



Editorial

We are pleased to present the regular special issue of JABEM, which features three exciting articles from three emerging markets in Asia and Africa. These three articles were carefully selected to represent diversity in topic, region, and methodology.

In the lead article, Redda examines the nexus between utilitarian and hedonic motivations, online shopping satisfaction, and purchase intentions, focusing on the mediating role of online shopping satisfaction. Employing a descriptive research design and a single cross-sectional survey in South Africa, the results indicate that both utilitarian and hedonic motivations are significant predictors of online shopping satisfaction, which, in turn, influences purchase intentions. However, utilitarian motivations exhibit a stronger predictive power for online shopping satisfaction than hedonic ones. Further, online shopping satisfaction does not appear to mediate the relationship between utilitarian motivations and purchase intentions; however, it partially mediates the relationship between hedonic motivations and purchase intentions. By balancing utilitarian and hedonic elements, business managers can cater to diverse motivational needs, fostering stronger customer relationships and increasing revenue potential.

In the second article, Cauyan examines the impact of Sustainable Development Goal (SDG) programs on cooperative membership growth, focusing on the mediating role of program beneficiaries in cooperatives. Based on the Stakeholder Theory, the study investigates the role of cooperative SDG programs in fostering trust, participation, and inclusive membership growth. Using an exploratory-descriptive quantitative research design, the study analyzes trends in SDG program participation, program beneficiary engagement, and cooperative membership growth by employing annual reports and organizational data. Findings show that while direct relationships are nonsignificant, persistent trends indicate aligned SDG programs support organizational legitimacy and stakeholder participation. Strategic interventions in health, education, and livelihoods are associated with increased program beneficiary participation and incremental growth in cooperative membership. The findings imply that cooperatives with SDG goals integrated into core business activities are likely to satisfy member demands and the expectations of the community. This study provides recommendations to cooperative managers and policymakers on implementing inclusive, impact-based programs that promote sustainable development and organizational resilience.

In the final article, Basera and Nyathi explore the influence of buyer-seller relationships on organizational competitiveness in the beverages industry. The research aimed to investigate the significance of building and maintaining strong buyer-seller relationships in enhancing the competitiveness of organizations operating in the highly competitive beverages market. Using a quantitative research methodology, they collected data through questionnaires. Results indicate that buyer-seller relationships in Zimbabwe's beverages industry led to increased customer loyalty, improved market responsiveness, enhanced product quality, and greater differentiation from competitors. Although achieving organizational competitiveness requires mutual understanding and commitment, the authors recommend that managers in the beverages industry should prioritize developing and maintaining strong buyer-seller relationships through improved communication, collaboration, mutual trust, and transparency among supply chain partners to achieve competitiveness.

In the book review section, Sriram reviews the book by Dana-Nicoleta Lascu entitled *International Marketing*. He assesses the value and quality of low-cost textbooks, with a specific focus on a global marketing book published by Textbook Media and intended for students enrolled in an elective international marketing class.

Trust this issue will be worth reading. Please do share your comments.

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