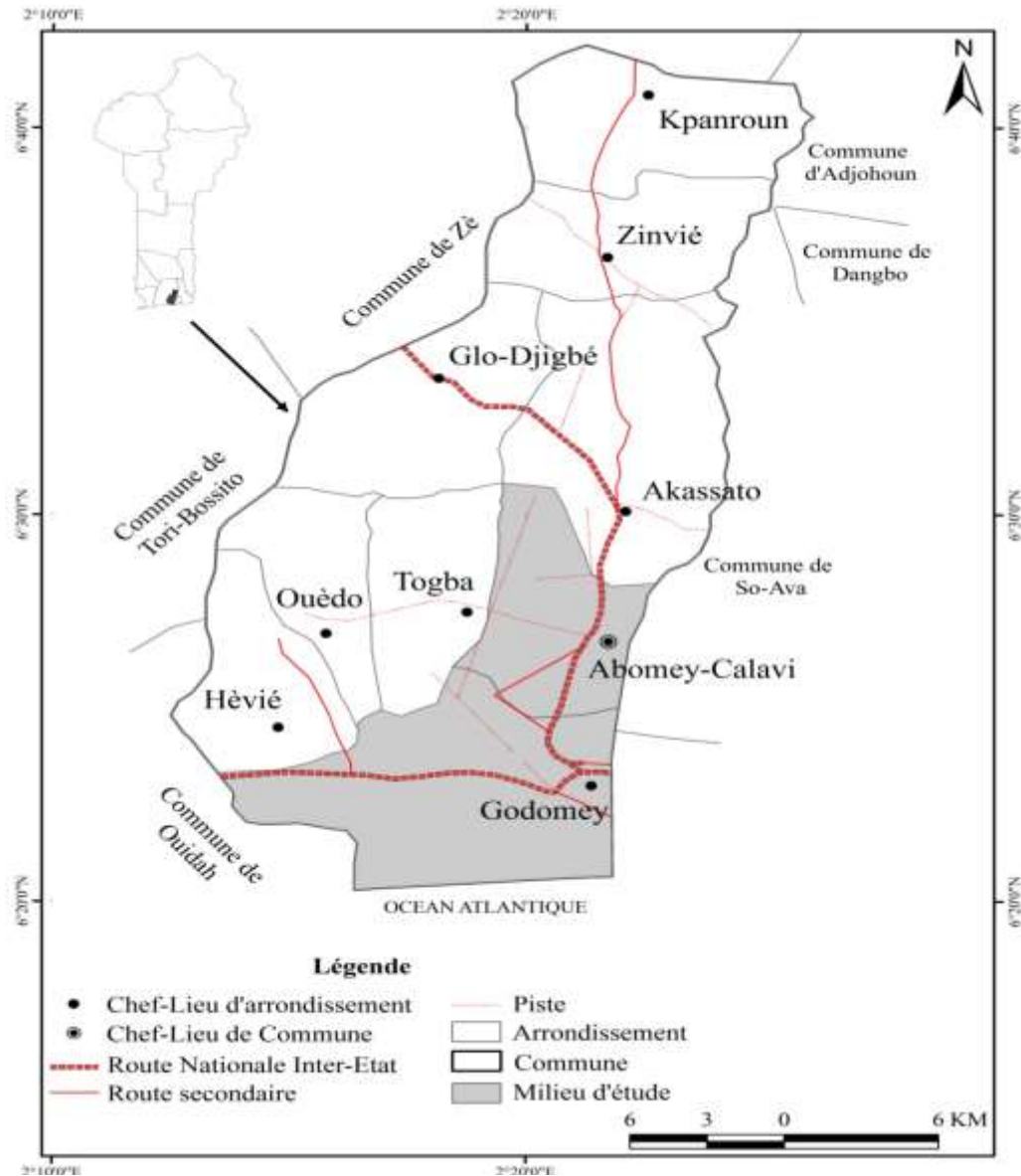


Figure 1. Map of Abomey-Calavi district, the study area.

An attribute is important to consumers when its average score equals at least 4 (middle of the Likert scale used) (Kelley and Turley, 2001). For this purpose Student's *t* test of conformity was performed by comparing the average score of each expectation to the middle of the Likert scale. The unsatisfied expectations were identified based on the expectancy disconfirmation framework (Oliver, 1980; Taylor, 1997). Satisfaction depends on the gap between expectations and perception. Consumers are not satisfied for a given attribute if the mean score of perception is consistently inferior to that of expectations ($\mu_p < \mu_a$). This condition was checked for each attribute by performing Student's *t* test on paired samples.

RESULTS

Household socio-demographic characteristics

Household heads included both men and women. Men

represented the larger proportion (77.2%) of the household heads in the sample (Table 1). Women-headed households were single-parent families. The age of household heads ranged between 21 and 73 years, and 35 years average. Half (50%) of the household heads were aged between 27 and 40 years (Table 1).

About three quarters of household heads were married. Singles represented a low proportion (less than one quarter) of the sample. The proportions of divorced and widowed were low, with a total of 4% for these two categories (Table 1). Household size ranged between 1 and 10 people. Half of households had less than 5 people; and one quarter of them had more than 6 persons (Table 1). About one quarter of household heads had a high education level; one third of them attended

Table 1. Household socio-demographic characteristics.

Variable	Value
Gender (%)	
Male	77.2
Female	22.8
Age (years)	
Minimum	21
First quartile	27
Second quartile	33
Third quartile	40
Maximum	73
Marital status (%)	
Married	72.2
Single	23.8
Divorced	1.6
Widowed	2.4
Household size (number of individuals)	
Minimum	1
First quartile	2
Second quartile	4.5
Third quartile	6
Maximum	10
Education (%)	
None	7.9
Primary level	38.4
Secondary level	30.9
University level	23.8
Profession (%)	
Trade et crafts	63.5
Employee and liberal profession	36.5
Monthly income (XOF)	
Minimum	30.000
First quartile	35.000
Second quartile	60.000
Third quartile	100.000
Maximum	1.000.000

Source: Survey data, November 2015.

secondary school and about two fifths had just primary education.

However, a small proportion of household heads had never attended school (Table 1). The professional background was dominated by traders and craftsmen; more than three fifths of household heads. These were followed by employees and liberal professionals (36.5%) (Table 1). The monthly income of household heads ranged between XOF 30,000 and XOF 1,000,000 (Table

1). This high dispersion reflects the diversity of professions of household heads. 25% of household heads declared a monthly income lower than XOF 35,000 and 25% had a monthly income exceeding XOF 100,000 FCFA (Table 1).

Interest and consumption of soybean cheese

Consumers had a sound interest for soybean cheese:

Table 2. Motivations of soybean cheese consumption.

Motivation	Ranking
Competitive price	1
Nutritious food	2
Protein source easily available	3
Pleasure	4

Kendall's test of concordance: $W=0.039$; Chi-square= 14.58 ; $df=3$; $p=0.002$ (Source: Survey data, November 2015).

Table 3. Sources of soybean cheese purchased by households.

Sources of supply	Percentage of households (%)
Street sellers	70.6
Itinerant sellers	25.4
Sellers in the local market	4

Source: Survey data, November 2015.

less than 5% of respondents declared they were not interested in the consumption of this product. 94% of households were consuming soybean cheese, so not all respondents interested in this product were buying it at the time of the survey.

Motivations and consumption patterns

Motivations of the households

Four main motivations underlie the consumption of soybean cheese across households (Table 2). Competitive price was ranked first among these motivations. The need of nutritious food, a protein source easily available and pleasure were respectively the second, third and fourth motivations for consumption of soybean cheese across households (Table 2).

Kendall's test of concordance revealed a coefficient of agreement W of 0.039 (Table 2). This low value shows a very poor agreement among households about their rankings; but the test was significant ($p < 0.01$).

Consumption patterns

Majority of households (about three quarters) buy soybean cheese from street sellers (Table 3). More than one fourth of surveyed households buy the product from itinerant sellers. Less than 5% buy soybean cheese in the local market.

Proximity was the main criterion supporting the choice of supply places (Figure 2). The quality of the soybean cheese and the price were also taken into account when choosing a purchase place (Figure 2). Regarding the

frequency of soybean cheese consumption, more than two thirds of households consume this product at least 4 times a month (Figure 3). Some households consume soybean cheese on a daily basis (Figure 3).

The consumption of soybean cheese by households occurred at different times during the day (Figure 4). The consumption at lunch widely predominated. However, consumption at dinner was also common. The consumption of soybean cheese at breakfast was reported by a low proportion of households (Figure 4). Half of the households spend less than XOF 800 per month to buy soybean cheese (Table 4). One quarter of households declared a monthly expenditure exceeding XOF 1,600 for the consumption of soybean cheese (Table 4).

In most households, soybean cheese accounted for a low share of monthly expenditures on protein products (Figure 5). About two fifths of households interviewed used less than 5% of their protein purchase budgets for soybean cheese (Figure 5). More than one quarter of households spend 10 to 25% of their monthly expenditures on protein products for soybean cheese (Figure 6). For some of the households, the purchase of soybean cheese averaged more than 50% of monthly expenditures on protein products (Figure 5).

Consumers' expectations

"Student's t test of conformity showed that all nine attributes were important to consumers (the mean score of expectation was significantly higher than 4 for all attributes)." The comparison between perception and expectations scores showed that consumers of soybean cheese were satisfied for the following attributes;

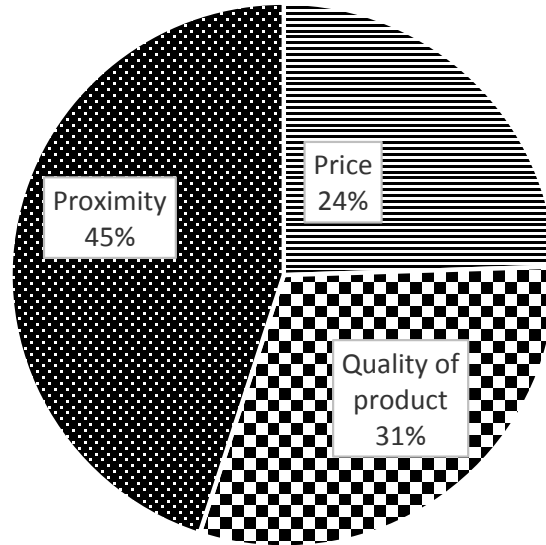


Figure 2. Reasons for choosing a purchase place (Source: Survey data, November 2015).

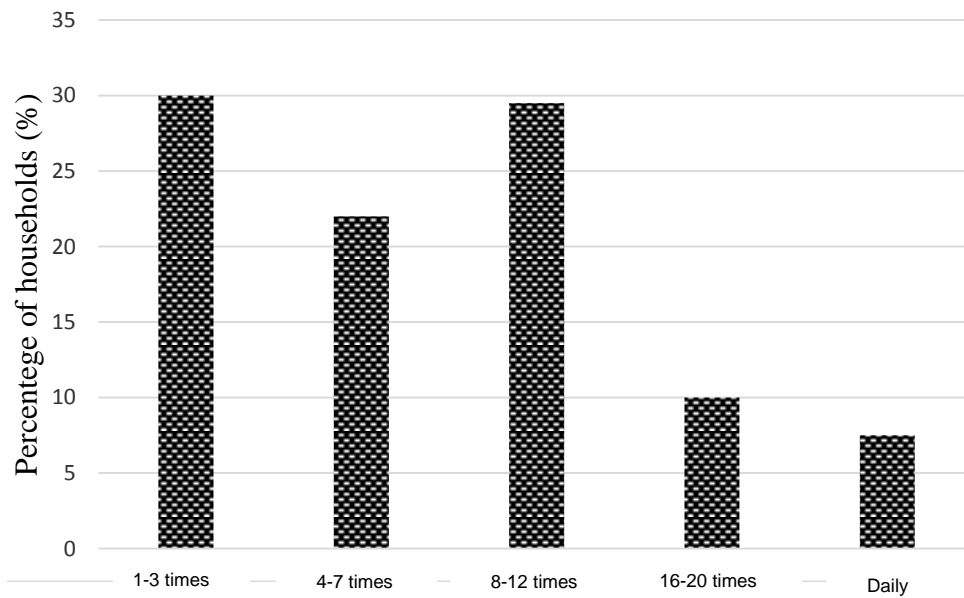


Figure 3. Monthly consumption frequency of soybean cheese (Source: Survey data, November 2015).

competitive price, good taste, easily available and attractive color (Table 5). There were gaps between perception and expectations for the other five attributes, that is, softness texture, tenderness, attractive presentation, hygienic processing conditions, and product conservability. Therefore, efforts are required from soybean cheese processors to meet consumers' expectations. The most important discrepancies between perception and expectations were related to technical

quality attributes (product conservability, softness texture, tenderness), and a functional quality attribute of the product (attractive presentation).

DISCUSSION

Profile of soybean cheese consumers

A variety of socio-demographic classes were consuming

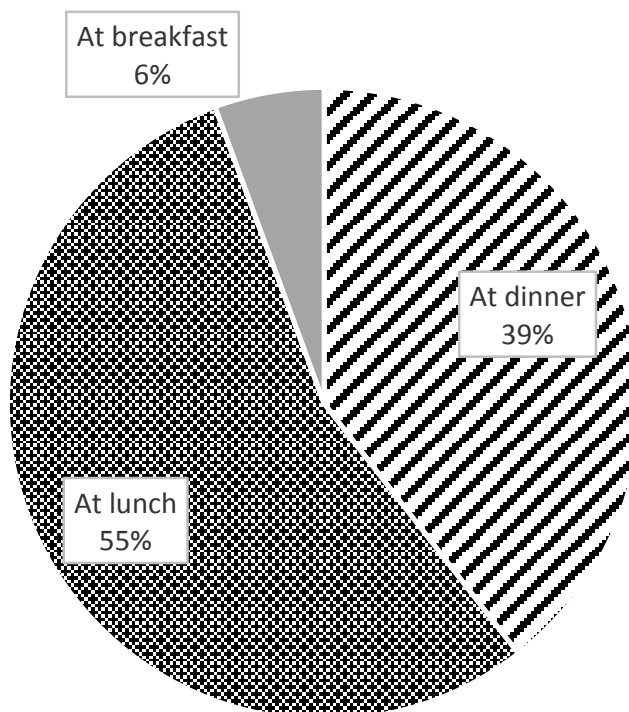


Figure 4. Times of soybean cheese consumption (Source: Survey data, November 2015).

Table 4. Distribution of the monthly expenditures for the purchase of soybean cheese.

Quartiles	Monthly expenditures (XOF)
Minimum	25
First quartile	325
Second quartile	800
Third quartile	1.600
Maximum	6.750

Source: Survey data, November 2015.

soybean cheese. The socio-demographic profile was diversified – with professions ranging from craftsmen to the liberal professions – among consumers interviewed. This socio-demographic diversity of consumers of soybean cheese offers significant market potential for the product. With further analysis, this diversity may allow one to consider market segmentation for deeper understanding of the expectations of different social classes.

Interest and consumption of soybean cheese

There was a gap between the percentages of households interested in soybean cheese and those who were consuming it. Giving reasons for this discrepancy, some

consumers justified their reluctance to buy soybean cheese to be their dissatisfaction during the first consumption. Besides, soybean cheese was not yet distributed in supermarkets; which limits its access to the people who buy in these places. This discussion suggests a need for increased coordination in soybean cheese value chain, for the product to be readily available to all potential consumers in appropriate sales places.

Motivations for consumption of soybean cheese

Competitive price was the main motivation of consumption of soybean cheese, followed by nutrition, available protein, and pleasure. Former studies reported competitive price as an important concern for consumers.

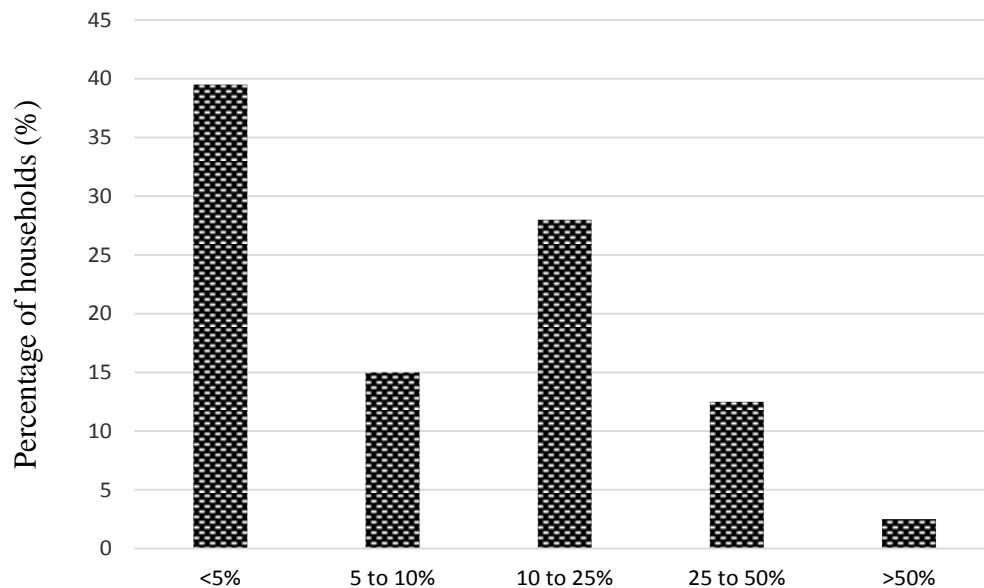


Figure 5. Share of soybean cheese in the monthly expenditures on protein products (Source: Survey data, November 2015).

Table 5. Results of student's *t* test for paired-samples on the difference between the mean scores of perception and expectations.

Attributes	Expectation	Perception
Competitive price	5.91	5.99
Easily available	5.91	6.20
Tenderness	6.19*	4.65
Softness texture	6.57*	4.75
Good taste	5.57	5.67
Attractive presentation	5.90*	4.11
Attractive color	5.94	5.78
Hygienic processing conditions	5.67*	4.82
Product conservability	6.44*	4.33

*Attributes with perception consistently inferior to expectations (Student's *t* test on paired-sample; $p < 0.05$) (Source: Survey data, November 2015).

This is the case for Quebec consumers of cow milk cheese (Group AGEKO, 2006), and urban consumers of construction timber in southern Benin (Aoudji et al., 2011). This study supports the general idea that price plays a critical role in consumer behavior (Ryu and Han, 2010; Grunert et al., 2014). Regarding the seeking of a nutritious food, that is, nourishing/good for health, households consider that the consumption of soybean cheese would be beneficial for health. This product provides nutrients to adults and children (Ogunniyi et al., 2012). Soybean cheese being a vegetable product rich in protein, vitamins, and minerals, could be a new health-food. Besides, soybean fats, mostly unsaturated, contain essential fatty acids. Essential fatty acids are

particularly involved in the structure of nerve cells (Roussel, 2005). These elements could be exploited by value chain stakeholders, for better promotion of the product.

Consumers' expectations

Consumers were satisfied with four (40%) attributes, that is, competitive price, good taste, easily available, and attractive color. Therefore, the hypothesis of the satisfaction of soybean cheese consumers was not verified. Concerning competitive price, a previous study in the same region showed a dissatisfaction of

consumers of timber for the price attribute (Aoudji et al., 2011).

Consumer satisfaction about this attribute for the soybean cheese could be related to the fact that this product is cheaper on the market than other protein products, such as cow milk cheese. The higher price of cow milk cheese could be supported by the fact that its production takes place in the North and Central Benin. Consequently, cow milk based cheese is scarcely accessible to households in the southern region of the country; hence their positive perception on the price of soybean cheese, which, like the cow milk based product, is rich in proteins (Endres, 2001; Michaud and Vodouhè, 2012; Nguyen et al., 2016).

Consumer satisfaction about the attributes of taste and color highlights the positive aspects of the processing technologies used by women processors. However, consumer dissatisfaction on other technical quality attributes such as tenderness shows the needs of strengthening technological capabilities.

Consumer dissatisfaction about the attribute "hygienic processing conditions" reflects a lack of confidence in the production conditions of soybean cheese. This was highlighted in a study on improved processing techniques of soybean cheese (Assongba et al., 2014). It was argued that promoting the hygienic quality of soybean cheese is one of the main challenges for consumer acceptability of the product in Benin.

Therefore, food technology laboratories could develop and disseminate to the processors the guidelines on the appropriate conditions to produce soybean cheese. Certification under a collective label could be a way to reassure consumers, but the implementation of this solution requires the organization of processors in the framework of collective action. This type of action is useful for market access and the inclusion of marginalized groups in lucrative value chains (Blandon et al., 2009; Hellin et al., 2009; Maertens et al., 2012).

According to consumers, soybean cheese kept for more than two days loses its organoleptic values; hence the dissatisfaction for the attribute "product conservability". This is due to the fact that majority of the consumers were buying fried soybean cheese, a form in which conservation is difficult. However, there are techniques for preserving raw soybean cheese. These techniques are either unknown or very expensive for majority of the consumers.

Raw soybean cheese can be kept in a refrigerator (HELVETAS-Benin, nd). Besides the cost of energy, only a few proportions of the Beninese households have a refrigerator. As techniques more affordable to consumers, raw soybean cheese can be kept after pasteurization in bottles for one month (ProAgri, 2012). Efforts are needed to develop more low-cost conservation techniques in order to popularize these techniques among consumers. Improving the conservability of soybean cheese could also be achieved

through more efficient processing techniques.

Consumers found that the texture and level of tenderness of soybean cheese did not allow it to be well impregnated in sauces, contrary to cow milk based cheese, hence their dissatisfaction on these two attributes. Compared to cow milk based cheese, soybean cheese is harder. Texture and tenderness could also be affected by the processing technique, especially the ferment used by processors (ProAgri, 2012). Research is needed to develop improved soybean cheese processing technologies.

On the subject of product presentation, processors usually do not pack up the soybean cheese, hence the dissatisfaction of consumers for the attribute "attractive presentation". The presentation of a product plays a critical role in consumers' purchasing decisions (Silayoi and Speece, 2004; Kotler et al., 2008; Raheem et al., 2014). An attractive presentation of soybean cheese, through appropriate packaging, is essential for the promotion of this product and a better penetration on the market. This includes strengthening the capacities of processors on the satisfactory presentation of the product. This capacity building could be part of an action-research that will allow innovation development while evaluating its implementation.

Conclusions

The objective of this study was to analyze the consumption of soybean cheese among households in Abomey-Calavi (Department of the Atlantique, Southern Benin), in order to improve the value of this product.

Soybean cheese is consumed by a diversity of socio-demographic groups. As a high protein food, soybean cheese is a substitute for cow milk cheese. The motivations supporting the consumption of soybean cheese were; competitive price, nutritious food, source of protein easily available and pleasure. The evaluation of expectations revealed that consumers were not satisfied about the following attributes; softness texture, tenderness, attractive presentation, hygienic processing conditions and "product conservability". Potential market can be an added advantage if only the stakeholders of the soybean cheese value chain make the required efforts to meet the consumers' expectations.

Research is needed to develop more efficient soybean cheese processing technologies. That way, weaknesses in technical quality attributes such as tenderness and "product conservability" can be addressed. This paper highlighted the need to support women who are producing soybean cheese. This support includes training on proven production techniques of soybean cheese. Besides, support for collective action among processors is an important policy matter.

This will facilitate the setting up of a collective label for the production and marketing of soybean cheese. The

leader in the implementation of these various actions is the primary responsibility of the government and its departments in their strategies for poverty alleviation, the pro-poor growth, and women empowerment. NGOs and other facilitators of agricultural development could also contribute.

CONFLICT OF INTERESTS

The authors have not declared any conflict of interests.

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